

# Analysing User Preferences in Astro Apps: A Comparative Study

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**Abstract-** Astrology, an ancient old practice, is considered a coping mechanism for stress and uncertainty which helps people create and validate a narrative for their lives. For decades, astrological knowledge was passed down through traditional mediums like ancient manuscripts, celestial observation, consultation with astrologers, horoscope columns in newspaper television shows etc. However, astrology, which was once confined to traditional practices has found a new home in the digital age. Nowadays, one can find a variety of astro apps and get personalised services for their needs. An astro app being a digital product with a rising user's interest is noticeable. Despite the growing digital popularity of astro apps, there is a lack of comparative research between different applications to analyse user preferences, satisfaction levels, purpose and other factors that enhance user experience. The study aims to understand, measure and analyse user preferences in different astro apps. The study follows a mixed approach of both quantitative and qualitative research methods, collecting quantitative data from 100 people through a purposive sampling survey and in-depth interviews with three astrologers to gain expert insights and an understanding of the working of the apps. The study was conducted in Delhi among the working-age population (15 to 59 years). The data is collected through both primary and secondary sources. The study holds significant value for astro app developers to understand the user preferences and also help app marketers to craft their campaigns effectively. It also acts as a reference for researchers in future conducting their research in astrology.

**Keywords:** Astro Apps, User Preferences, Working Population, Comparative Study, Expert Insights.

## I. INTRODUCTION

Our life is often characterised by constant change and uncertainty, no one can guarantee that something will happen in the future. Uncertainty is one of the elements which bothers every individual at some point. Everyone wants a healthy and secure future but fears uncertainty. In search of certainty and purpose, people often turn to astrology. Astrological prediction gives certainty in people's lives. A positive prediction fills a person with relief and happiness. Astrology is an ancient practice which predicts future events or offers insights into personality, and behaviour through connection to celestial bodies' movement. Astrology is like a language which answers the curiosity of the human mind. It offers a unique lens through which we interpret our existence, providing a way to understand the complexities of human nature and the events that shape our lives. Some view astrology with scepticism and pseudoscience but it has gained immense popularity among people over centuries.

Over a period of time, astrology has experienced a transformative journey to adapt to dynamic changes in human existence. In ancient civilizations, astrologers used handwritten charts, celestial observation, and manuscripts to practice it. With the arrival of the printing press era in the 15<sup>th</sup> century, astrology knowledge became widely available to reach a bigger audience. In recent years, the digital revolution has revolutionized the practice in the form of astro apps facilitating digital convivence. Nowadays, these apps are built in such a way that they offer a variety of personalized services and features like predictions, daily horoscopes, and live/text talk with astrologers to millions of users worldwide.

Belief in astrology is not uncommon in India. Astro Tech startup is a whooping billion-dollar market especially in India with millions of users. Astro apps like AstroTalk, AstroSage Kundli, Daily Horoscope, AstroGuru and Guruji command the majority of market share in the Astro tech space (as per App Khazana's list 2022). Despite the growing popularity of astro apps, there has been a lack of research in this area to examine users' preferences, motivations, and satisfaction levels that shape user interactions with them. Therefore, to understand the comparative analysis of the most downloaded astro apps in India by studying user's preferences and behaviour, the following research questions are developed:

- RQ 1: What purposes do users have for using astro apps?  
 RQ 2: Which features are most valued by users?  
 RQ 3: What is the satisfaction level with current astro apps?  
 RQ 4: How do user preferences compare across different astro apps?

### Objectives:

1. Identify various purposes for which astro apps are being used.
2. To explore the features most valued by users of astro apps.
3. To analyze user satisfaction levels with current astro apps.
4. To compare user preferences across different astro apps.

## II. REVIEW OF LITERATURE

Astrology has come a long way since its inception in the 3<sup>rd</sup> millennium BC. One such area where astrology has made exponential progress is digital platforms. The introduction of the Astro apps in the Indian market has revolutionized the field of astrology by providing digital convenience to users. Previous researches have helped the researcher gather knowledge about the experiences and preferences of users in such apps.

