

# ASTROLOGY, ZODIAC SIGNS AND CONSUMER BEHAVIOUR: A REVIEW AND CONCEPTUAL FRAMEWORK

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## ABSTRACT

*Consumer behaviour is shaped not only by rational evaluation and information processing but also by culturally embedded belief systems that provide meaning, reassurance, and identity cues. Astrology—encompassing Western zodiac signs and the Hindu Rasi system—represents one such belief structure that continues to influence consumption decisions across societies, particularly in high-involvement and uncertainty-laden contexts. Prior research suggests that astrological belief affects purchase timing, perceived risk, and post-purchase evaluation by enhancing perceived control and emotional reassurance. This paper reviews and synthesizes interdisciplinary literature on astrology's influence on consumer behaviour by integrating psychological, cultural, and symbolic consumption perspectives. It examines how zodiac signs and Hindu Rasi-based identities shape self-concept alignment, symbolic consumption, and decision-making outcomes. A comprehensive conceptual framework is proposed to explain the indirect mechanisms through which astrological belief influences consumer behaviour via psychological mediators such as perceived control, emotional reassurance, and decision confidence, while recognizing zodiac identity and Rasi alignment as moderating factors.*

*By explicitly incorporating the Hindu Rasi system, this study extends predominantly Western-centric interpretations of astrology in consumer research and offers a culturally grounded framework relevant to emerging. The paper further discusses managerial implications for culturally sensitive marketing, ethical considerations surrounding belief-based appeals, and directions for future research, positioning astrology as a symbolic and contextual influence rather than a deterministic predictor of consumer behaviour.*

**Keywords:** Consumer Behaviour, Astrology, Consumption, Behavioural Science.

## INTRODUCTION

Consumer behaviour research has traditionally emphasized rational choice models, cognitive evaluations, and socio-economic determinants as primary drivers of marketplace decision-making (Kotler, Keller & Chernev, 2022; Solomon, 2020). However, extensive theoretical and empirical research indicates that consumers frequently rely on non-rational belief systems, heuristics, and symbolic frameworks when making consumption decisions, particularly in situations characterized by uncertainty, emotional involvement, and perceived risk (Carlson, Mowen & Fang, 2009; Risen,

2016). Such belief-based influences are especially salient in high-involvement purchases, where outcomes are difficult to predict and mistakes are costly (Hamerman & Johar, 2013).

Astrology constitutes one of the most enduring and culturally legitimate belief systems influencing human judgement and behaviour. It proposes that celestial configurations influence individual traits, behavioural tendencies, and life outcomes, offering consumers interpretive narratives that guide both expectations and decisions (Rao, 2024). While Western academic discourse often frames astrology as entertainment or superstition, in many societies—particularly in India—astrology is deeply institutionalized within social, religious, and familial structures (Mendiratta, 2025). The Hindu Rasi system extends astrological influence beyond personality interpretation to include auspicious timing (muhūrta), compatibility assessment, and collective decision-making related to marriage, real estate purchases, business initiation, and festival consumption (Uslu & Uslu Divanoğlu, 2019).

Zodiac signs and Rasi classifications function as symbolic identity categories that consumers use to interpret their preferences and align consumption with perceived personality traits (Belk, 1988; Sirgy, 1982). From a symbolic consumption perspective, consumers derive meaning and self-expression from products and brands that resonate with their astrological identities, particularly in hedonic and experiential categories (Solomon, 2020). At the same time, astrology operates as a psychological heuristic that enhances perceived control and reduces anxiety under uncertainty, thereby influencing purchase confidence and post-purchase evaluation (Hamerman & Johar, 2013; Kay et al., 2008).

Despite its prevalence and cultural relevance, astrology remains underexplored in mainstream consumer behaviour research, which has largely privileged rational and cognitive explanations over culturally embedded belief systems. Existing studies often examine astrology in isolation or subsume it under broader discussions of superstition, offering limited theoretical integration and insufficient attention to non-Western astrological traditions (Carlson, Mowen & Fang, 2009; Uslu & Uslu Divanoğlu, 2019). In particular, the Hindu Rasi system has received minimal scholarly attention despite its significant influence on consumption behaviour in emerging markets.

