“The Influence of Sun Signs on Apparel Buying Behaviour with Special Reference to Surat City”

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Abstract:

In the current study, the impact of the sun sign on clothing purchase behavior is studied with a particular focus on consumers in Surat city. In this case, the main aim was to analyze whether any belief system related to the sun sign would play a role in influencing their clothing purchase decisions. For the purpose of this study, a descriptive type of research design was used where primary data was gathered from 300 respondents through a structured questionnaire. Frequency analysis was used for demographic and general consumer information whereas descriptive statistics, normality test, reliability test, and hypothesis test were used for data analysis. The results of demographics indicated that most of the respondents belonged to the age group of 21-30 years (42.0%) and were graduates (46.0%).The reliability test showed that the questionnaire possessed high internal consistency with a Cronbach's Alpha coefficient of 0.841. From the normality test using Kolmogorov–Smirnov and Shapiro–Wilk, it was seen that the data was not normally distributed ($p<0.05$). Non-parametric statistics were therefore employed in the analysis. Awareness of sun sign and astrology was seen to be significant ($Z = -10.846$, $p=0.000$). Sun sign awareness and apparel preference were found to have a significant positive correlation ($r = 0.612$, $p = 0.000$). Significant differences in apparel purchasing behaviors were also seen across consumers in different sun signs ($\chi^2 = 24.836$, $p = 0.010$). This paper concludes that while conventional determinants such as quality, comfort, and style continue to influence clothing preference and purchase behavior of consumers in Surat City, zodiac beliefs also play a role in their decisions.

Introduction:

Buyer behavior has been one of the most frequently analyzed subjects within marketing as buyers have been found to be motivated by a host of psychological, social, cultural, economical, and personal factors in making purchase decisions. In today's retail world, buyers not only look for goods which fulfill their needs functionally but also for those which represent their personalities, lifestyles, beliefs, and self-concepts. Specifically, in the field of apparel, the effects of individuality and emotions have been very strong since clothes represent the means of expressing oneself. Buyers have always selected clothes according to their tastes, moods, social identities, and personalities. With the rising fashion awareness, marketers are increasingly interested in exploring the unseen motives behind consumer purchases of apparel.

One of those factors which has received much attention in recent times is astrology and the phenomenon of sun signs. Astrology is one of the oldest traditions in India and continues to have its influence on many areas of human life such as education, choice of profession, marriage, financial affairs, and consumer behavior. Sun sign is the sign in the Zodiac where

the sun was at the time of a person's birth and plays a very crucial role in determining personality traits from an astrological point of view. There are twelve different signs in the zodiac namely Aries, Taurus, Gemini, Cancer, Leo, Virgo, Libra, Scorpio, Sagittarius, Capricorn, Aquarius, and Pisces each of which has its own set of personality traits and behavioral patterns.

The correlation between personality and consumer behaviour has been widely deliberated in literature related to marketing. It has been discovered that personality features tend to impact consumer attitude, preference, and shopping behaviour. As astrological signs relate specific personality features to certain sun signs, it becomes logical to examine the possibility of their impact on consumer behaviour. People with different sun signs might have various preferences regarding colors, styles, fabrics, designs, brands, and environments when shopping. While some individuals who believe in being adventurous and confident might opt for daring fashion, others who think of themselves as practical and conservative will probably choose clothes which are oriented at providing comfort. While all this is more likely a myth than anything else, it may still impact consumer behavior.

Another industry which provides good grounds for investigating the impact of sun signs on consumers is the apparel industry since the selection of clothes is very personal and symbolic. The products of the apparel industry are widely used by people in order to show their identity, social standing, mood, etc. Thus, fashion purchase is a process that includes both rational and emotional elements which makes it an appropriate subject for the investigation of psychological and belief-related factors' role. People usually relate clothes to their personal image and try to find such apparel products which will match their self-image.

Despite being one of the most rapidly developing countries in terms of modernization and technology, India still takes astrology quite seriously. People often use horoscopes, zodiac predictions, and other forms of astrological advice while making personal life decisions. In addition, social media websites, fashion blogs, and magazines also post articles connecting people's clothing style with their zodiac sign, making the connection between astrology and consumer behavior even stronger. The integration of astrological topics has started to be seen in business practices, which now use astrology in their marketing strategies and promotions aimed at certain consumers. Thus, there is a strong need for scholarly studies on whether the sun sign can actually affect consumer behavior or only consumer perception.

The choice of Surat as a subject for this research is quite appropriate considering the distinctive economic and cultural features of this city. It should be mentioned that the city of Surat is considered one of the fastest developing Indian cities and it is also famous in the world

because of its textile and diamond industries. The close relationship of the city with the textile production and fashion related firms led to the emergence of the diverse apparel market which serves customers of various categories. Consumers in Surat enjoy the variety of apparel types such as traditional, ethnic, western and contemporary fashions. Moreover, the multicultural nature of the city population includes people of different ages, professions, education level and socio-economic status.

An analysis of the effect of sun signs on consumers' decisions about clothing can contribute to the existing understanding of how this phenomenon affects marketers, fashion stores, designers, and other researchers. In case some connections are found, companies will be able to use such information and develop more effective marketing campaigns. Furthermore, this research adds to the existing literature on consumer psychology, as it explores a unique aspect that has not been examined thoroughly in academic literature yet. Most research works examine factors like demographic, psychological, and socio-economic characteristics of consumer behavior.

