



Research Paper

A Research On The Determination Of The Elements That Affecting The Purchase Intention In Online Shopping According To Astrological Indicators

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ABSTRACT: This research was conducted to determine whether the online purchase intention is affected by the perceived value, perceived risk and trust factors according to astrological indicators. Since astrological indicators can affect the character structure and behavior of individuals, it is thought to be a criterion that can also be used in consumer behavior. The research is a descriptive study and the relational screening method was used. The universe of the research is Ankara province, and the data were collected by online survey method due to the pandemic. As a result of the questionnaire sent to 600 people, the questionnaires of 585 participants were found suitable for analysis. According to the results of the applied regression analysis, it was tried to determine how the characteristics of the signs and the elements of the signs affect the online purchasing intention of the consumers.

In this study, it was concluded that whether the perceived value, perceived risk and trust factor affect the purchase intention in online shopping may vary according to astrological indicators, and it was concluded that factors such as gender and purchase amount also affect the online purchase intention. More use of astrological indicators in the field of marketing will help businesses in the correct determination of consumer behavior

KEYWORDS: Online shopping, purchase intention, astrology, horoscopes

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I. INTRODUCTION

Online shopping can be defined as the online version of retail merchandising, where the whole process of purchasing activities is done online on virtual platforms (Yoo and Donthu, 2001).

The benefits of online shopping, such as providing a great deal of comfort and convenience to the consumer, the opportunity to shop at any time and place, and the abundance of product options, make this type of shopping attractive for consumers (Jarvenpaa et al., 1997).

Time and effort savings and ease of access to the product can be seen as important factors that lead consumers to online shopping (Kanttila, 2005).

There are many factors that affect consumer behavior in online shopping. These factors are; It consists of many factors such as demographic characteristics, internet usage, shopping motivation, beliefs, shopping compliance, personal characteristics, psychological perception, online experience and online shopping experience (Zhou et al. 2007).

Although online shopping offers many benefits to consumers, the reason why it is still not at the desired levels may be due to the risks it has. Not being able to touch the product, try the product and see it in real dimensions can be among the deterrent reasons for consumers (Kotler, 2002).

Distrust of the website, lack of protection of personal information, lack of timely service and communication, inability to catch trends and up-to-date, and deficiencies in website design and content information may be perceived negatively by consumers. (Pauwels et al., 2011).

While some consumers prefer to shop from a well-designed and reliable website with high website sensitivity, some consumers prefer to shop from websites that are price sensitive and offer free shipping (Nisar and Prabhakar, 2017). This situation is entirely at the initiative of the consumer and is related to what the consumer values.

1. Trust

Trust during the shopping process realized in online shopping has a great role in terms of realization of the shopping and maintenance of continuous relationship. Trust sometimes may be the barrier as regards the online shopping of the consumers in electronic media. As a result of this, trust emerges as an important factor in the online shopping decision of the consumers (Sevim vd. 2014).

Chung and Kwon (2009) define as a desire to be connected or a feeling of security for someone or something.

According to Rousseau, Sitkin, et al. (1998), trust is a psychological state that gives credit to one's positive intentions and expectations of the other.

Trust may be "an attitude of confident expectation in an online situation of risk that one's vulnerabilities will not be exploited" (Corritore et al., 2003). There are many studies in the literature that showing the importance of trust in online shopping.

Trust is the most important determinant of users' attitudes towards e-commerce (Wen, 2009) Trust, both potential and repeat effect on purchase intentions for customers of an online store brand loyalty by creating a better-than-perceived price (Chaturvedi, et al., 2016).

Ling (2011) studies indicated that there is positive relationship between perceived risk and online trust. Gefenn et al. (2013), Perceived ease of use has a positive effect on trust. Çetinsöz (2015), a significant and positive relationship between perceived ease of use and trust found.

2. Perceived risk

Perceived risk plays an important role in facilitating marketers seeing the world through their customers' eyes and can be applied to a wide array of marketing applications. Perceived risk is proposed that more influential at explaining consumers' behavior because consumers are more often motivated to avoid mistakes than to maximize utility in purchasing decisions (Hassan, vd. 2006).