The primary purpose of this study is to systematically review and integrate existing literature on astrology, zodiac signs, and consumer behaviour, and to develop a conceptual framework that explains how astrological belief influences consumer decision-making through psychological and symbolic mechanisms. Specifically, this study aims to (1) examine astrology as a cultural and psychological influence on consumption behaviour, (2) explore the role of zodiac signs and Hindu Rasi as symbolic identity markers shaping consumer preferences, purchase timing, and evaluation, and (3) propose a theoretically grounded framework linking astrological belief, psychological mediators, and behavioural outcomes.

By addressing these objectives, this paper contributes to consumer behaviour theory by incorporating culturally embedded belief systems into the analysis of decision-making and symbolic consumption (Arnould & Thompson, 2005). From a managerial perspective, it provides insights into how astrology and Rasi symbolism can be ethically and strategically integrated into culturally sensitive marketing practices. The paper also outlines future research directions that encourage empirical testing and cross-cultural comparison, thereby advancing scholarly understanding of belief-based consumption in contemporary marketplaces.

## LITERATURE REVIEW

### Astrology as a Cultural and Psychological Influence

Astrology functions as a culturally legitimized belief system that influences consumption by

shaping perceptions of risk, timing, and outcome expectancy (Mendiratta, 2025; Rao, 2024). In collectivist societies, family traditions, religious practices, and social norms reinforce reliance on astrological guidance, particularly for high-involvement and irreversible decisions (Uslu & Uslu Divanoğlu, 2019). Astrology thus becomes embedded within everyday consumption rituals.

From a psychological perspective, astrology operates through cognitive biases such as the Forer effect and confirmation bias, enabling individuals to perceive generalized descriptions as personally relevant (Carlson, Mowen & Fang, 2009). Additionally, astrology functions as a heuristic that enhances perceived control and emotional reassurance under conditions of uncertainty (Hamerman & Johar, 2013). These mechanisms increase decision confidence, reduce anxiety, and positively influence post-purchase satisfaction.

### **Hindu Zodiac (Rasi) System and Consumer Behaviour**

The Hindu zodiac system, commonly referred to as the Rasi system, is grounded in Vedic astrology (Jyotiṣa) and is deeply embedded within the socio-cultural and religious fabric of Indian society. Unlike Western zodiac signs, which are primarily used to describe personality traits and behavioural tendencies, the Hindu Rasi system serves as a comprehensive decision-making framework that informs auspicious timing (muhūrta), compatibility assessment, and life-cycle events (Rao, 2024; Mendiratta, 2025). Consequently, Rasi-based astrology influences not only individual preferences but also collective consumption decisions within families and communities.

Consumption decisions related to weddings, property purchases, business ventures, and festival expenditures are frequently aligned with astrological consultations based on planetary positions and Rasi compatibility (Uslu & Uslu Divanoğlu, 2019). This reliance on astrology reflects the cultural institutionalization of belief systems, where consumption is embedded within ritualized social practices rather than being viewed as an isolated individual choice. Research in cultural consumption suggests that such institutionalized beliefs legitimize decisions and reduce social and psychological risk, particularly for high-involvement and irreversible purchases (Belk, 1988; Solomon, 2020).

From a consumer psychology perspective, the Hindu Rasi system enhances perceived control and emotional reassurance by providing structured explanations for uncertainty and future outcomes (Hamerman & Johar, 2013). Consumers who consult astrologers before major purchases often report higher confidence and reduced anxiety, even when objective uncertainty remains unchanged. This phenomenon aligns with compensatory control theory, which posits that individuals rely on external systems of meaning when personal control is threatened (Kay et al., 2008). Thus, Rasi-based astrology operates as a culturally sanctioned heuristic that facilitates decision-making under uncertainty.

Furthermore, Rasi identity contributes to symbolic consumption by shaping self-perception and consumption narratives. Consumers often associate specific traits with their Rasi and select products and brands that reinforce these perceived characteristics. For example, individuals identifying with Simha (Leo) may gravitate toward status-enhancing and expressive products, while those identifying with Kanya (Virgo) may prefer health-oriented and functional offerings. Such patterns reflect self-congruity processes, where consumers seek alignment between self-concept and consumption choices (Sirgy, 1982). In this way, the Hindu zodiac system functions both as a decision-support mechanism and a symbolic identity framework Table 1.

