



Research Article

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# An Exploratory Study of the Usage, Reliability and Influence of Astrology Applications among Youth and Adults in the Northern Region

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## ABSTRACT

Astrology is an integral part of the Indian knowledge system, retaining its cultural and societal relevance. The historical and cultural significance of astrology aligns with the principles of the Indian Knowledge System. IKS includes various domains of Indian culture, medicine, art, philosophy, architecture, mathematics, linguistics and integrated parts of spirituality and astrology. Astrology links universal order to human life, suggesting that cosmic patterns influence decisions and earthly movements. Initially it began to interpret and predict the Natural Phenomenon and astrology later evolved to address the philosophical and existential concerns of humans. Over time its integration into daily life became deeply rooted in Indian traditions, rituals and decision-making practices. The advent of mass media in the 20th century and the digital revolution transformed astrology towards a modern tech format from traditional practices. Today, astrological apps have provided accessible astrological insights that were not available earlier on one tap with a simplified user interface. Despite the growing popularity, there is a notable research gap in quantitative studies focused on India-based astrology apps and their influence on users. This study aims to investigate the reliability, influence and usage patterns of astrology apps on personal decision-making among youth and adult users in Northern Region. In Indian culture, astrology has a significant role in understanding spiritual growth, relationships and personality. It will be based on a quantitative survey research design, consisting of an online self-administered questionnaire and sample of individuals aged 18 years and above. The results will help in understanding factors influencing the usage, popularity, role in personal decision-making and reliability of astrology apps. These findings will contribute to understanding the digitalization of astrology and the role of astrological apps in current society. By addressing existing gaps, this study enhances understanding digital astrology and astrological apps-based practices. Future scope research could explore how astrological apps affect humans psychologically and their overall impact on society in different geographic regions.

## INTRODUCTION

### Indian Knowledge Systems (IKS) in General

Indian Knowledge Systems (IKS) refer to the immense collection of traditional knowledge that has evolved over thousands of years in India. It is rooted in the Vedic scriptures, IKS consists of diverse fields such as

mathematics, medicine, astronomy, language, philosophy and spirituality. The Vedas, considered the oldest scriptures, hold an extensive knowledge and have been passed down through generations. IKS promotes self-realization, integrating meditation, yoga, and wisdom as guiding principles. The holistic approach of IKS continues to influence contemporary knowledge systems, particularly in health, sciences, and astrology.

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## **IKS in Medicine (Ayurveda), Mathematics, and Other Fields**

IKS has made significant contributions to various disciplines. Ayurveda, the ancient Indian system of medicine, emphasizes healing, focusing on natural remedies, herbal treatments, and mind-body balance. Mathematics in India is filled with innovations such as the concept of zero, decimal systems and advanced algebra, developed by scholars like Aryabhata and Brahmagupta. Similarly, astronomy played a crucial role in shaping knowledge about planetary motions and celestial patterns, which directly contributed to the development of Jyotish (Indian astrology). These disciplines collectively highlight the deep scientific and philosophical foundations of IKS.

### **Astrology in IKS**

Astrology, or Jyotish Shastra, is one of the six Vedangas (limbs of the Vedas) and plays an essential role in Indian culture. It is based on the belief that celestial bodies influence human life and destiny. Jyotish combines mathematics, astronomy, and spirituality to predict events and determine auspicious timings (muhurtas) for significant life decisions. Vedic texts, including the Rig Veda, Yajur Veda, and Atharva Veda, contain numerous references to astrology, illustrating its deep-rooted presence in Indian civilization (Times of India, 2024).

### **Astrology in the World**

Astrology is not limited to India but it has historical significance across civilizations. Western astrology, originating from Babylonian traditions, evolved through Greek and Roman influences, leading to the development of the zodiac system. Chinese astrology, based on lunar cycles, assigns animal signs to birth years. Despite their differences, all astrological traditions share the fundamental principle of linking celestial movements to human affairs.