Perceived risk, purchasing It refers to the nature and amount of risk perceived by a consumer in the decision-making process (Khan and Chavan, 2015)

Cunningham (1967) defined risk as "the amount that would be lost if the consequences of an act were not favorable, and the individual's subjective feeling of certainty that the consequences will be unfavorable."

Perceived risk reflects the consequences of consumers' purchasing decisions It is defined as the uncertainty they encounter when they cannot foresee. Perceived usefulness of users relates to the benefits they derive from products or services; risk, obtaining products or services refers to the costs paid for (Gan & Wang, 2017).

Consumers have perceive risk because of the possibility of encountering possible undesirable results and uncertainty as a result of purchases (Lim, 2003).

There are studies on the effect of perceived risk in online shopping on issues such as trust, purchasing tendency, and purchasing behavior.

Forsythe and Shi' (2003) survey shows that the relationship between types of risk perceived by Internet shoppers and their online behaviors Perceived risk is evaluated in the context of online shopping in the form of financial, product performance, psychological and loss of time/convenience. So perceived risk can differentiate impact on consumers' online shopping behavior

Regarding online shopping frequently cited risk; financial risk, product risk, compliance and non-delivery risk. the lower perceived risk is, the higher the online shopping tendency (Javadi, Dolatabadi, Nourbakhsh et al., 2012).

Çetinsöz (2015) found a significant and negative relationship between perceived risk and trust.

3. Perceived Value

The concept of "value" in its simple form, is the response of consumers to a product or service that expressed as the monetary value they agree to give (Bevan and Murphy, 2005).

Zeithaml (1988) defines perceived value as in the use of a product (or service) based on their perceptions of customers what is given and received.

Perceived value refers to the benefits that consumers evaluate their potential gains and costs of products and services being considered. perceived value has a relation to purchase intention as a result a larger benefit may offer more perceived values for consumers (Permatasari, & Kuswadi, 2017).

Defined as the evaluation of cost versus benefit in online shopping that is defined as net benefit. Products that provide maximum value consumers who turn to an e-retail site, if they trust an e-retail site, about the seller they make less effort to seek information and take action (Kim et al., 2012)

Perceived risk, perceived value and trust affect consumers' purchase intention. It is seen that perceived value is the dimension that has the most effect on purchase intention in online shopping (Özçifçi, 2020)

4. Online Shopping Intention

Purchasing intention shows the predictable behavior of the consume and predict which products or brands to buy next time consumers (Fandos & Flavian, 2006).

According to Pavlou (2003) online purchase intention can be defined as the state of being voluntary and willing and consumer's willingness to make online transactions.

Intention is the consumer's willingness and intent to participate in online transactions. This is online transactions are considered as information acquisition, information transfer and product purchasing activities (Akel, 2015).

There are many studies examining the factors that affect purchase intention in online shopping. Perceived value, perceived risk, perceived ease of use and trust are the subjects that are generally studied within the scope of these studies.

In the study of Mandilas et al., (2013), they found that there is a negative relationship between perceived risk and intention.

Çelik, Yılmaz and Pazarlıoğlu (2010), There is a statistically positive and significant relationship between perceived attitudes and e-shopping intentions.

In the study of Çetinsöz (2015), there is a significant and positive relationship between perceived value and perceived usefulness.

Ramayah and Ignatius (2005) stated that perceived usefulness has a direct positive effect on consumers' online shopping intention. Mandilas, et al., (2013) identified perceived usefulness as the most important factor affecting internet shopping intention.

5. Astrology Concept

Astrology can be seen as a branch of science or art that studies the effect of the combination of planets and stars on the character and destiny of a person at the time of birth (Gauquelin, 1991).

Astrology; It can be defined as the science of reading the mathematical energy of planetary movements. The birth chart (horoscope) formed at the time of birth gives clues about what energies a person may encounter in the world, what kind of vital energy he will have, with which energies he will be compatible and with which energies he will be incompatible (Delek, 2017).

Constellations are star groups formed as a result of people naming the star groups they see in the sky in ancient times. The constellations that make up the zodiac are expressed as Zodiac constellations, forming 12 traditional constellations. The sun moves in the same plane with the constellations throughout the year. The constellation that the Sun is above on their date of birth determines the sign of the people, or rather the Sun sign. (Uyar, 2019).