Zodiac signs and Hindu Rasi classifications serve as symbolic representations of personality and behavioural tendencies. Consumers who strongly identify with their astrological sign are more likely to engage in consumption aligned with perceived traits, particularly in hedonic, experiential, and identity-expressive categories (Solomon, 2020; Belk, 1988). While Western zodiac signs are

often used for personality expression and lifestyle alignment, Hindu Rasi astrology is more structurally embedded, guiding collective decision-making within families and communities.

**Table 1**  
**HINDU RASI: GENERAL NATURE AND CONSUMER CHARACTERISTICS**

#	Hindu Rasi	General Nature	Indicative Consumer Characteristics	Marketing trigger
1.	Mesha (Aries)	Assertive, energetic, impulsive, competitive, bold	Impulse buying, early adoption of products Strong preference for sports gear, automobiles, gadgets Responds well to limited editions, flash sales Brand loyalty driven by <i>status and power</i> , not price Adventure products, sports equipment	Urgency, dominance messaging, “Be the first”
2.	Vrishabha (Taurus)	Stability-seeking, comfort-oriented	Luxury goods, quality food High spending on luxury, food, fashion, real estate Prefers trusted brands over experimentation Long purchase cycles but high lifetime value Strong attachment to physical experience (touch, taste)	Premium quality, durability, sensory appeal
3.	Mithuna (Gemini)	Curious, communicative	Gadgets, books, travel Frequent small purchases, variety-seeking Heavy users of digital products, social media, education Influenced by reviews, influencers, word-of-mouth Low brand loyalty, high information search	Novelty, storytelling, interactive content
4.	Karka (Cancer)	Emotional, family-oriented	Home décor, household appliances Spending focused on home, family, healthcare Preference for familiar brands with emotional resonance Responsive to tradition-based and heritage products Avoids risky or unfamiliar purchases	Emotional safety, family values, nostalgia
5.	Simha (Leo)	Status-conscious, expressive	Branded fashion, entertainment High expenditure on status goods, fashion, entertainment Strong brand loyalty when brand enhances identity Likes public recognition and personalization Enjoys premium and aspirational products	Prestige, exclusivity, visibility
6.	Kanya (Virgo)	Analytical, health-focused	Wellness products, productivity tools Rational, research-heavy buying decisions Preference for organic, functional, minimalist products Price-sensitive but quality-aware Skeptical of exaggerated advertising claims	Data, transparency, certifications
7.	Tula (Libra)	Aesthetic, social	Fashion accessories, experiential dining Purchases guided by design, harmony, brand image Strong interest in fashion, beauty, lifestyle products Decision-making influenced by peers Avoids extremes—prefers “safe elegance”	Visual appeal, social proof, symmetry
8.	Vrischika (Scorpio)	Intense, private	Niche brands, wellness services Deep brand loyalty once trust is formed	Mystery, depth, transformational

			Preference for niche, premium, symbolic products Interested in wellness, spirituality, self-transformation Less price-sensitive, more value-driven	benefits
9.	Dhanu (Sagittarius)	Optimistic, adventurous	Travel, learning platforms Spending on travel, education, experiences Prefers ethical, purpose-driven brands Low attachment to material possessions Spontaneous spending during travel or learning	Freedom, exploration, higher purpose
10.	Makara (Capricorn)	Disciplined, achievement-oriented	Financial products, real estate Long-term investment-oriented purchasing Focus on finance, property, professional tools High price tolerance for durability and ROI Conservative but brand-loyal	Reliability, authority, long-term value
11.	Kumbha (Aquarius)	Innovative, unconventional	Technology, sustainable products Early adopters of technology and sustainable products Prefers brands aligned with social causes Low interest in traditional luxury Community-driven consumption	Innovation, impact, disruption
12.	Meena (Pisces)	Imaginative, spiritual	Art, music, spiritual products Spending on art, music, spirituality, wellness Emotionally influenced purchasing Drawn to symbolic and experiential products Less price-conscious, more feeling-driven	Storytelling, compassion, transcendence