Literature Review

1. Aaker (1997) explored the idea of personality in the behavior of consumers by developing a framework for the personality of the brands. In order to know how consumers link the human personality characteristics with the brands and the effect of such linkages on consumer decisions, a study was carried out. Survey-based quantitative study was conducted to collect data from consumers of different products. It was found that personality attributes such as sincerity, excitement, competence, sophistication, and ruggedness have a significant impact on consumer preferences. It was concluded from the study that consumers choose products/brands that match their own personality.

2. Sirgy (1982) investigated the correlation between self-concept and consumption behavior. The research was based on an extensive review of past literature with the purpose of studying the way consumers make product selections based on their self-concept and identity. Through detailed conceptual analysis, the researcher discovered several aspects of self-concept that influence the purchasing decision. It was concluded that consumers buy products corresponding to their real and/or ideal self-concept. The conclusions from the research showed that purchasing behavior is highly related to personal identity and psychology. This means that people who strongly associate themselves with the qualities of their sun signs might be showing those features through clothes.

3. Cass (2001) Examined the relationship between self-monitoring, materialism, and fashion clothing involvement. In order to conduct the research, quantitative approach with the help of

questionnaires for 450 participants was used. Partial Least Squares (PLS) method was utilized to assess the relationships between variables. The results revealed that materialism and symbolic motivations considerably affect fashion involvement, as well as age and gender can affect decisions related to clothing. The conclusion was made that psychological and symbolic aspects considerably influence fashion behavior. Thus, zodiac personalities perception can affect the apparel purchase decision making process as well.

4. Hourigan and Bougoure (2012) investigated the reasons for and consequences of fashion clothing involvement among consumers. The scholars used the survey method and explored the data gathered from fashion consumers. The main objective was to identify the effects of materialism and gender on fashion involvement. It was found out that the consumers who were involved in fashion more had stronger purchase intentions and interest in clothing. The scholars concluded that fashion involvement is a significant predictor of apparel purchase behavior. It can be concluded that personal values play a significant role in choosing clothes, as well as astrological personality.

5. Mulyanegara, Tsarenko, and Anderson (2009) examined the effect of personality traits on consumer preference for brands in the fashion industry. The research adopted a quantitative approach and collected data using structured questionnaires. The data collected was analyzed statistically to determine the connection between personality types and consumer preferences. The results revealed that different personality traits had an influence on the preference for certain fashion brands and styles. People tended to choose items that matched their personalities. It can be seen that personality is very important in the decision-making process in the fashion industry.

6. Banerjee and Dittmar (2008) The study examines the effects of self-image and materialism on consumer behaviors regarding clothing purchase. The methodology of the study involved carrying out surveys and collecting data from varied samples of consumers. The results indicated that consumers tend to employ clothes as an instrument for conveying their identities and social images. In addition, the results indicate that personal attitudes and perceptions greatly influence fashion decisions. Therefore, the study concludes that clothing is a product that has both utilitarian and symbolic functions. From this, it can be suggested that people tend to wear clothes embodying features related to their zodiac signs.

7. Khare, Mishra, Parveen, and Srivastava (2016) has created a model that connects personality and fashion consumption in an Indian setting. Survey-based data and Structural Equation Modeling have been used by the researchers to understand the relationship between personality, emotions, fashion involvement, and impulse purchasing. It has been found that

personality has a significant impact on fashion involvement and intention to purchase. It has also been observed that emotion mediates consumer behavior when it comes to buying products. The study concludes that the use of personality segmentation in marketing fashion products will be beneficial. This paper creates good theoretical grounds for studying sun sign and apparel purchasing decision making in India.

8. Piacentini and Mailer (2004) conducted research on the role of clothes in the process of identification in consumers. Qualitative research was done using the technique of interviews and focus groups. It was found out that consumers use clothes as means of communicating their identities, status, and values. Often people chose the type of clothes that showed who they wanted to be perceived by other people. Thus, it can be said that people do not make choices based on functional value but rather on psychological one.

9. Huang, Thoo, Lo, and Gan (2024) A systematic literature review was conducted in order to explore the impact of fashion involvement on apparel consumption. Literature reviews were conducted of prior researches carried out in different nations among different consumer segments. The results revealed that fashion involvement has a strong effect on clothing preference, intention to buy, brand loyalty, and shopping behavior. People who have high involvement in fashion make emotional purchase decisions. The conclusion drawn from the research is that psychological involvement with fashion is still an important determinant of apparel consumption.

10. Nam, Hamlin, Gam, Kang, Kim, Kumphai, Starr, and Richards (2007) investigated the effects of self-congruity on the assessment and buying of fashion products. A structured questionnaire was utilized to obtain the opinions of consumers concerning fashion brands and clothing preferences. It was found through statistical analysis that consumers have a preference for clothing products that fit into their self-concept. The results also indicated that increased self-congruity leads to increased purchase intentions and consumer satisfaction. The findings of the study indicate that consumers look for products that portray their perceived personality characteristics. This is why people can wear clothing that represents their zodiac characteristics.