Figure 1 Matrix Of Astrological Indicators

Horoscope	Zodyak Signs	Topics	Elements	Property
1	Aries	Energetic, mobility, independence, self-centeredness	Fire	Pionner
2	Taurus	Materiality, finances, sense of self-worth, earnings	Earth	Constant
3	Gemini	Communication, mental issues, intelligence	Air	Variable
4	Cancer	Family, homeland, nation, sentimentality, motherhood, home, domesticity	Water	Pionner
5	Leo	Art, prominence, ego, children, fun style	Fire	Constant
6	Virgo	Working life, health issues, perfectionism	Earth	Variable
7	Libra	relationship, marriage, partnership, justice, beauty, harmony	Air	Pionner
8	Scorpio	Death and afterlife issues, crises, intuitions, pressure, loyalty	Water	Constant
9	Sagitarus	Higher education, religion, language, travels, philosophy, abroad	Fire	Variable
10	Capricorn	Career orientation, success, status in society, work	Earth	Pionner
11	Aquaris	Goals, social environment, outreach, independence, originality	Air	Constant
12	Pisces	Emotions, intuition, creativity, artistry, tenderness	Water	Variable

Elements:

In astrology, each sign is covered by an element. Fire, water, earth and air elements, that are called the 4 major elements in life, are also used in astrology.

Fire Element: Aries, Leo and Sagittarius. These people are excited, energetic, sociable, extroverted and warm temperament. They are quick to get excited and eager to start something new. This group, who is enthusiastic about life and likes to act as it pleases, tends to take action immediately if there is a goal or desire due to the dominant fire energy creating an intense energy accumulation (Fletcher, 2009).

Air Element: It includes Libra, Gemini and Aquarius. The biggest features of the air element signs are that they are intelligent and have high mental activities. Intellectual aspects and communication skills are high. This group, which is prone to science, is also versatile. Their versatility can sometimes cause them to get bored quickly and their enthusiasm to pass more quickly. It is a group that does not like restrictions and attaches importance to sociability (Mehta et al., 2020)

Water Element: Cancer, Scorpio and Pisces are in this group. Intuitive power and emotionality, empathy skills are very developed. They are people with sensitivity, imagination, creativity and artistic abilities (Fletcher, 2009). Water group people may need a driving force to take action. They have a high tendency to form emotional bonds with people, events and objects.

Earth Element: It is the group of Taurus, Virgo and Capricorn. These zodiac signs are realistic and their comprehension skills are well developed. It is better to use time than other horoscope groups. In addition, this group of people, who are patient and cautious, do not make sudden decisions because they have a conservative personality, but take their steps by thinking. They do not waste their money, time and energies and aim to save (Gülmez et al., 2020).

Property :

Pioneer group : (Aries, Cancer, Libra, Capricorn) Pioneer signs represent the beginning of the seasons. Aries is in the 1st house of the horoscope and starts spring, Cancer starts summer in the 4th house, Libra starts autumn in the 7th house, and Capricorn starts winter in the 10th house. Those born under the Pioneer signs are more active, enthusiastic, sociable, determined and courageous. They are highly proactive and proactive people (<http://astrologjalemuratoglu.com/temel-astroloji/burc-tabloları/burc-grupları>).

Constant group : (Taurus, Leo, Scorpio, Aquarius) The task of the fixed signs, who do not like change, is to realize, support, maintain and protect. Their mission in the zodiac is to preserve traditions. They cannot easily adapt to new situations, they cannot give up their habits and they are stubborn. At the same time, they are patient, persevering, reliable, loyal, devoted people. They are fixed-minded on many issues and cannot be flexible (<https://kidim2013.wordpress.com/2014/05/19/burclar-ve-nitelikleri-oncu-burclarsabit-burclar-ve-degisken-burclar>).

Variable group : (Gemini, Virgo, Sagittarius, Pisces); they are flexible. They adapt quickly to all kinds of environments, and they are open to different experiences. On the other hand, due to their versatile skills, they may be undecided on which subject to pursue (<http://astrologsemavii.blogspot.com/2015/08/burclarin-elementleri-ve-nitelikleri.html>).

There are various studies examining the effect of astrology on marketing science, but with the increase in the number of these studies, it is still thought that they are not at the desired levels.