### **Types of Astrology**

Astrology is classified into multiple branches, including natal astrology (birth charts), horary astrology (answering specific questions), and mundane astrology (predicting world events). Indian astrology is further divided into Parashari, Jaimini, and Nadi astrology, each with unique predictive methodologies.

### **Astrology in Media and Commercialization**

Mass media transformed astrology from an esoteric practice into a pop culture phenomenon. Newspapers in the 1930s first popularized daily horoscopes, and now digital media, particularly social media and apps, have made astrology more accessible than ever. The commercialization of astrology has led to paid consultations, AI-generated predictions, and personalized astrological services, making it a multi-billion-dollar industry (Gülenay Pınarbaşı, 2021).

## **Astrology Apps (Global and India)**

The digital revolution has led to the rise of astrology apps, offering services such as Kundali matching, tarot readings, and live consultations. Global platforms like Co-Star, The Pattern, and Sanctuary attract millions of users. In India, Astrotalk (5 crore downloads), AstroGuru (1 crore+), and Astroyogi (1 crore+) dominate the market, providing instant astrological guidance with AI-enhanced features (Astrological Mobile App Study, 2023). This research explores how astrology apps bridges the gap between traditional Jyotish practices and modern technology, shaping the way people interact with astrological beliefs today (Phillips, 2023).

## **REVIEW OF LITERATURE**

Astrology (Jyotish), as we all know is an indispensable part of the Indian knowledge system, not only an ancient practice that is still important today. It has historical and cultural significance in many societies. India, having long history of civilization and practices to mankind ought to have some knowledge accumulated in over such long time period of existence known as 'The phrase 'Indian Knowledge System'. It includes various domains about Indian culture, medicines, art, philosophy, architecture, mathematics, Linguistics and integrated parts of spirituality and astrology. Astrology Aligns with IKS principles by emphasizing the unity of the universe, where individual lives are part of a larger cosmic order, as it connects cosmic patterns with human life depending on the belief that the positions and movements of celestial bodies (planets, stars, and the moon) influence events on Earth and individual destinies of humans. Astrology is one of the six Vedangas (limbs of the Vedas) and helps determine auspicious times (muhurtas) for rituals and life events. It aims to harmonize life with cosmic rhythms for better decision-making and balance. Jyotisha provides a system to calculate time and predict future events, blending mathematics and astronomy. Based on birth charts (kundalis), astrology offers insights into personality, relationships, career, and spiritual growth. It bridges the gap between traditional Indian knowledge system and contemporary knowledge systems. Studies have shown why astrology is appealing and believed by modern society on the basis of psychology. People are more likely to pay attention to and remember feedback that verifies their positive self-conceptions, and interpret negative or contradictory feedback so as to minimize its impact (Swann 1990; Markus 1977). Astrology helps people understand themselves and their lives in a meaningful way, even though it's very different from modern ideas like science and individualism. Astrology gives people symbols and ideas to think about their identity and life stories. It answers big questions about life and helps people feel connected to something bigger. While modern life focuses on facts and personal success, astrology offers a