Research Gap

Reviewing the literature available, it becomes apparent that almost all studies have concentrated on the impact of personality attributes, self-concept, fashion involvement, and consumer behavior on apparel buying behavior. Many scholars have tried to study the impact of personal attributes on clothes preferences and purchase intention. However, very little work has been done regarding the impact of astrological beliefs, specifically, sun signs on consumer

behavior. In addition to this, most of the research work has been done in western countries and in general consumer markets. There has been hardly any research work done in an Indian setting. There has not been any significant research work done to study the impact of sun signs on apparel buying behavior of consumers in Surat City. Therefore, it can be seen clearly that there is a definite gap in knowledge regarding the influence of consumers' perceptions regarding personality attributes due to sun signs and its effect on apparel buying behavior.

Problem Statement

In the current scenario, where fashion market is highly competitive, the knowledge about consumer buying behavior has assumed great importance for apparels. People buy apparels not only because of their functional aspect but also because of the reflection of their personality and lifestyle. Various factors like age, gender, income, culture, and psychographics affect buying decisions of people in case of apparel buying. In India, the importance of astrology and sun signs has never declined and people believe that they can reveal certain behavioral patterns of people in terms of personality. With the increasing influence of astrology in people's life, very little research has been undertaken to check the effect of sun signs on consumers' apparel buying behavior. Moreover, no considerable study has been done regarding the same for Surat city which is one of the major cities of India from the viewpoint of textiles and fashion. Thus, there is a need to find out whether sun signs of consumers have any effect on their apparel buying behavior.

Research Objectives

1. To study the demographic profile of apparel consumers in Surat City.
2. To identify consumers' awareness and beliefs regarding sun signs and astrology.
3. To examine the apparel buying behaviour of consumers in Surat City.
4. To analyse the influence of sun signs on consumers' apparel preferences and purchasing decisions.
5. To determine whether significant differences exist in apparel buying behaviour among consumers belonging to different sun signs.

Research Design

Descriptive research method will be used in the current research study. Descriptive research design is appropriate for use in the current research because it helps in explaining and describing the views, attitudes, opinions, beliefs, and purchasing behavior of consumers with regard to apparel shopping. The current study concentrates on identifying the impact of sun signs on apparel purchase behavior without controlling any variable. Descriptive research helps in obtaining objective information from respondents.

Sample Plan

Sample Area: The study conducted in **Surat City, Gujarat**.

Sample Size: A total of **300 respondents** are selected for the study.

Sampling Technique: The study use **Non-Probability Convenient Sampling**. Under this method, respondents who are easily available and willing to participate in the survey will be selected.

Statistical Tools Used for Data Analysis

The collected data analysed using the following statistical tools:

1. Frequency Analysis

Frequency analysis is used to present the demographic profile of respondents such as age, gender, education, occupation, income, and sun sign categories.

2. Descriptive Statistics

Measures such as mean, percentage, standard deviation, minimum value, and maximum value are used to summarize and understand the responses of the participants.

3. Normality Testing

Normality testing conducted to determine whether the collected data follow a normal distribution and to identify suitable statistical techniques for further analysis.

4. Reliability Test

Cronbach's Alpha is used to assess the reliability and internal consistency of the questionnaire items used in the study.

5. Hypothesis Testing

Hypothesis testing conducted to examine the relationship between respondents' sun signs and their apparel buying behaviour.

Research Hypotheses

Hypothesis 1

H0: There is no significant influence of sun signs on apparel buying behaviour among consumers in Surat City.

H1: There is a significant influence of sun signs on apparel buying behaviour among consumers in Surat City.

Hypothesis 2

H0: There is no significant difference in apparel preferences among consumers belonging to different sun signs.

H1: There is a significant difference in apparel preferences among consumers belonging to different sun signs.

Hypothesis 3

H0: Consumers' beliefs in astrology do not significantly influence their apparel purchasing decisions.

H1: Consumers' beliefs in astrology significantly influence their apparel purchasing decisions.

Hypothesis 4

H0: There is no significant association between demographic factors and apparel buying behaviour.

H1: There is a significant association between demographic factors and apparel buying behaviour.

Data Analysis

Table 4.1: Gender of Respondents

Gender	Frequency	Percentage	Cumulative Percentage
Male	168	56.0	56.0
Female	132	44.0	100.0
Total	**300**	**100.0**	**100.0**

Interpretation

From the table above, it is evident that 56.0% of the total 300 participants were males while 44.0% of them were females. The analysis reveals that male participants were slightly more than female participants. This even distribution allows collecting various opinions on the effect of sun signs on purchasing behavior of clothes.

Table 4.2: Age Group of Respondents

Age Group	Frequency	Percentage	Cumulative Percentage
Below 20 Years	42	14.0	14.0
21–30 Years	126	42.0	56.0
31–40 Years	72	24.0	80.0
41–50 Years	39	13.0	93.0
Above 50 Years	21	7.0	100.0
Total	**300**	**100.0**	**100.0**

Interpretation

Most of the respondents (42.0 percent) fell in the 21-30 years age group, while the remaining 24.0 percent fell into the 31-40 years age group. The presence of a considerable number of young respondents reflects higher involvement of people who normally take part in the process of buying fashionable clothes.

Table 4.3: Educational Qualification of Respondents

Educational Qualification	Frequency	Percentage	Cumulative Percentage
Higher Secondary	39	13.0	13.0
Graduate	138	46.0	59.0
Postgraduate	81	27.0	86.0
Professional Degree	30	10.0	96.0
Others	12	4.0	100.0
Total	**300**	**100.0**	**100.0**

Interpretation

From the data shown in the table, it is clear that the largest percentage of respondents were graduates accounting for 46.0 percent, with postgraduates accounting for 27.0 percent. The analysis shows that most of the respondents had high education levels, thus could have knowledge on fashion trends and astrology.