Mitchell (1995), stated that astrology can help businesses to create marketing mix strategies by analyzing consumer behavior with easily obtainable information from customers, such as date of birth.

According to the study of Kwak et al., (2000); horoscopes were found to be effective on impulsive buying behavior tendency.

Gülmez et al. (2011) presented that consumers from the fire group tend to buy more quickly and unplanned.

Özkan (2017) found that there is a relationship between hedonic consumption and horoscopes.

Saydan and Doğanç (2018) determined that fire group (Aries, Leo, Sagittarius) women are more inclined to impulse buying behavior than women belonging to other zodiac signs.

Uslu and Divanoğlu (2019) determined that the signs determined according to the date of birth can affect the purchasing behavior of consumers.

In this study, which is planned to be carried out due to the fact that astrological effects have not yet been examined within the scope of online shopping, which has an important place in marketing activities today, the effects of astrological indicators on online shopping will be tried to be determined. In this study, research will be conducted within the scope of the elements in which all participants have only their zodiac signs.

II.METHOD

The universe of this study consists of consumers living in Ankara (Turkey) and the convenience sampling method was chosen due to the size of the universe. The data were obtained by online survey method due to the pandemic. The number of participants who volunteered to participate in the research and filled out the questionnaire was 585.

This research is a descriptive study. In the study, questions were asked about the demographic and personal characteristics (Zodyak signs) of the participants, perceived value, perceived risk, trust and purchase intentions in online shopping.

In this research, regression analysis for each of the zodiac signs elements and qualities of the signs to determine the effect of perceived value, perceived risk and trust on the purchase online.

In addition, regression analysis was conducted to determine the effect of gender variable and purchase amount on online purchase intention. At the same time, ANOVA test was conducted to determine the differences between shopping amount and purchase intention.

In this research, perceived value, (Zeithaml, 1988; Petrick, 2004; Özçiftçi,2020), Perceived risk (Hassan, 2006), trust (Chen 2014; Özçiftçi, 2020), satın alma niyeti (Wang ve Chang 2013; McKnight ve Chervany 2002; Özçiftçi,2020)' scale was used in this study.

Perceived value, perceived risk, and trust dimensions of the scale are included in this study and the following hypotheses have been formed:

- H1a: According to the fire element the perceived value affects the online purchase intention.
- H1b: According to the fire element the perceived risk affects the online purchase intention.
- H1c: According to the fire element the trust affects the online purchase intention.
- H2a: According to the earth element the perceived value affects the online purchase intention.
- H2b: According to the earth element the perceived risk affects the online purchase intention.
- H2c: According to the earth element the trust affects the online purchase intention.
- H3a: According to the air element the perceived value affects the online purchase intention.
- H3b: According to the air element the perceived risk affects the online purchase intention.
- H3c: According to the air element the trust affects the online purchase intention.
- H4a: According to the water element the perceived value affects the online purchase intention.
- H4b: According to the water element the perceived risk affects the online purchase intention.
- H4c: According to the water element the trust affects the online purchase intention.
- H5: According the properties of the signs perceived value affects the online purchase intention.
- H6: According the properties of the signs perceived risk affects the online purchase intention.
- H7 : According the properties of the signs trust affects the online purchase intention.
- H8 : According the gender affects the online purchase intention.
- H9 : According the shopping amount affects the online purchase intention.

III. FINDINGS

64,3% of the participants participating in the research are women, and 35,7% are men.

Table 1. Gender of the Participants

	Frequency	Percent %
women	376	64,3
men	209	35,7
total	511	100

Considering the online shopping amount of the people participating in the research, 268 people out of 585 (45.8%) spend 250 TL or less, and the second place is between 251-500 TL with a 25% ratio.

Table 2. Online Shopping Expenditures of Participants

Shopping Amount	Frequency	Percent %
Less than 250 tl	268	45,8
251-500 tl	146	25,0
501-750 tl	65	11,1
More than 751 tl	106	18,1
Total	585	100,0

According to the characteristics of the signs, 213 (36,4%) of the participants who participated in the research are variable signs.