### 1. Mesha (Aries) – Mars-ruled | Fire

#### Core traits: Consumption behaviour:

- Impulse buying, early adoption of products
- Strong preference for sports gear, automobiles, gadgets
- Responds well to limited editions, flash sales
- Brand loyalty driven by status and power, not price

**Marketing trigger:** Urgency, dominance messaging, “Be the first”

### 2. Vrishabha (Taurus) – Venus-ruled | Earth

**Core traits:** Comfort-loving, stable, sensual, quality-conscious

#### Consumption behaviour:

- High spending on luxury, food, fashion, real estate
- Prefers trusted brands over experimentation
- Long purchase cycles but high lifetime value
- Strong attachment to physical experience (touch, taste)

**Marketing trigger:** Premium quality, durability, sensory appeal

### 3. Mithuna (Gemini) – Mercury-ruled | Air

**Core traits:** Curious, communicative, adaptable, restless

#### Consumption behaviour:

- Frequent small purchases, variety-seeking
- Heavy users of digital products, social media, education

- Influenced by reviews, influencers, word-of-mouth
  - Low brand loyalty, high information search
- Marketing trigger:** Novelty, storytelling, interactive content

#### 4. Karka (Cancer) – Moon-ruled | Water

**Core traits:** Emotional, nurturing, nostalgic, security-oriented

**Consumption behaviour:**

- Spending focused on home, family, healthcare
- Preference for familiar brands with emotional resonance
- Responsive to tradition-based and heritage products
- Avoids risky or unfamiliar purchases

**Marketing trigger:** Emotional safety, family values, nostalgia

#### 5. Simha (Leo) – Sun-ruled | Fire

**Core traits:** Proud, expressive, authoritative, charismatic

**Consumption behaviour:**

- High expenditure on status goods, fashion, entertainment
- Strong brand loyalty when brand enhances identity
- Likes public recognition and personalization
- Enjoys premium and aspirational products

**Marketing trigger:** Prestige, exclusivity, visibility

#### 6. Kanya (Virgo) – Mercury-ruled | Earth

**Core traits:** Analytical, detail-oriented, health-conscious

**Consumption behaviour:**

- Rational, research-heavy buying decisions
- Preference for organic, functional, minimalist products
- Price-sensitive but quality-aware
- Skeptical of exaggerated advertising claims

**Marketing trigger:** Data, transparency, certifications

#### 7. Tula (Libra) – Venus-ruled | Air

**Core traits:** Aesthetic-driven, balanced, social, diplomatic

**Consumption behaviour:**

- Purchases guided by design, harmony, brand image
- Strong interest in fashion, beauty, lifestyle products
- Decision-making influenced by peers
- Avoids extremes—prefers “safe elegance”

**Marketing trigger:** Visual appeal, social proof, symmetry

#### 8. Vrischika (Scorpio) – Mars-ruled | Water

**Core traits:** Intense, secretive, transformative, loyal

**Consumption behaviour:**

- Deep brand loyalty once trust is formed

- Preference for niche, premium, symbolic products
- Interested in wellness, spirituality, self-transformation
- Less price-sensitive, more value-driven

**Marketing trigger:** Mystery, depth, transformational benefits

### 9. Dhanu (Sagittarius) – Jupiter-ruled | Fire

**Core traits:** Optimistic, adventurous, philosophical

**Consumption behaviour:**

- Spending on travel, education, experiences
- Prefers ethical, purpose-driven brands
- Low attachment to material possessions
- Spontaneous spending during travel or learning

**Marketing trigger:** Freedom, exploration, higher purpose

### 10. Makara (Capricorn) – Saturn-ruled | Earth

**Core traits:** Disciplined, practical, status-conscious

**Consumption behaviour:**

- Long-term investment-oriented purchasing
- Focus on finance, property, professional tools
- High price tolerance for durability and ROI
- Conservative but brand-loyal

**Marketing trigger:** Reliability, authority, long-term value

### 11. Kumbha (Aquarius) – Saturn/Rahu-ruled | Air

**Core traits:** Innovative, unconventional, humanitarian

**Consumption behaviour:**

- Early adopters of technology and sustainable products
- Prefers brands aligned with social causes
- Low interest in traditional luxury
- Community-driven consumption