Table 4.4: Occupation of Respondents

Occupation	Frequency	Percentage	Cumulative Percentage
Student	72	24.0	24.0
Salaried Employee	102	34.0	58.0
Business Owner	57	19.0	77.0
Professional	33	11.0	88.0
Homemaker	24	8.0	96.0
Others	12	4.0	100.0
Total	**300**	**100.0**	**100.0**

Interpretation

Salaried employees constituted the highest percentage of the respondents (34.0%), with students coming in second at 24.0% and business owners at third at 19.0%. This indicates that the study obtained the opinions of people from different occupational backgrounds.

Table 4.5: Monthly Family Income of Respondents

Monthly Family Income	Frequency	Percentage	Cumulative Percentage
Below ₹25,000	33	11.0	11.0
₹25,001 – ₹50,000	78	26.0	37.0
₹50,001 – ₹75,000	90	30.0	67.0
₹75,001 – ₹1,00,000	57	19.0	86.0
Above ₹1,00,000	42	14.0	100.0

Total	**300**	**100.0**	**100.0**

Interpretation

Respondents from the income group of ₹50,001-₹75,000 constituted the highest percentage (30.0%), followed by respondents with an income range of ₹25,001-₹50,000 at 26.0 percent. The analysis shows that the sample population comprised mainly middle class consumers, who represent a significant section of the garment market in Surat

Table 4.6: Sun Sign of Respondents

Sun Sign	Frequency	Percentage	Cumulative Percentage
Aries	24	8.0	8.0
Taurus	27	9.0	17.0
Gemini	30	10.0	27.0
Cancer	24	8.0	35.0
Leo	27	9.0	44.0
Virgo	24	8.0	52.0
Libra	30	10.0	62.0
Scorpio	27	9.0	71.0
Sagittarius	21	7.0	78.0
Capricorn	21	7.0	85.0
Aquarius	21	7.0	92.0
Pisces	24	8.0	100.0
Total	**300**	**100.0**	**100.0**

Interpretation

The sample size was fairly evenly divided among the twelve sun signs to allow for enough representation of the different zodiacs. Geminis and Libras had the highest representation, each making up 10.0 percent of the total, while Sagittarians, Capricorns, and Aquarians had 7.0 percent each. This helps in finding out whether there are differences in clothing shopping habits among different sun signs.

Table 4.7: Frequency of Apparel Purchase

Frequency of Purchase	Frequency	Percentage	Cumulative Percentage
Once a Month	72	24.0	24.0
Once in 2–3 Months	105	35.0	59.0
Once in 6 Months	42	14.0	73.0

During Festivals and Special Occasions	57	19.0	92.0
Only When Required	24	8.0	100.0
Total	**300**	**100.0**	**100.0**

Interpretation

From the data in the table, 35.0% of the respondents shop for clothes once in 2-3 months, which represents the highest frequency of shopping. About 24.0% of the consumers shop for clothes on a monthly basis, while 19.0% of them shop mainly on festivals and other special occasions.

Table 4.8: Type of Apparel Purchased Most Frequently

Type of Apparel	Frequency	Percentage	Cumulative Percentage
Casual Wear	96	32.0	32.0
Formal Wear	51	17.0	49.0
Traditional/Ethnic Wear	45	15.0	64.0
Fashion/Trendy Wear	57	19.0	83.0
Sports wear	24	8.0	91.0
Party Wear	27	9.0	100.0
Total	**300**	**100.0**	**100.0**

Interpretation

The results show that casual clothes form the majority with 32.0% of the respondents having this preference. Other important groups include fashion/trendy clothes and formal clothes which have 19.0% and 17.0% of the participants respectively. These results point out that consumers usually consider comfort and practicality in their purchase decisions.

Table 4.9: Most Influential Factor in Apparel Purchase

Influencing Factor	Frequency	Percentage	Cumulative Percentage
Price	48	16.0	16.0
Quality	75	25.0	41.0
Brand	36	12.0	53.0
Comfort	54	18.0	71.0
Fashion Trends	33	11.0	82.0
Colour	21	7.0	89.0
Personal Preference	24	8.0	97.0
Social Media Influence	9	3.0	100.0

Total	**300**	**100.0**	**100.0**

Interpretation

The most influential factor in deciding on the purchase of apparel was found to be quality, with 25.0 percent of participants mentioning this as their top consideration. This was followed by comfort and cost with 18.0 percent and 16.0 percent respectively. The study results reveal that consumers give more importance to the value for money than to any external factors.

Table 4.10: Belief that Astrology or Zodiac Signs Influence Personality Traits

Level of Belief	Frequency	Percentage	Cumulative Percentage
Strongly Believe	54	18.0	18.0
Believe	96	32.0	50.0
Neutral	72	24.0	74.0
Do Not Believe	48	16.0	90.0
Strongly Do Not Believe	30	10.0	100.0
Total	**300**	**100.0**	**100.0**

Interpretation

Based on the findings, it can be concluded that 50.0 percent of participants either strongly agree or agree with the concept that astrology/zodiac signs impact personality characteristics. About 24.0 percent were neutral, whereas 26.0 percent disagreed with this view. This suggests that there is a high degree of acceptance of astrology by consumers, and thus its effect on apparel purchases should be studied.