spiritual way to understand life. Clements explains that astrology doesn't fight against modern thinking but works with it, giving people a deeper understanding of who they are and their place in the world. (Clements, 2001). Astrology (Jyotisa) has been an academic discipline in Banaras Hindu University and Sampurnananda Sanskrit University reflecting its educational context since colonial times. Long ago, astrology was used to understand nature and solve problems. Mass media transformed astrology from a mystical practice into a product of popular culture. In 1930s newspapers first popularized daily horoscopes, and now digital tools like apps and websites make astrology more accessible (Gülenay Pınarbaşı, 2021). A study based on Filipino Post Millennial students from age 18 to 23 years during the COVID-19 pandemic shows that Astrology content has been consumed more. Social media increased astrology's reach, turning it as a tool for validation and escapism during uncertain times. The rise in Digital Media era transformed the astrology practices from traditional to modern technology through computerized kundali, instant access to celestial insights, birth chart analyses, auspicious time prediction (muhurat), online jyotish consultancy. Prominent astrology applications like Astrotalk, AstroGuru, Astroyogi, AstroSage Kundli: AI Astrology, Guruji, InstaAstro, KundliAstrology & Horoscope, DivineTalks, AnytimeAstro with over downloads above 10+ Lakhs. Astrotalk with 5 crore downloads, AstroYogi and AstroSage Kundli with 1 crore+, AstroGuru with 1 crore downloads indicates that these apps are most used among the society. These apps provide First free chats, reasonable consultancy fee, AI features, E-pooja, Gemstones recommendations, one on one interaction, Numerology, Palmistry and daily updates making them more convenient among the users. Stefanie Schoner's article explains how millennials (young adults) use astrology on social media platforms like Instagram and Twitter to understand themselves. Instead of seeing astrology as predicting the future, they use it for personal growth and self-awareness. Selin Gündüz's study explores how Spirituality apps such as those for meditation and astrology, impact people's lives. After interviewing nine users, she found that these apps help individuals feel more confident and positive, improve their relationships with others, and develop a stronger belief in the meaning of life. They also support personal growth and assist in managing stress and mental health challenges. People use spiritual apps for six main reasons: connecting with personal beliefs, seeking hope, improving mental health, reflecting on emotions, personal growth, and curiosity. Users appreciate how these apps align with their values and help them in their daily lives. Using Spiritual apps has a complete impact like notifications generating curiosity and Astrology and tarot reading (Przydatek 2023). The study based on Filipino Post-Millennial students consuming astrology content during the

COVID-19 pandemic shows that it links stress levels and susceptibility to the Barnum effect (belief in vague, personalized statements) and conscious behavioral response (CBR) with their engagement in astrology. Findings show that high stress, particularly among females, increased their reliance on astrology as a coping mechanism. The growing popularity of digital astrology and the presence of modern neoliberalism is being reflected. Apps promote self-centered thinking and dependency on deterministic narratives, which can discourage collective action or government action and make people more accepting of the existing societal structure of inequalities. By using personalized algorithms, astrology apps appeal to users' need for control but also slightly influence their beliefs and behaviors. The study highlights the deeper impact of these apps on individuals, societal levels and affecting Political engagements (Phillips, 2023).

### **Aim of the study**

IKS and Astrology exist parallelly however, there is a research gap in existing literature has no specific studies about the exploration of astrology apps and their influence on user's decision-making, user's trust in Northern India; the societal perception of digital astrology, and the shift of traditional astrology to digital platforms

The aim of this study is to investigate the increasing popularity of 'astrology apps' among diverse age groups, examining their dependency, trust and influence on decision making of the individuals.

### **Objectives of the study**

The objectives of the study are to;

- Know the popularity of digital astrology platforms among youth (18-25) and adult users (25 and above)
- Investigate the usage and reliability of astro apps;
- Explore the influence of astro apps in decision making of the individuals ; and
- Examine the consultation preference of the individuals (traditional or digital).

## **METHODOLOGY**

### **Research Design**

Research approach is Quantitative. The design of the presented research is 'Survey'. The study uses a quantitative research survey to measure the popularity, reliability and influence of astro apps. For this study, a quantitative research approach is ideal because it allows to collect numerical data that can be analyzed statistically to obtain generalize insights. A self administered online survey is prepared to ensure anonymity, and honest participation of the respondents. Due to its cost-effective and less time consuming features, caters the need for this study within the given time frame.

## Data Collection Method

A questionnaire is designed by using Microsoft forms and making the form optimized for both desktop and mobile respondents. The online survey is chosen for this study due to its wider reach and accessibility facilitating participants from diverse demographics to respond at their convenience. This method is particularly relevant for this focused study of digital astrology apps as the targeted audience is active online. To ensure honest and unbiased responses, the anonymity of the respondents is maintained throughout the process.