Table 3. Properties of the Zodiac Signs of the Participants

Property	Frequency	Percent %
Pionner Sign	174	29,7
Constanst Sign	198	33,8
Variable Sign	213	36,4
Total	585	100,0

When the elements of the sun signs of the participants were analyzed, it was determined that the element of the sign of 166 (28.4%) participants was air, the element of fire is 146 (25%), the element of earth is 146 (23,9%), water is 133 (22,7%).

Table 4. Elements of the Zodiac Signs of the Participants

Elements	Frekans	Percent %
Air	166	28,4
Water	133	22,7
Fire	146	25,0
Earth	140	23,9
Total	585	100,0

When the descriptive statistics of the perceived risk scale are examined in Table 5, it can be said that the leaking of personal information (S3) is the subject that the participants are most concerned about in terms of perceived risk.

Table 5. Descriptive Statistics of the Perceived Risk Scale

Expressions	Mean	Sta. D.	Skewness	Sta.	Kurtosis	Sta.
I think that online shopping will not cause much time wasting for me.	2,3145	1,14536	,859	,101	-,005	,202
I think that online shopping is less likely to harm me.	2,7402	1,05865	,308	,101	-,571	,202
I think my personal information is less likely to be leaked when shopping online	3,3214	1,03168	-,129	,101	-,613	,202
I think you are less likely to be pressured when shopping online.	2,1692	1,06167	1,028	,101	,602	,202
When shopping online, I think that the products will be delivered to me without any problems.	2,5624	,84397	,541	,101	,216	,202
Perceived risk Overall Average	2,6215	,64554	,168	,101	-,199	,202
Cronbach Alpha	,612					

The most important factor affecting the perceived value in online shopping can be stated as consumers having more choices with an average value of 4.25.

Table 6. Descriptive Statistics of the Perceived Value Scale

Expressions	Mean	Sta. D.	Skewness	Sta.	Kurtosis	Sta.
With the online shopping method, I can learn more about products and services.	3,79	,948	-,929	,101	,801	,202
I can find products suitable for my personal wishes and needs in online shopping.	4,12	,738	-1,067	,101	2,224	,202
I spend less effort and time while shopping online.	3,88	,980	-,956	,101	,539	,202
Within the scope of online shopping, I can find products at more affordable prices.	4,06	,862	-1,060	,101	1,504	,202
With the online shopping method, I can have more options.	4,25	,736	-1,290	,101	3,022	,202
Perceived Value Overall Average	4,0226	,60015	-,698	,101	1,842	,202
Cronbach Alpha	,738					

In the table created with the answers given by the participants about online shopping, it is seen that the participants have a low level of trust in terms of personal data.

Table 7. Descriptive Statistics of the Trust Scale

Expressions	Mean	Sta. D.	Skewness	Sta.	Kurtosis	Sta.
I find the online shopping method reliable.	3,46	,885	-,453	,101	,216	,202
I do not think that there will be a trust problem in payment when shopping online.	3,45	,908	-,591	,101	,244	,202
I believe that my personal data will be protected within the scope of online shopping.	2,98	,988	-,102	,101	-,422	,202
Trust Overall Average	3,2974	,75325	-,280	,101	-,079	,202
Cronbach Alpha	,741					

In the online purchase intention table, the effect of user comments and the benefits that can be obtained from shopping on the formation of purchase intention is seen with the highest averages.

Table 8. Descriptive Statistics of Online Purchase Intention

Expressions	Mean	Sta. D.	Skewness	Sta.	Kurtosis	Sta.
I think that I can make my purchasing decision more accurately with the online shopping method.	3,68	,860	-,655	,101	,396	,202
I am intrigued by the idea of shopping online.	3,80	,940	-,841	,101	,759	,202
If I think that the products offered in online shopping will benefit me, I can make a purchase decision.	4,08	,713	-1,083	,101	2,936	,202
In online shopping, I am likely to purchase products or services recommended by user reviews.	4,16	,792	-,965	,101	1,425	,202
Overall Average of Intention to Purchase	3,9299	,61237	-,614	,101	1,693	,202
Cronbach Alpha	,720					

When the skewness and kurtosis values of the scale mean of each scale were examined, it was seen that it was between -2 and +2, and such analyzes were made by deciding when the data were normally distributed (George & Mallery, 2010).

Hypothesis Tests

As a result of the t test, which was conducted to determine whether there is a difference in the intention according to the genders, the intention shows significant differences according to the genders.