Crosstabulation	Brand	Colour	Comfort	Fashion Trends	Personal Preference	Price	Quality	Social Media Influence	Total
Sun Sign									
Aquarius	4	1	3	2	1	3	6	1	21
Aries	1	2	5	3	1	4	6	2	24
Cancer	2	0	5	3	2	5	6	1	24
Capricorn	6	1	4	2	1	3	3	1	21
Gemini	2	2	5	4	3	6	7	1	30
Leo	4	2	5	4	2	4	6	0	27
Libra	1	0	6	4	2	6	10	1	30
Pisces	2	2	5	2	2	5	6	0	24
Sagittarius	2	2	3	3	2	4	5	0	21
Scorpio	5	3	5	3	2	4	4	1	27
Taurus	3	4	4	3	3	3	7	0	27
Virgo	4	2	4	3	3	1	6	1	24
Total	**36**	**21**	**54**	**36**	**24**	**48**	**72**	**9**	**300**

The crosstabulation indicates that Social Media Influence is the most prominent factor influencing apparel purchases, with 72 respondents, followed by Fashion Trends (54) and Quality (48). Across sun signs, Libra shows the highest influence of Social Media (10 respondents), while Gemini and Taurus also show relatively higher influence (7 each). Personal Preference is comparatively prominent among Libra (6) and Scorpio (5), whereas Brand is relatively high among Capricorn (6) and Scorpio (5). Overall, the results suggest that apparel purchase influences vary across sun signs, but social media influence and fashion trends are the dominant factors among the 300 respondents.

Sun Sign	Highest Frequency Factor
Aquarius	Quality
Aries	Quality
Cancer	Quality
Capricorn	Brand
Gemini	Price
Leo	Quality
Libra	Quality
Pisces	Quality
Sagittarius	Quality
Scorpio	Brand, Colour
Taurus	Quality
Virgo	Quality

Sun_Sign * Most_Frequently_Purchased_Apparel Crosstabulation

Count

		Most_Frequently_Purchased_Apparel						
		Casual Wear	Formal Wear	Traditional/Ethnic Wear	Fashion/Trendy Wear	Sports wear	Party Wear	Total
Sun_Sign	Aries	6	2	4	6	3	3	24
	Taurus	9	5	4	7	2	0	27
	Gemini	6	7	6	6	1	4	30
	Cancer	7	5	4	4	2	2	24
	Leo	11	4	6	4	1	1	27
	Virgo	7	3	6	6	1	1	24
	Libra	10	5	2	6	2	5	30
	Scorpio	7	4	3	2	6	5	27
	Sagittarius	10	4	2	2	1	2	21
	Capricorn	6	4	4	5	0	2	21
	Aquarius	6	2	2	7	3	1	21
	Pisces	11	6	2	2	2	1	24
Total		96	51	45	57	24	27	300

The crosstabulation of Sun Sign and Most Frequently Purchased Apparel for 300 respondents shows that Casual Wear was the most frequently purchased apparel category (96 respondents), followed by Fashion/Trendy Wear (57) and Formal Wear (51). Across sun signs, Taurus had the highest number of respondents (27), while Gemini and Libra had 30 respondents each; Sagittarius, Capricorn, and Aquarius had the lowest totals of 21 each. Casual Wear was particularly common among Leo (11) and Pisces (11), while Formal Wear was highest among Gemini (7). Traditional/Ethnic Wear was highest among Aries, Gemini, Leo, and Virgo (6 each), whereas Fashion/Trendy Wear was highest among Taurus and Aquarius (7 each). Overall, the frequencies suggest some variation in apparel preferences across sun signs, although statistical testing would be required to determine whether the observed association is significant.

Descriptive Statistics of Likert Scale Variables (N = 300)

Table 4.11: Descriptive Statistics of Sun Sign Awareness (SSA)

Code	Statement	Mean	Std. Deviation
SSA1	I am aware of the characteristics associated with my sun sign.	4.02	0.83
SSA2	I regularly read or follow information related to zodiac signs.	3.78	0.95
SSA3	I believe that sun signs reflect an individual's personality.	3.89	0.91
SSA4	Astrology influences people's choices and behaviour.	3.74	0.97
SSA5	I find zodiac-related information interesting and relevant.	3.96	0.88

Interpretation

Mean values vary between 3.74 and 4.02, showing that the respondents had a positive attitude towards sun signs and their beliefs in astrology. The low values of the standard deviation show that the respondents' attitudes were similar for the statements presented.

Table 4.12: Descriptive Statistics of Apparel Buying Behaviour (ABB)

Code	Statement	Mean	Std. Deviation
ABB1	I carefully compare apparel options before purchasing.	4.15	0.76
ABB2	I prefer apparel that reflects my personality.	4.08	0.82
ABB3	I regularly purchase fashionable clothing.	3.91	0.89
ABB4	Brand image influences my apparel buying decisions.	3.85	0.94
ABB5	I am willing to spend more on apparel that suits my style.	3.96	0.87

Interpretation

It can be seen from the mean values that the people are exhibiting positive behavior when it comes to apparel buying, especially when it comes to comparing options prior to buying. It can be noted from the standard deviation values that there is moderate variability in the responses.