**Marketing trigger:** Innovation, impact, disruption

### 12. Meena (Pisces) – Jupiter-ruled | Water

**Core traits:** Imaginative, spiritual, empathetic

**Consumption behaviour:**

- Spending on art, music, spirituality, wellness
- Emotionally influenced purchasing
- Drawn to symbolic and experiential products
- Less price-conscious, more feeling-driven

**Marketing trigger:** Storytelling, compassion, transcendence

## Western (English) Zodiac Signs and Consumption Behaviour

Western zodiac signs, commonly referred to as English zodiac signs, are derived from Greco-Roman astrological traditions and are widely disseminated through popular media, digital platforms,

and lifestyle content. Unlike the Hindu Rasi system, Western zodiac signs are typically consumed as personality descriptors and identity cues rather than as formal decision-making tools. Nevertheless, research suggests that Western zodiac signs influence consumer behaviour through symbolic, psychological, and social mechanisms (Gülmez et al., 2011; Solomon, 2020).

Studies on symbolic consumption indicate that individuals who strongly identify with their zodiac sign are more likely to engage in identity-expressive consumption, particularly in categories such as fashion, entertainment, travel, and digital experiences (Belk, Wallendorf & Sherry, 1989). Zodiac-based identity provides a convenient narrative for self-description and social interaction, enabling consumers to express individuality while simultaneously belonging to recognizable symbolic groups. This dual function enhances the social visibility and communicative value of consumption choices.

Psychologically, Western zodiac signs influence consumption through the Forer effect, whereby individuals perceive vague personality descriptions as uniquely applicable to themselves (Carlson, Mowen & Fang, 2009). This effect increases the perceived relevance of zodiac-based content and reinforces belief-consistent behaviour. Consumers may selectively attend to information that confirms zodiac-consistent traits, leading to confirmation bias in product evaluation and brand perception (Risen, 2016). As a result, zodiac-aligned marketing messages may enhance message persuasiveness and recall.

Digitalization has further amplified the influence of Western zodiac signs on consumption. Astrology applications, social media influencers, and personalized horoscope content have transformed zodiac signs into interactive lifestyle tools. Research suggests that younger consumers, in particular, engage with zodiac content as a form of entertainment, identity exploration, and social bonding, which in turn influences brand engagement and impulse buying behaviour (Solomon, 2020). These findings highlight the evolving role of zodiac signs in contemporary consumer culture.

### **Astrology, Symbolic Consumption, and Marketplace Meaning**

Beyond specific zodiac systems, astrology contributes to consumption by functioning as a broader symbolic and cultural resource within the marketplace. Consumer Culture Theory emphasizes that consumers actively construct meaning through marketplace symbols, narratives, and myths (Arnould & Thompson, 2005). Astrology operates as one such marketplace myth, offering coherent narratives that connect personal identity, destiny, and consumption outcomes.

Astrological belief enables consumers to interpret consumption success and failure through symbolic attribution processes. Positive outcomes are often attributed to favourable astrological alignment, reinforcing belief systems, while negative outcomes may be rationalized through planetary transitions or temporary misalignment. This attributional function reduces cognitive dissonance and supports post-purchase satisfaction (Weiner, 1985). Consequently, astrology influences not only pre-purchase decision-making but also post-purchase evaluation and loyalty.

Moreover, astrology's integration into marketing communication reflects broader shifts toward experiential and meaning-based consumption. Zodiac-themed campaigns, personalized horoscope content, and astrology-based storytelling allow brands to participate in culturally resonant conversations without relying on purely functional appeals. When applied ethically, such strategies enhance emotional engagement and cultural relevance, particularly in belief-oriented markets

### **Empirical Evidence**

Empirical studies indicate that astrological belief significantly influences purchase preferences, risk perception, and decision timing (Baş & Kubilay, 2016; Uslu & Uslu Divanoğlu,

2019). Mendiratta (2025) reports that Indian consumers frequently plan festival shopping, weddings, and property purchases in accordance with astrological calendars. Zodiac-based identity has also been linked to symbolic consumption, impulsive buying, and experiential preferences (Gülmez et al., 2011; Solomon, 2020).

