

# Business Line

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## Sun sign segmentation can be a powerful marketing tool

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M.J. Xavier

This is the second and concluding part of the article 'The science of astro marketing' that appeared in these columns yesterday.

IF it could be shown that different star signs favour different forms and types of media, the media usage decision could also be designed especially for each segment. For example, perhaps Leos have a higher readership of a certain newspaper. This information could be used to target advertising.

Many people claim not to believe in astrology, but, when presented with the positive and good characteristics of their sun sign, will often identify with them. In this sense, a person's sun sign might be seen as his/her aspirant group. Even if the scientific basis of astrology is questionable and lacks predictive validity, sun-sign segmentation can still be a powerful marketing tool.

Promotional campaigns could be launched suggesting that a particular brand of tea is aimed at the fashionable and outgoing. This is likely to appeal to those people within the Zodiac group which possess those characteristics, ie. Arians. However, if marketers wished to be more overt, they could use the Arian traits to promote consumption not only by Arians, but also by those groups who aspire to be like Arians. Just as lifestyle advertising has appeal to

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certain lifestyle segments and those who aspire to that lifestyle, so sun-sign advertising will appeal to specific Zodiac segments and those who aspire to possess those traits.

If Sagittarians are identified as high users of a product, marketing managers may choose to use symbols that will appeal to Sagittarians by using role models that demonstrate a strong active nature, someone who needs freedom, enjoys being outdoors and has a positive approach towards life. Some companies may already be doing this unknowingly.

Even if a star sign has no direct effect on consumer behaviour, astrology can still provide a new and as effective a means of encapsulating psychological characteristics into promotional campaigns as those already in existence.

Astrological segmentation, however, divides the population into 12 relatively even-sized groups. As the number of segments is manageable and the population spread equally between them, this might ensure each group will be substantial and profitable enough to warrant targeting.

Many firms in their databases already collect information regarding consumers' dates of birth and date-of-birth statistics can be easily grouped into the 12 sun-sign segments.

The government also collects information on consumption habits, which can be analysed by date of birth, eg. the census data.

It is not suggested that astrology can be used to replace the existing forms of segmentation and targeting of products and services. Astro-segmentation can supplement the traditional demographic and psychographic segmentation approaches.

For centuries, people have employed astrologers to get a forecast of the future to be used in conjunction with their own assessment and judgement for taking effective decisions. In addition to segmentation.

astrology can be used to choose new products that have a perfect fit with the company and its employees.

(The author, a specialist in marketing research and strategic marketing, is with the Academy for Management Excellence (ACME), Chennai. Feedback on this article can be mailed to [bleditor@thehindu.co.in](mailto:bleditor@thehindu.co.in))

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