Table 4.13: Descriptive Statistics of Sun Sign Preferences (SSP)

Code	Statement	Mean	Std. Deviation
SSP1	My clothing choices reflect the personality traits associated with my sun sign.	3.68	1.01
SSP2	I prefer colours associated with my zodiac sign.	3.55	1.08
SSP3	My sun sign influences my fashion preferences.	3.61	1.04
SSP4	I feel connected to clothing styles linked with my zodiac characteristics.	3.58	1.02
SSP5	I consciously consider my zodiac sign while selecting apparel.	3.49	1.12

Interpretation

From the results of the mean values, there seems to be some degree of agreement among the people concerning the effect of sun signs on their clothing choices. The higher standard deviation values are an indication of difference in the views of the people.

Objective 4: Astrology-Based Purchase Decisions

Table 4.14: Descriptive Statistics of Astrology Purchase Decision (APD)

Code	Statement	Mean	Std. Deviation
APD1	Astrology influences some of my apparel purchase decisions.	3.63	1.03
APD2	I feel more confident when my clothing matches my personality traits.	4.09	0.84
APD3	I am attracted to apparel recommendations linked to zodiac signs.	3.72	0.98
APD4	I have purchased apparel because it matched my zodiac characteristics.	3.41	1.14
APD5	Astrology-based fashion suggestions can influence my buying intention.	3.69	1.00

Interpretation

Results suggest that consumers exhibit acceptance towards astrological influences on their choices of buying clothes to some extent. The higher mean values for the confidence of personality reflect the fact that personality is more influential than direct zodiac purchasing behavior.

Table 4.15: Descriptive Statistics of Zodiac Fashion Marketing (ZFM)

Code	Statement	Mean	Std. Deviation
ZFM1	Zodiac-based fashion promotions attract my attention.	3.82	0.92
ZFM2	Apparel brands can use zodiac themes to engage consumers.	3.95	0.86
ZFM3	Personalized fashion suggestions based on sun signs are appealing.	3.88	0.89
ZFM4	I would like brands to provide zodiac-based fashion recommendations.	3.77	0.94
ZFM5	Zodiac-themed marketing can positively influence apparel sales.	3.91	0.88

Interpretation

The mean values show that respondents have a positive attitude toward the use of zodiac fashion promotions. The small values of the standard deviations imply some degree of consensus among respondents on the possible effectiveness of zodiac-related marketing approaches.

Overall Descriptive Statistics Summary

Table 4.16: Construct-wise Mean and Standard Deviation

Construct	Mean	Std. Deviation
Sun Sign Awareness (SSA)	3.88	0.91
Apparel Buying Behaviour (ABB)	3.99	0.86
Sun Sign Preferences (SSP)	3.58	1.05
Astrology Purchase Decision (APD)	3.71	1.00
Zodiac Fashion Marketing (ZFM)	3.87	0.90

Interpretation

In summary, the results have shown that the mean for Apparel Buying Behaviour is the highest of all (3.99), which implies high involvement of consumers in the decision-making

process when buying apparels. The mean for Sun Sign Preferences is comparatively lower (3.58), which suggests that despite the fact that the influence of astrology is quite significant for certain consumers, it is not the same for all respondents.

4.17 Normality Test

Prior to performing hypothesis testing, the normality of the data was checked through Kolmogorov-Smirnov and Shapiro-Wilk Tests. Given that the number of respondents is 300, both tests were done to find out if there is a normal distribution of the data. The output is shown below.

Table 4.17: Tests of Normality

Construct	Kolmogorov-Smirnov Statistic	Sig. Value	Shapiro-Wilk Statistic	Sig. Value
Sun Sign Awareness (SSA)	0.184	0.000	0.891	0.000
Apparel Buying Behaviour (ABB)	0.172	0.000	0.904	0.000
Sun Sign Preferences (SSP)	0.198	0.000	0.876	0.000
Astrology Purchase Decision (APD)	0.191	0.000	0.882	0.000
Zodiac Fashion Marketing (ZFM)	0.168	0.000	0.913	0.000

Interpretation

The p-values derived from the Kolmogorov-Smirnov and Shapiro-Wilk test statistics are below 0.05 for all constructs. This means that the hypothesis on the normal distribution of data is rejected. It follows that the data are not normally distributed and, hence, non-parametric hypothesis testing methods are more suitable.

4.18 Reliability Analysis

Cronbach's Alpha was used in reliability test for analyzing the internal consistency of the questionnaire questions. Any value greater than 0.70 of Cronbach's Alpha is acceptable in social sciences.

Table 4.18: Reliability Statistics

Construct	Number of Items	Cronbach's Alpha
Sun Sign Awareness (SSA)	5	0.832

Apparel Buying Behaviour (ABB)	5	0.857
Sun Sign Preferences (SSP)	5	0.809
Astrology Purchase Decision (APD)	5	0.841
Zodiac Fashion Marketing (ZFM)	5	0.864
Overall Scale	**25**	**0.841**

Interpretation

The values of Cronbach's Alpha vary between 0.809 and 0.864. The value of reliability coefficient of the entire questionnaire is 0.841. These values are above the acceptable value of 0.70. This shows that the questionnaire has good reliability and internal consistency. Therefore, it can be used for further statistical analysis.

4.19 Hypothesis Testing

Since the normality test confirmed that the data are not normally distributed, non-parametric statistical tests were used for hypothesis testing.

H0	Consumers do not possess significant awareness and beliefs regarding sun signs and astrology.
H1	Consumers possess significant awareness and beliefs regarding sun signs and astrology.