## Population and Sample

The target population is categorized into youth (18–25 years) and adult groups (26 years and above), allowing comparison between younger and older segments of the population. To ensure comprehensive insights, respondents are categorized in this research. Researchers are focused on the northern region of India (Himachal Pradesh, Punjab, and Delhi) is due to the high penetration of digital technology and the cultural relevance of astrology in these areas. The combined population of these regions to around 60.5 million individuals. For large populations, a sample size of approximately 384 is typically recommended to achieve a 95% confidence level with a 5% margin of error. However, given the exploratory nature of this study, a sample size of 237 is sufficient to provide meaningful insights into the usage and perceptions of astrology apps in the targeted regions, So total 237 responses were collected for this study. To determine whether this sample size is adequate, researcher consider standard practices in survey research. To reach out this population, the survey is circulated through online platforms by targeting respondents from different regions. Consistent efforts were made by the researcher to minimize the sampling bias and maximize diversity of the respondents.

## Variables and measurement

### Demographic Variables

It helps to identify the characteristics of the population based on its age.

- *Age*

Age is selected to know the generational gap in using astro apps. Young users may use for career and relationships

### Awareness and Familiarity & Belief in astrology

It is chosen to analyse the link between usage of astro apps with personal beliefs.

- *Preference for traditional astrologers vs astrology apps* helps to examine that whether users are shifting towards digital astrology or still prefer traditional mode of consultations.

- *Awareness of astrology apps*

identifies the popularity and well-known astrology apps among users. Have they ever used an astrology app- to differentiate between active users, occasional users, and non-users.

### Source of information

This section explores where people hear about astrology apps, which helps understand the role of marketing and peer influence.

- *Friends and family*

Personal recommendations can strongly influence app adoption, making this an important factor.

- *Social media ads and influencers*

Astrology apps use digital marketing extensively, so this helps analyze the impact of promotions and advertisements. News articles – Traditional media may also play a role in shaping astrology app trends and credibility.

### Usage Patterns

These variables track how often and why people use astrology apps.

- *Frequency of use*

Understanding whether users engage daily, weekly, or rarely helps measure dependency levels.

- *Premium feature purchases*

Chosen to identify whether users financially invest in astrology services, indicating the perceived value of app predictions.

- *Use of free chat features*

Measures engagement with in-app astrologers and whether users seek professional consultations.

- *Most used features*

Helps determine which astrology services are in demand (horoscope, tarot, matchmaking, etc.), shaping industry trends.

- *Reasons for using astrology apps*

Helps explore whether users seek entertainment, guidance, spiritual growth, or emotional support.

### App Preferences and Engagement

- *Which astrology app do users prefer?*

Identifies leading platforms and their market dominance.

- *Time spent on astrology apps*

Measures engagement levels and whether astrology apps are becoming a daily habit or an occasional reference.

### *Influence on Personal Decision-Making*

- *Areas where users rely on astrology apps*

Career, relationships, financial planning, travel, education, health, etc. This helps determine whether astrology apps influence major life decisions.

- *Trust in astrology app predictions*

Measures how reliable users perceive these apps and whether they follow app recommendations seriously.

- *Conflicts with traditional astrology or beliefs*

Identifies whether users struggle with contradictions between digital and traditional astrology, affecting trust and credibility.

- *Application of astrology advice*

Checks if users actively apply astrology recommendations in real life or treat them as casual guidance.

- *Dependency on astrology apps for decisions*

Explores whether astrology apps influence independent thinking and rational decision making.

### *Emotional and Psychological Effects*

- *How users feel after using astrology apps*

Determines whether users feel reassured and inspired or anxious and confused after using astrology apps.

- *Do apps provide clarity on challenges?*

Helps analyze whether users genuinely find astrology useful in problem-solving or if it causes more confusion.

- *Satisfaction with accuracy*

Measures user confidence in the correctness of predictions and whether they align with real experiences.

- *Challenges faced while using astrology apps*

Identifies potential issues such as misinformation, technical problems, or ethical concerns regarding privacy and data usage.

### *Societal Perception and Influence*

- *Do users think astrology apps benefit society?*

Captures public opinion on whether astrology apps have a positive or negative role in decision-making.