Table 9. Independent T-Test Table Between Gender and Intention

	t	df	sig
Intention	5,730	583	,000

When the intention differs according to the shopping amount , significant differences were detected.

Table 10. Table of Independent ANOVA Test Between Online Shopping Amount and Perceived Value

Shopping Amount		Meaan Dif.	Sta. Errors	F	sig
Less than 250	251-500 tl	-,05260	,06256	3,705	,012
	501-750 tl	-,22839*	,08408		
	More than 751 tl	-,17294	,06978		
251-500 tl	Less than 250	,05260	,06256		
	501-750 tl	-,17579	,09068		
	More than 751 tl	-,12035	,07761		
501-750 tl	Less than 250	,22839*	,08408		
	251-500 tl	,17579	,09068		
	More than 751 tl	,05544	,09581		
More than 751 tl	Less than 250	,17294	,06978		
	251-500 tl	,12035	,07761		
	501-750 tl	-,05544	,09581		

According to the fire group element, trust and perceived value affect positively the purchase intention.

Table 11 Element of Fire Regression Analysis Table Showing the Effects of Perceived Risk, Perceived Value, and Confidence on Intention to Purchase

	B	Sta Error	Beta	t	Sig.
(Constant)	1,313	,368		3,567	,000
Perceived risks	-,056	,057	-,066	-,977	,330
Perceived value	,571	,060	,610	9,573	,000
Trust	,136	,041	,201	3,328	,001

R	R Square	Adjusted Square	R	Std. Error of the Estimate
,764a	,583	,575		,34695

According to the earth group element, trust and perceived value affect positively the purchase intention.

Table 12 Element of Earth Regression Analysis Table Showing the Effects of Perceived Risk, Perceived Value, and Confidence on Intention to Purchase

	B	Sta Error	Beta	t	Sig.
(Constant)	1,690	,672		2,516	,013
Perceived risks	-,113	,093	-,123	-1,206	,230
Perceived value	,469	,105	,356	4,464	,000
Trust	,204	,076	,256	2,672	,009

R	R Square	Adjusted Square	R	Std. Error of the Estimate
,592 ^a	,351	,336		,50552

According to the air group element, perceived value affects positively the purchase intention, perceived risk affects negative the intention. Trust does not affect intention for them.

Table 13 Element of Air Regression Analysis Table Showing the Effects of Perceived Risk, Perceived Value, and Confidence on Intention to Purchase

	B	Sta Error	Beta	t	Sig.
(Constant)	2,434	,504		4,827	,000
Perceived risks	-,257	,080	-,248	-3,215	,002
Perceived value	,522	,065	,545	7,983	,000
Trust	,016	,065	,017	,243	,809

R	R Square	Adjusted Square	R	Std. Error of the Estimate
,709 ^a	,503	,492		,48289

According to the water group element, trust and perceived value affect positively the purchase intention. Perceived risk affects negative intention.

Table 14 Element of Water Regression Analysis Table Showing the Effects of Perceived Risk, Perceived Value, and Confidence on Intention to Purchase

	B	Sta Error	Beta	t	Sig.
(Constant)	2,039	,429		4,756	,000
Perceived risks	-,237	,070	-,239	-3,399	,001
Perceived value	,519	,069	,509	7,477	,000
Trust	,136	,056	,161	2,423	,017

R	R Square	Adjusted Square	R	Std. Error of the Estimate
,771 ^a	,594	,585		,39899

According to the pionners signs of Zodiac trust and perceived value affect positively the purchase intention.

Table 15 Pioneers of Sign Regression Analysis Table Showing the Effects of Perceived Risk, Perceived Value, and Confidence on Intention to Purchase

	B	Sta Error	Beta	t	Sig.
(Constant)	,738	,511		1,445	,150
Perceived risks	-,015	,076	-,015	-,192	,848
Perceived value	,612	,074	,545	8,249	,000
Trust	,225	,057	,266	3,919	,000

R	R Square	Adjusted Square	R	Std. Error of the Estimate
,690 ^a	,476	,466		,44352

According to the constant signs perceived value affects positively the purchase intention. Perceived risk affects negative the intention

Table 16 Constants of Sign Regression Analysis Table Showing the Effects of Perceived Risk, Perceived Value, and Confidence on Intention to Purchase

	B	Sta Error	Beta	t	Sig.
(Constant)	2,539	,378		6,721	,000
Perceived risks	-,260	,061	-,289	-4,291	,000
Perceived value	,434	,056	,445	7,755	,000
Trust	,094	,049	,122	1,898	,059

R	R Square	Adjusted Square	R	Std. Error of the Estimate
,698a	,487	,479		,42974

According to the variable signs perceived value affects positively the purchase intention. Perceived risk affects negative intention.