One-Sample Wilcoxon Signed Rank Test

Table 4.19: Wilcoxon Signed Rank Test for Sun Sign Awareness

Variable	Median	Z Value	Sig. Value
Sun Sign Awareness (SSA)	4.00	-10.846	0.000

Since the p-value (0.000) is less than 0.05, the null hypothesis is rejected.

Interpretation

From these results, it can be concluded that the participants had considerable knowledge and beliefs about sun signs and astrology. The majority of the participants showed understanding about the zodiac signs and had positive attitudes about their use.

H0	Consumers do not exhibit significant apparel buying behaviour patterns.
H1	Consumers exhibit significant apparel buying behaviour patterns.

One-Sample Wilcoxon Signed Rank Test

Table 4.20: Wilcoxon Signed Rank Test for Apparel Buying Behaviour

Variable	Median	Z Value	Sig. Value
Apparel Buying Behaviour (ABB)	4.00	-12.492	0.000

Since the significance value is less than 0.05, the null hypothesis is rejected.

Interpretation

The findings show that the consumers exhibit considerable apparel buying behavior. There are aspects like quality, comfort, fashion, and style that help determine the purchase behavior of the clothes.

H0	There is no significant relationship between sun sign beliefs and apparel preferences.
H1	There is a significant relationship between sun sign beliefs and apparel preferences.

Spearman Rank Correlation

Table 4.21: Correlation between Sun Sign Awareness and Apparel Preferences

Variables	Correlation Coefficient (r)	Sig. Value
SSA and SSP	0.612	0.000

Since the significance value is less than 0.05, the null hypothesis is rejected.

Interpretation

There is a strong and positive relationship between sun sign awareness and apparel preference. This means that respondents with strong belief in zodiac traits tend to express such beliefs through their apparel preferences.

H0	There is no significant difference in apparel buying behaviour among consumers belonging to different sun signs.
H1	There is a significant difference in apparel buying behaviour among consumers belonging to different sun signs.

Kruskal-Wallis H Test

Table 4.22: Kruskal-Wallis Test for Apparel Buying Behaviour across Sun Signs

Variable	Chi-Square Value	df	Sig. Value
Apparel Buying Behaviour	24.836	11	0.010

Since the significance value (0.010) is less than 0.05, the null hypothesis is rejected.

Interpretation

The results reveal the fact that the apparel buying behavior varies greatly in different zodiac categories. This implies that the traits of personality associated with the zodiac affect apparel preferences and buying behavior.

H0: There is no significant association between demographic factors and apparel buying behaviour.

H1: There is a significant association between demographic factors and apparel buying behaviour.

Test Statistics[a]

	Gender
Mann-Whitney U	16.000
Wilcoxon W	152.000
Z	.000
Asymp. Sig. (2-tailed)	1.000
Exact Sig. [2*(1-tailed Sig.)]	1.000[b]

a. Grouping Variable: ABB_Mean

b. Not corrected for ties.

A Mann–Whitney U test was conducted to examine whether there was a significant difference in Gender between the groups based on ABB_Mean. The results showed a Mann–Whitney U value of 16.000, with a Wilcoxon W value of 152.000 and a Z value of 0.000. The Asymptotic significance (2-tailed) was 1.000, and the exact significance was also 1.000. Since the p-value (p = 1.000) is greater than the 0.05 significance level, the result is not statistically significant. Therefore, the null hypothesis is not rejected

MAJOR FINDINGS OF THE STUDY

This current research was conducted in order to investigate the effect of sun sign on the purchase of apparels by the customers in the city of Surat. The above mentioned research is based on the response received from 300 subjects. Below are the important results obtained from demographic analysis, general information, descriptive analysis, normality test, reliability test, and hypothesis testing.

- The study, based on 300 respondents from Surat City, found that the sample was reasonably diverse in terms of gender, age, education, occupation, income, and sun-sign categories, providing representation across different consumer groups.
- The demographic profile indicates that 56% of respondents were male and 44% were female, while the largest age group was 21–30 years (42%), indicating substantial representation of young apparel consumers.
- Educationally, 46% of respondents were graduates and 27% were postgraduates, suggesting that the sample was predominantly composed of respondents with relatively higher educational qualifications.
- Salaried employees constituted the largest occupational group (34%), followed by students (24%) and business owners (19%), while the largest income group was ₹50,001–₹75,000 per month (30%).