- *Would users recommend these apps?*

Measures word-of-mouth influence and whether astrology apps are gaining long-term popularity.

### **Sample Size**

A Total of 237 responses were collected for this study from the survey. This size is sufficient to detect the required results for quantitative analysis with a reasonable margin of error. It provides good balance between accuracy and feasibility.

### **Sampling Technique**

The study is conducted through non-probability convenience sampling technique. It allows to reach digital users conveniently and cost-effectively. As the study is designed for exploratory research, convenient sampling is particularly suitable where the aim of the study is to understand perceptions of the respondents rather than producing statistically representative results. Survey form is widely shared through social platforms including WhatsApp, Instagram where large number of respondents are generally found active.

### **Survey Instrument**

A structured questionnaire with both closed and open-ended questions is designed for this survey. A total of 29 questions were framed for the survey including 4 open ended questions and 25 closed ended questions. The questionnaire is divided into four sections addressing different aspects including: Familiarity of the respondents with astro apps, Demographics of the respondents (age, gender, etc.), Usage patterns of Astro apps among different age groups (frequency, features used), Popularity factors of astro apps among respondents (preferences, trends). This division of sections in the questionnaire is done to enhance response accuracy and flow by capturing psychological perceptions and behavior patterns of the respondents. This comprehensive structure of the study examines the thorough understanding of astro apps usage perceptions among different age groups as well as factors for the influence. This study also considers the download statistics of popular astrology apps to understand their reach and user engagement. The following astrology apps and their download numbers are included in the analysis: Astrotalk: 5 crore downloads, AstroGuru: 1 crore downloads, Astroyogi: 1 crore+

downloads, Guruji: 50 lakh downloads, Astrolive: 1 lakh+ downloads, AnytimeAstro: 10 lakh+ downloads, Kismet - Tarot and Astrology: 1 crore+ downloads, Insta Astro: 10 lakh+ downloads, Divine Talks: 10 lakh+ downloads, Kundli - Astrology & Horoscope: 10 lakh+ downloads.

### **Data Analysis**

In this study data analysis was done by using Python and Microsoft excel to process and interpret the collected responses. These tools were used to properly analyse and observe the data.

### **RESULTS**

Based on the objectives of the study the key findings of the study are:

#### **Demographics and popularity of astrology apps among youth and adults**

Astrology continues to be a widely accepted practice, with the largest group of the respondent is from both

groups 32 years and above and young respondents from 18-25 years which include 96 respondents indicates that astrology is popular among older age group respondents signifies astrology as deep rooted in Indian culture, where it is often intertwined with family customs, traditions and life decisions. The findings suggests that age has significant impact on the popularity of the astro apps as the middle age group from 25-32 observed less engagement of 45 respondents as compared to older and younger respondents. Out of 237 respondents, 195 respondents have heard of astrology apps, but only 21 use them, showing a gap of 174 respondents between awareness and actual adoption. This significant gap between awareness and adoption suggests that digital astrology platforms, though growing, have yet to establish credibility and trust comparable to traditional methods. The data is suggesting that traditional consultations remain dominant. Further data will be from the remaining 21 respondents who were using astrological apps as shown in Table 1.

Further survey is proceeded only with the respondents that answered (Yes) in (Use astrology apps)

i.e. 8.86% will be considered as 100% for further data collection.

### Usage and reliability of astro apps

The data on belief and trust in astrology reveals that a significant majority approximately 76.4% of respondents (181 individuals), expresses belief in astrology, while a smaller portion, 23.6% (56 individuals), do not share this belief and sensing that face-to-face interactions create a higher sense of trust and credibility. Despite this high level of belief, trust in digital astrology platforms appears to be quite low as only 21 respondents reported using astrology apps, suggesting that many respondents may doubt the predictions made by digital platforms. Interestingly, the data also provide insights for situational trust in astrology. Although 181 respondents believe in astrology still maximum respondents (71 individuals) rely on astrology only in specific situations, rather than

considering astrology as their primary life guide. The data is indicating that respondents belief in astrology is conditional or situational. It can be analyzed from the data that since astrology is culturally relevant but its relevance is limited to marriages, career advise, investments (Tables 2 and 3).