### **Astrology as a Cultural Meaning System**

Astrology has long been recognised as a cultural and symbolic system through which individuals interpret life events, personality traits, and uncertainty (Campion, 2009). Rather than functioning as a predictive science, astrology persists as a socially embedded belief framework that provides cognitive structure and emotional reassurance (Cornelius, 2018). In India, Vedic astrology (Jyotiṣa) occupies a central role in everyday decision-making, influencing activities such as marriage selection, business initiation, and consumption timing (Subramanian, 2015). This deep cultural integration positions astrology as a meaningful lens for examining consumer behaviour within the Indian socio-cultural context.

### **Astrology, Personality, and Consumer Decision-Making**

Prior research suggests that individuals frequently internalize personality characteristics associated with their zodiac signs, especially when such traits align with existing self-concepts (Furnham & Schofield, 1987). Lindeman (1998) argues that belief in astrology satisfies motivational and cognitive needs by offering simplified explanations for complex social realities. Empirical evidence also indicates that horoscope-based information can influence judgments and choices, even among individuals who claim skepticism toward astrology (Blackmore & Seibold, 2001). These findings imply that zodiac signs function as cognitive heuristics that subtly shape preferences and decision-making processes.

### **Symbolic Consumption and Identity Construction**

Consumption has been widely acknowledged as a symbolic act through which individuals express identity and social positioning. Belk's (1988) theory of the extended self posits that possessions serve as reflections of personal identity. McCracken (1986) further explains that cultural meanings are transferred from society to consumer goods and ultimately to consumers through ritualized consumption practices. Within this framework, zodiac signs operate as symbolic identity markers that guide consumers toward brands and products consistent with their perceived self-concept (Elliott & Wattanasuwan, 1998). Astrology-based consumption thus aligns closely with self-congruity and symbolic interactionism theories.

### **Consumer Culture Theory and Cultural Embeddedness**

Consumer Culture Theory (CCT) emphasizes that consumer behaviour is shaped by broader cultural narratives, belief systems, and social practices (Arnould & Thompson, 2005). In collectivist and high-context cultures such as India, consumption decisions are strongly influenced by tradition, symbolism, and shared cultural meanings (Hofstede, 2001). Astrology, as a culturally legitimized belief system, functions as a shared interpretive framework through which consumers evaluate risk, value, and appropriateness of consumption. Zodiac signs therefore serve as culturally sanctioned scripts that influence consumption orientation and purchase timing.

### **Astrology and Consumption Behaviour in the Indian Context**

Recent empirical studies have begun to examine the direct relationship between astrology and consumer behaviour. Gaur and Kaushik (2020) found that astrological beliefs significantly affect purchase timing, brand trust, and perceived risk among Indian consumers. Their findings indicate that consumers frequently consult zodiac signs and auspicious timings (muhūrta) before making high-involvement purchases such as automobiles, real estate, and gold. Similarly, Pradhan, Duraipandian, and Sethi (2016) demonstrate that culturally symbolic cues enhance emotional brand attachment and symbolic value in the Indian marketplace. These studies support the argument that astrology plays a non-trivial role in shaping consumer attitudes and behaviours.

### **Hindu Zodiac (Rasi) and Consumption Orientation**

Vedic astrology classifies individuals into twelve zodiac signs (Rasis), each governed by specific planetary rulers and elemental attributes that symbolically represent behavioural tendencies. These elemental orientations—fire, earth, air, and water—closely correspond with consumption traits such as impulsivity, materialism, information-seeking, and emotional attachment (Sinha, 2014). For instance, fire-dominant signs are associated with expressive and status-driven consumption, while earth-dominant signs prioritize durability and long-term value. Water-dominant signs exhibit emotionally driven purchasing behaviour, whereas air-dominant signs demonstrate variety-seeking and communicative consumption patterns. Although empirical validation remains limited, the conceptual alignment between Rasi characteristics and consumption orientations provides a strong foundation for theory development.

### **Conceptual Framework**



The proposed conceptual framework integrates astrology as a culturally embedded belief system influencing consumer behaviour indirectly through psychological mechanisms. Cultural context—comprising tradition, family influence, and social norms—strengthens astrological belief and legitimizes its use in consumption. Psychological mechanisms such as perceived control, risk reduction, emotional reassurance, and decision confidence mediate the relationship between astrology and consumer behaviour.