- The respondents were distributed across all twelve sun signs, with Gemini and Libra having the highest representation (10% each) and Sagittarius, Capricorn, and Aquarius having the lowest representation (7% each), providing adequate coverage of the zodiac categories.
- Apparel purchasing was found to be a periodic rather than highly frequent activity, with 35% of respondents purchasing apparel once every 2–3 months and 24% purchasing apparel monthly.
- Casual wear was the most frequently purchased apparel category (32%), followed by fashion/trendy wear (19%) and formal wear (17%), indicating a stronger preference for practical and versatile clothing.
- Quality emerged as the most important apparel-purchase criterion (25%), followed by comfort (18%) and price (16%), demonstrating that conventional functional and value-related factors remain more important than external influences in apparel purchasing.
- The findings show a considerable level of acceptance of astrology, with 50% of respondents either believing or strongly believing that astrology/zodiac signs influence personality traits, while 26% did not agree and 24% remained neutral.
- Respondents demonstrated a high level of sun-sign awareness, particularly regarding awareness of characteristics associated with their sun sign, which recorded a mean of 4.02 (SD = 0.83).
- Apparel buying behaviour was generally strong, with comparing apparel options before purchasing recording the highest mean (4.15, SD = 0.76), followed by preference for apparel that reflects one's personality (4.08, SD = 0.82), highlighting the importance of careful evaluation and self-expression in apparel decisions.
- The influence of sun signs on apparel preferences was moderate rather than dominant, with Sun Sign Preferences recording an overall mean of 3.58 (SD = 1.05); the highest item mean was for clothing reflecting sun-sign personality traits (3.68, SD = 1.01).
- Direct zodiac-based purchasing behaviour was comparatively weaker, as the statement concerning actually purchasing apparel because it matched zodiac characteristics recorded the lowest mean in the Astrology Purchase Decision construct, 3.41 (SD = 1.14).
- In contrast, respondents strongly agreed that they feel more confident when their clothing matches their personality traits, which recorded a mean of 4.09 (SD = 0.84),

indicating that personality congruence may be more influential than direct astrological considerations.

- Respondents also demonstrated a favourable attitude towards zodiac-based fashion marketing, with the Zodiac Fashion Marketing construct recording a mean of 3.87 (SD = 0.90); the highest-rated statement was that apparel brands can use zodiac themes to engage consumers (3.95, SD = 0.86).
- At the construct level, Apparel Buying Behaviour recorded the highest overall mean (3.99, SD = 0.86), whereas Sun Sign Preferences recorded the lowest mean (3.58, SD = 1.05), suggesting that general apparel involvement is stronger than direct zodiac-based apparel preference.
- Both the Kolmogorov–Smirnov and Shapiro–Wilk tests were significant ($p < 0.05$) for all major constructs, confirming that the data were not normally distributed and supporting the use of non-parametric statistical techniques.
- The measurement instrument demonstrated good internal consistency, with an overall Cronbach's Alpha of 0.841 and construct-level reliability coefficients ranging from 0.809 to 0.864, confirming that the questionnaire was reliable for further analysis.
- The Wilcoxon Signed-Rank test confirmed a statistically significant level of sun-sign awareness and astrology-related beliefs among respondents (Median = 4.00, $Z = -10.846$, $p < 0.001$), supporting the presence of meaningful awareness and beliefs regarding astrology.
- The Wilcoxon test also indicated significant apparel buying behaviour among respondents (Median = 4.00, $Z = -12.492$, $p < 0.001$), confirming that factors such as quality, comfort, fashion, and style are important components of apparel purchasing behaviour.
- A strong, positive, and statistically significant relationship was found between Sun Sign Awareness and Sun Sign Preferences (Spearman's $r = 0.612$, $p < 0.001$), indicating that respondents with greater awareness or belief in zodiac characteristics tend to show stronger zodiac-related apparel preferences.
- The Kruskal–Wallis test revealed a statistically significant difference in apparel buying behaviour across the different sun-sign groups, $\chi^2(11) = 24.836$, $p = 0.010$, indicating that apparel buying behaviour varies significantly across the twelve zodiac categories.
- The Mann–Whitney U test, however, found no statistically significant difference in apparel buying behaviour between the gender groups, with $U = 16.000$, $Z = 0.000$, $p =$

1.000; therefore, the hypothesis concerning a significant gender-based association should not be accepted on the basis of this test.

- Overall, the findings indicate that traditional apparel-purchase determinants such as quality, comfort, price, style, and personality remain central to consumer decision-making, while sun-sign beliefs provide an additional psychological and symbolic influence rather than being the primary determinant of apparel purchases.
- The study ultimately demonstrates that sun-sign awareness is meaningfully related to apparel preferences and that apparel buying behaviour differs significantly across sun-sign groups, providing empirical support for considering astrology and personality-based factors within the study of apparel consumer behaviour in Surat City.

Conclusion

The study concludes that consumers in Surat City possess a considerable level of awareness regarding sun signs and astrology, and many respondents believe that zodiac signs reflect personality traits. The findings indicate that apparel buying behaviour is primarily influenced by quality, comfort, personal style, and fashion preferences. However, the study also reveals that zodiac-related beliefs have a meaningful impact on apparel selection and purchase decisions. The positive correlation between sun sign awareness and apparel preferences demonstrates that consumers who strongly identify with zodiac characteristics are more likely to incorporate those beliefs into their fashion choices. The results further indicate that apparel buying behaviour differs significantly across various sun sign groups, suggesting that personality perceptions associated with zodiac signs may influence consumer behaviour. Overall, the study highlights that psychological and symbolic factors, including astrology-based beliefs, can contribute to apparel purchasing decisions alongside traditional marketing factors.

Suggestions

1. Apparel brands may consider introducing zodiac-themed collections or personalized fashion recommendations to create greater consumer engagement and enhance customer experience.
2. Marketers should combine traditional purchasing factors such as quality, comfort, and affordability with personality-based promotional strategies to attract a wider consumer audience.
3. Retailers can utilize digital platforms and social media campaigns featuring zodiac-related fashion content to connect with consumers who show interest in astrology and self-expression.

4. Future researchers may extend this study to different cities and larger populations to obtain a broader understanding of the relationship between sun signs and consumer buying behaviour across diverse demographic groups.

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