The research paper '**Experiences of Spiritual Mobile Applications users: an Interview Study**' by Hannah S. Neumüller (Neumüller, 2023) examines the experiences of people on spiritual, astrology and meditation applications. This paper examines how spiritual apps are designed to enhance participants' wellbeing in different ways. Various themes were identified among interviewees such as improved selfbeing, self-care, emotion regulation and enjoyment of collective engagement. Moreover, detrimental experiences were also seen when users trusted excessively on such apps. By examining user experiences in spiritual apps, it provides a basis for understanding the preferences and expectations of users in the realm of the astro apps.

The video titled '**Reality of Astrology Apps**', (Reality of Astrology Apps, 2023), the YouTuber, Mohak Mangal describes how astrology startup AstroTalk sustained itself in the tough economic environment. He further explains the business model of the app by explaining how free personalized services are provided in the app to hook new users. He talks about how the app UI is so simple yet addictive and mentions that AstroTalk provides a complete profile of astrologers to gain the trust of their users. He further brings to notice (with sources) that many individuals turn to astro apps seeking connection and conversation, often driven by loneliness. This video becomes a valuable resource for this paper providing an understanding of market dynamics and user preferences within the astrology app landscape.

The research paper '**Why do People Use Spiritual Mobile Applications? A Qualitative Analysis of Users' Motivations**', (Julia, 2023), by Przydatek, Julia investigates people's motivation behind using spiritual apps and identifies different themes which drive users to engage with such apps. Results showed that users primarily use these apps for personal development, to seek hope, nurture mental health, and selfreflection followed by curiosity & continuous learning. By interpreting these valuable insights, the researchers got a deeper understanding of user behaviours and motivations, contributing to a more comprehensive comparative analysis of astro apps.

The research paper '**Belief in Astrology as a Strategy for Self-verification and Coping with Negative Life-Events**', (Lindman, 2006) by Outi Lillqvist and Marjaana Lindeman describes the role of astrology in self-concept verification and coping with negative life-events. The paper talked about the popularity of astrology among respondents and found that when participants experience personal problems, they tend to be more interested in astrology. By incorporating these findings, the researchers were able to gain an understanding of how users may turn to astro apps for self-verification and coping, contributing to a comprehensive analysis of user preferences within the astro apps.

The research paper '**People who consult astrologers: A profile**', (Tyson, 1982) by G.A. Tyson discusses the characteristics of people who consult astrologers and the reasons behind consultations. The study analysed demographic, personality and attitudinal variables of the participants and found no significant differences between them in terms of stress, anxiety and self-control. Results showed that many individuals have stress due to relationships and lack of social skills. The research paper helped in understanding why people use astro apps, revealing different purposes and motivations.

While the existing literature provides valuable insights into the beliefs and practices related to astrology, there is a noticeable gap in understanding the evolving landscape of astrology in the digital age and its impact on users. While some studies have explored the characteristics and motivations of astro app users, there is limited research that comprehensively investigates the interplay between astro apps, user beliefs, and how these digital platforms influence personal relationships and well-being. Moreover, most existing studies focus on individual aspects of astrology belief,

but there is a need for more integrated research that considers the broader context of astrology's transition from traditional sources to modern technology, and how this shift shapes contemporary beliefs and practices. Addressing these gaps would provide a more holistic understanding of astrology's role in modern society and the user preferences regarding various aspects relating to astro apps.

### III. RESEARCH METHODOLOGY

The research study is based on mixed-method approach to analyse the user preferences in astro apps. It makes use of correlational research design that includes 100 participants from the working population of Delhi and provides an in-depth study using both quantitative and qualitative methods.

The quantitative study utilizes purposive sampling with a sample size of 100, focusing on the working population of Delhi aged 15-59, as defined in the Population Statistics Report of Census 2011. (Implementation, 2011). Primary data is gathered through online surveys that include both open-ended and closed-ended questions to explore user preferences and engagement behaviors. In addition, data analysis attempts to reveal the relationship between app features and user preferences by utilising statistical methods to identify correlations based on the responses gathered. This method of analysis provides valuable insight into the ever-evolving digital astrology.