Zodiac-based identity and Hindu Rasi alignment act as moderating variables that strengthen self-concept congruence between consumers and consumption choices. This alignment influences purchase timing, product selection, and purchase intention, which subsequently shape post-purchase satisfaction, attribution, loyalty, and word-of-mouth.

## DISCUSSION

The findings synthesized in this review emphasize that astrology, zodiac signs, and Hindu Rasi systems operate as meaningful cultural resources rather than predictive sciences. Astrology plays a crucial role in managing uncertainty and restoring a sense of order in consumption contexts characterized by risk and emotional involvement, consistent with compensatory control theory (Kay et al., 2008).

The Hindu Rasi system represents a culturally institutionalized decision framework that extends beyond individual preference formation to collective consumption. Rasi-based astrology shapes not only what consumers buy but also when they buy, embedding consumption within ritualized practices such as auspicious timing and planetary transitions. This institutionalization distinguishes Hindu astrology from Western zodiac interpretations, which are more frequently consumed as symbolic or entertainment-oriented identity cues.

Zodiac and Rasi identities further influence consumption through self-congruity and symbolic alignment (Sirgy, 1982). Consumers derive emotional satisfaction when products and brands reflect perceived astrological traits, reinforcing identity expression and social signaling. Astrology also plays a significant role in post-purchase attribution, enabling consumers to rationalize outcomes and reduce cognitive dissonance by attributing success or failure to astrological alignment (Weiner, 1985).

From a Consumer Culture Theory perspective, astrology functions as a marketplace myth that consumers actively interpret and integrate into identity projects (Arnould & Thompson, 2005). The circulation of zodiac narratives through digital platforms, astrology applications, and social media influencers further amplifies astrology's relevance in contemporary marketplaces.

### Managerial and Marketing Implications

Astrology and Hindu Rasi symbolism can be leveraged as culturally resonant framing mechanisms in marketing communications, particularly in belief-oriented markets (Belk, 1988; Solomon, 2020). Zodiac-based segmentation allows marketers to craft symbolic narratives that align brand personalities with consumers' self-concepts, enhancing emotional engagement and brand recall (Sirgy, 1982).

Astrological timing offers strategic relevance in categories involving high perceived risk, such as real estate, automobiles, financial services, and wedding-related consumption. Aligning campaigns with culturally significant astrological periods may enhance perceived legitimacy and reduce consumer anxiety (Mendiratta, 2025). In digital marketing contexts, astrology-based personalization enables non-invasive engagement through content and storytelling rather than deterministic prediction (Hamerman & Johar, 2013).

Ethical responsibility is essential when applying astrology in marketing. Over-deterministic or fear-based appeals risk exploiting consumer vulnerability and undermining trust. Responsible use should emphasize cultural resonance, entertainment, and identity expression rather than outcome guarantees (Risen, 2016).

### Research Scope and Future Directions

Future research should empirically test the proposed framework using experimental, survey-based, and longitudinal methodologies. Cross-cultural comparisons could clarify boundary conditions between institutionalized and entertainment-oriented astrology contexts. Integrating astrology within Consumer Culture Theory may further illuminate how belief systems shape identity projects and marketplace myths (Arnould & Thompson, 2005). The rise of digital astrology platforms and influencers also presents promising avenues for future inquiry.

#### Propositions

**P1:** Astrological belief positively influences consumer decision-making through enhanced perceived control and reduced decision anxiety.

**P2:** Psychological mechanisms mediate the relationship between astrological belief and purchase intention.

**P3:** Zodiac-based identity moderates the influence of astrological belief on product choice by strengthening self-concept congruence.

**P4:** Higher zodiac-product congruence leads to greater post-purchase satisfaction and positive word-of-mouth.

## CONCLUSION

Astrology, zodiac signs, and the Hindu Rasi system, though non-scientific, remain culturally influential forces shaping consumer behaviour through psychological reassurance and symbolic identity alignment. Integrating these belief systems into consumer behaviour research enriches theoretical understanding of non-rational decision-making and offers actionable insights for culturally informed marketing strategies.

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