### Influence of astro apps in decision making

Astrology plays a vital role in decision making of individuals including marriage, education, career, investment. The influence of astrology on decision making varies across youth and adult. The data reveals that adult respondents above 32 age group (96 respondents) may rely on astrology for family, business investment and financial decisions. On the other hand, the younger respondent from (18-25) age group may rely on astrology for career guidance, education and abroad settling. Interestingly, the influence of astrology's is less pronounced in financial and investment decisions as no respondent tend to trust market research and expert advice over astrological predictions. However, majority of the (41) respondents in which (18-25) group has more maturity for consultation of astrology for relationships, marriages and love life. The data depicts

**Table 3:** Situational Trust in Astrology

Trust	Number of respondents	Percentage
Use Astrology for specific	71	39.2%
Consider Astrology as guide	110	60.8%
Total	181	100%

**Table 4:** Purpose of using Astrology Applications

Decision Area	18- 25	25- 32	Above 32 age	Total
Career Guidance	24	12	7	43
Education	18	10	4	32
Abroad	12	5	2	26
Financial Investment	0	0	0	0
Business Decisions	3	12	25	40
Relationships/ Marriages	17	12	12	41
Job/ work	10	6	8	24
Health	6	10	8	24

**Table 1:** Number of respondents

Response	Number of Respondents	Percentage
Yes	21	8.86
No	216	91.14
Total	237	100

**Table 2:** Belief in Astrology

Believe in Astrology	Number of respondents	Percentage
Believe in Astrology	181	76.4%
Do not believe	56	23.6%
Total	237	100%

**Table 5:** Awareness and usage of Astrology application

Consultation Type	Number of Respondents
Aware of astrology Apps	195
Use of astrology apps	21
Prefer face to face consultation	89

that 24 respondents are influenced by job, work or professional consultation and only 7 respondents use astrology for decisions related to migration, travelling abroad. Additionally, 24 respondents consult astrology for well-being of the health. In the age group (25–32) has highest respondents. Overall, astrology has greater influence in personal as well as professional decision making of the individuals.

The choice of multiple option was available for respondents in this category as shown in Table 4.

### Consultation preference among respondents (traditional or digital)

Astrology continues to be an old age practice among Indian culture as per data 195 respondents are aware of astrology apps but only 21 respondents use astrology apps indicates lack of trust among digital astrology services. The data suggests that while seeking astrological consultation 89 respondents prefer face-to-face interactions and the reason for this preference could be credibility, personalized experience and accuracy reasons. Furthermore, the data reflects huge difference between awareness and actual adoption of digital astrology apps indicating that traditional consultations are prominent over digital apps (Table 5).

## CONCLUSION

The findings highlight a complex relationship between belief, trust, and actual usage of astrology. While astrology remains popular, its practical application in decision-making is situational and varies by life stage, trust level, and personal preferences. Traditional astrology continues to dominate due to high trust in human expertise, whereas digital astrology platforms face significant adoption challenges due to credibility concerns. Looking ahead, astrology apps can gain greater acceptance if they incorporate real-time consultations with experienced astrologers, improve predictive accuracy, and offer more personalized experiences. Meanwhile, further research could explore regional variations in astrology usage, gender-based differences, and a deeper examination of why people trust or avoid astrology in specific life decisions. The comparison between youth and adult users shows that distinct usage patterns and trust levels, emphasizing the need for age-specific engagement strategies by astrology app.

## Limitations of the study

- The study is limited to astro apps usage and reliability among different age groups not provide gender based findings.
- The study explores snapshots of astrology app usage but does not track changes over time.

## Ethical Considerations

This study was conducted following ethical research practices. All 237 respondents were informed about the purpose of research prior to participation; they were assured that their responses would remain anonymous and confidential. Data collected was used solely for academic purposes. As the study involved minimal risk and no sensitive information, formal ethical clearance was not required.

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