

Business Line

INTERNET EDITION

Financial Daily from THE HINDU group of publications

Wednesday, April 14, 1999

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The science of astro marketing

Date: 14-04-1999 :: Pg: 06 :: Col: d

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Millionaires don't hire astrologers, billionaires do. - J.P.Morgon

ASTROLOGY and Palmistry are the oldest sciences of the world. These sciences are at least 6,000 years old and originated in India. Consumer awareness of and interest in astrology and palmistry is currently widespread. There is no single newspaper or a magazine that does not publish star forecasts. Even satellite channels have started giving daily forecasts based on the relative position of the celestial stars and your data of birth. More than 20 per cent of Americans believe in astrology and close to 90 per cent of America's daily newspapers carry an astrology column, and there are more than 100,000 practising astrologers in the US.

The popularity of newsletters which give stock market predictions, such as the Wall Street Astrologer, Astro- Cycles, and Astro-Market, has prompted some companies to use astrology to evaluate business proposals. Computerised services which produce financial predictions and business advice for investors also are available. Apparently there is little evidence that the supposedly objective economists in the IMF and other bodies did any better than if they had just consulted an astrologer, according to Yaschpaule , who practices astrology and palmistry at the Kula Lumpur Hilton Hotel, Malaysia. He argues that palm- reading and astrology can help business decision making. in an

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article published in the Internet
(www.apmforum.com/review/asiafeature2.htm).

Nowadays, horoscopes are cast not only for individuals, but also for companies and countries. What is being recommended is a match between the business, people, the company and the country.

In India, businessmen and politicians consult astronomers for every major decision. Astrologers are consulted on such problems as auspicious day to start a business, plant location, recruitment, and changes in the market fortunes. Astrological personality profiles have also been used by companies to chart all employees so that the management can be "in tune with all their cycles". In this article we look at the use of astrology in marketing.

Astrology is described as the art or science of describing the character or destiny of a person by observing the position of the stars at the moment of the person's birth. Astrology can be seen as part of the wider sphere of cosmobiology - the study of how vegetable, animal or human life is influenced by bodies in the solar system (the sun and planets) other than the earth. Astrological judgements and predictions involve collecting data giving the individual's time, date and place of birth to give an accurate personal assessment.

The lines in the hand supposedly come from the Mind. The Mind in turn acts through the Brain. They are definitely not formed by hand movements. The hand is the mirror of the mind. The Conscious Mind reveals the Past and Present. But the Subconscious Mind tells the Future as it has no limitations of Time and Space. Latent talents are shown in the hand because of the Subconscious Mind. Science knows of three fields of energy. They are Electrical, Magnetic and Gravitational. Supposedly, our bodies are also made up of these three fields of energy. The planets are constantly moving among themselves. Changes in the magnetic, electrical and gravitational fields of the planets affect our own three fields of

energy. This is the basis of Scientific Astrology.

It is from the study of planetary forces that an astrologer is able to make interpretations in terms of human psychology, business prospects, leadership qualities, etc. Astrology is a mathematical science based on Astronomy. Astrology and Palmistry are said to be twin inter-related sciences.

On a general level, fire signs such as Aries, Leo and Sagittarius are enthusiastic, energetic and very positive thinking. Air signs are the most intellectual, communicative and positive signs and include Gemini, Libra and Aquarius.

The water signs of Cancer, Scorpio and Pisces tend to be emotional, impressionable and negative. Astrologers claim to predict how sociable different sun-signs will be, and their ability to work with others and this may be reflected on how they choose to spend their leisure time, ie whether they choose solitary pursuits or communal activities/sports.

For example, Aquarians may enjoy team activities due to their sociable nature. Librans are sociable, alert, intellectual, pleasant and tactful and make good team members by using their diplomacy and negotiation skills to coordinate people. Arians are competitive, but also independent by nature and are unlikely to join teams. Cancerians tend to become loners, wrapped up in their own solitude, prone to emotional instability and reluctant to join in team pursuits with others.

The fundamental marketing argument behind the importance of recognising people's Sun signs is that it may add to a better understanding of consumers which may be used to improve communication and marketing mixes. Once a manager has decided which astrological segments he wants to target, he can create a communications strategy to appeal to these targets.

(To be concluded)

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