The qualitative study includes online interviews with three astrologers associated with the apps under study, while the other two apps offer astrological services without astrological consultations. Secondary sources for data collection include webpage articles, research papers, and YouTube videos. This comprehensive approach broadens the understanding of user preferences in the Indian astro app market.

#### Hypothesis:

H0: Users prioritize the accuracy and reliability of astrological predictions.

H0: Personalization features significantly impact user satisfaction.

H0: Users prefer astro apps that offer a combination of educational and predictive features.

H0: User's trust in astro apps' prediction is directly related to data sources and astrologer details provided.

### IV. DATA COLLECTION AND ANALYSIS

**Quantitative Data Findings:** A survey was conducted to get information from astro app users. The survey was circulated through social media platforms and a personalised approach was also used. Among the 100 responses, 42 respondents were from the age group of 18-29 and 58 respondents were from the age group of 30-59. 70 responders are female, 28 are male and the remaining 2 preferred not to reveal their gender. Most of the respondents i.e. 48% hold undergraduate degrees. Out of the total respondents, 53% identified as students, 32% as employed individuals, while the remaining indicated their occupational status as unemployed, retired, homemakers, or self-employed. 85% of responders have admitted that they have used Astro Apps while 15% didn't use it ever (Figure 1).

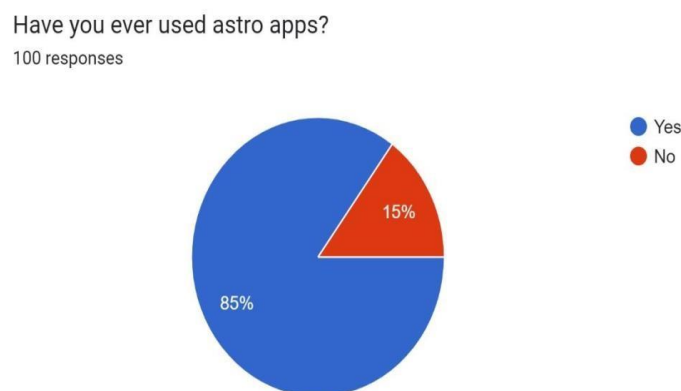
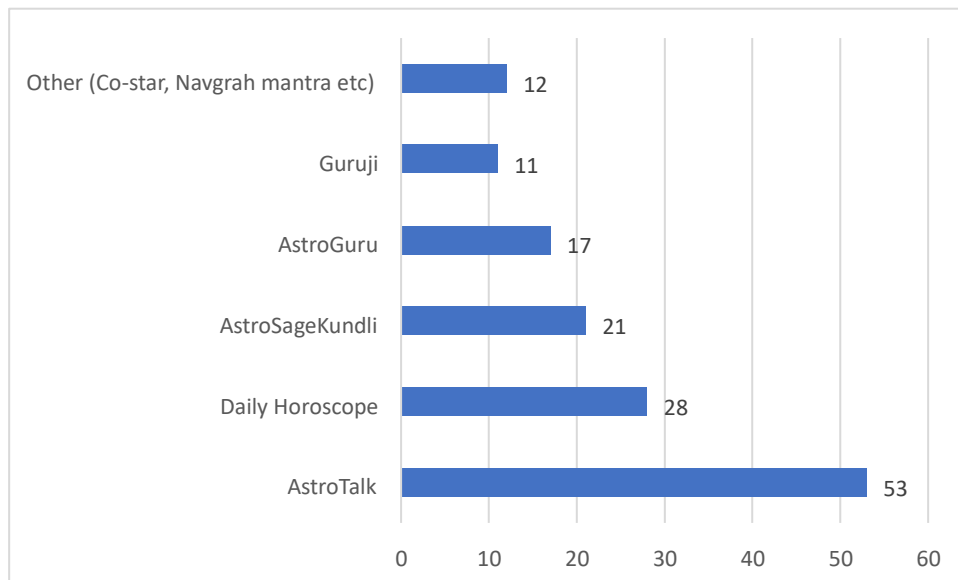


Figure 1

- Out of the various options like AstroSage Kundli, Daily Horoscope, Guruji, Astro Talk, and Astro Guru, 53% of respondents reported using AstroTalk, while Daily Horoscope and AstroSage Kundli were used by 28% and 21% respondents, respectively. (Figure 2). Furthermore, when asked which astro app they prefer among those who use numerous apps, AstroTalk continues to be the most popular, with 21 responses.