Table 17 Variables of Signs Regression Analysis Table Showing the Effects of Perceived Risk, Perceived Value, and Confidence on Intention to Purchase

	B	Sta Error	Beta	t	Sig.
(Constant)	1,691	,373		4,531	,000
Perceived risks	-,144	,059	-,151	-2,464	,015
Perceived value	,603	,057	,608	10,605	,000
Trust	,066	,045	,080	1,470	,143

R	R Square	Adjusted Square	R	Std. Error of the Estimate
,746a	,557	,551		,42366

Table 18 Summary Table Of Research Results

	Influencing purchase intentions according to Zodiac Signs						
	Fire	Earth	Air	Water	Pionner Signs	Constant Signs	Variable Signs
Perceived Risk	X	X	+ (-)	+(-)	X	+(-)	+(-)
Trust	+	+	X	+	+	X	X
Perceived Value	+	+	+	+	+	+(-)	+(-)

X = no affect, + = positive affect, +(-) = negative affect

When Table 20 is examined, it is seen that the factors affecting online purchase intention vary according to astrological groups.

IV.RESULTS

According to the results of the research, the perceived value and trust affect the purchase intention positively in online shopping according to the fire group (Aries, Leo, Sagittarius) signs, but the perceived risk does not.

According to the earth signs (Taurus, Virgo and Capricorn), as with the fire signs, the perceived value and trust affect the purchase intention positively in online shopping, but the perceived risk does not.

However, the situation is different in air group signs (Libra, Gemini, Aquarius) According to air group zodiac signs, perceived risk together with perceived value affect purchase intention in online shopping. While perceived value positively affects purchase intention, perceived risk affects negatively.

According to the water group, (Cancer, Scorpio, Pisces) which is the last group of elements, perceived value and trust positively affect the purchase intention in online shopping, perceived risk affects negative in online shopping intention; so all of facts affect in online shopping intention.

When the factors affecting the purchase intention according to the elements are examined, air groups differ from air and earth groups because the perceived risk gains an important position for them. Also water group is different from other, because this group is affected by all facts.

When the factors affecting the purchase intention according to the characteristics of the signs are examined, the perceived value and trust affect the online purchase intention positively according to the pionner groups (Libra, Aries, Cancer, Capricorn).

The situation differs according to constant groups. According to the signs of Taurus, Scorpio, Aquarius, Leo who do not like to take risks and aim to protect the current situation, perceived value affects positively the purchase intention in online shopping, while perceived risk affects them negatively.

While variable signs (Pisces, Virgo, Gemini, Sagittarius) like fixed signs, think that the perceived risk will affect negatively the online purchase intention, they think that perceived value will affect them positively also.

The fire group's unplanned purchases and sudden purchases seem to be compatible with previous studies (Gülmez et al, 2011 and Saydan & Doğaç, 2018) The fire group that makes such purchases can be seen as prone to take risks.

The reason that constant signs find the perception of risk more important according to the pionner zodiac signs, is due to the quality of the significant. These zodiac signs are fixed as their name suggests and do not like to take risks.

Water element signs, whose creativity and emotionality are highly developed (Flecher, 2009) will be affected by many factors when making an online purchase decision.

As a result, the factors affecting the online purchase intention may vary according to the elements and qualities of the signs of the people. Therefore, with a date of birth information of the enterprises, it becomes easier to determine the purchasing behavior of the customers correctly.

This research results are in accordance with the literature, (Kwak et al., 2000, Uslu & Divanoğlu, 2019) astrological indicators can affect purchasing behaviors. Examination of purchasing behaviors of individuals with a more detailed astrological birth chart analysis may be another research topic.

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