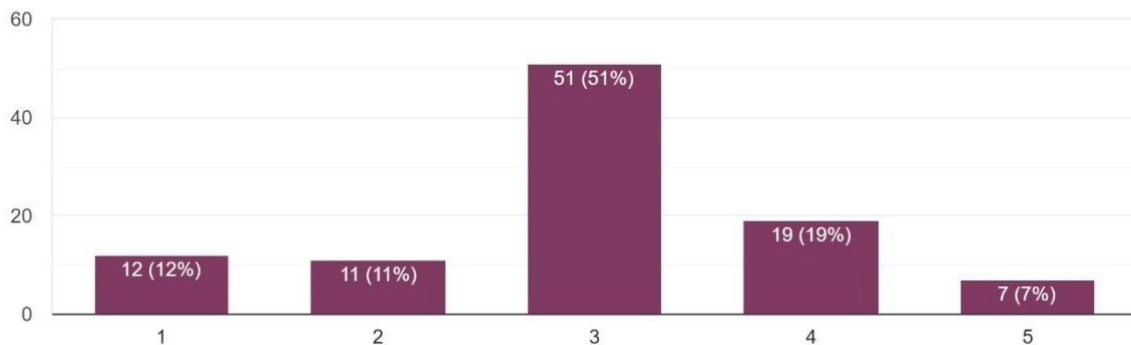


**Figure 2**

- A five-star rating scale was used to measure responses regarding satisfaction levels of users with the astro apps being used by them currently, one being highly dissatisfied and five being highly satisfied. According to the findings, the majority of respondents i.e. 51% gave a rating of three while only 7 respondents rated five (Figure 3).

On a scale of 1 to 5, how satisfied are you with the features of the astro app that you're currently using?

100 responses



**Figure 3**

- The survey results showed that 43% of respondents used the astro apps ‘rarely’, 18% used ‘weekly’, 17% used ‘monthly’, and 11% used it on a daily basis (Figure 4).

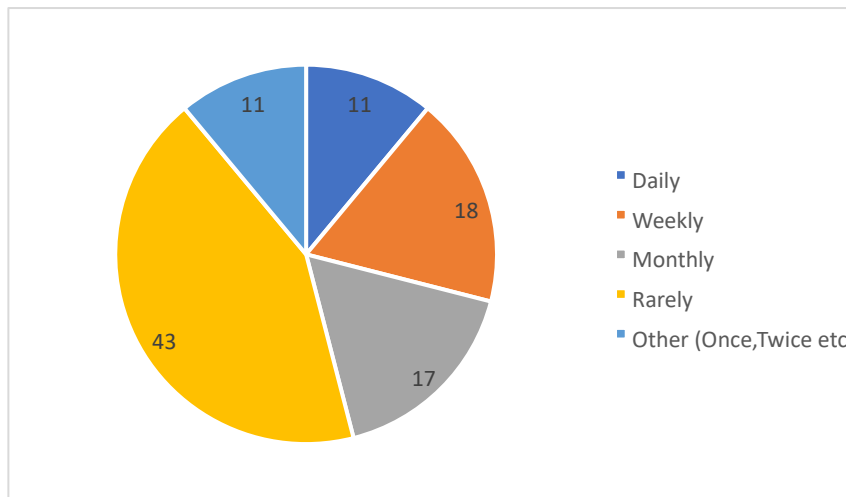


Figure 4

- 36% of the respondents expressed a 'neutral' viewpoint regarding the accuracy of the astro app's predictions while only 7 respondents 'strongly believe' in its accuracy (Figure 5).

Do you believe in the accuracy of astro apps' predictions?

100 responses

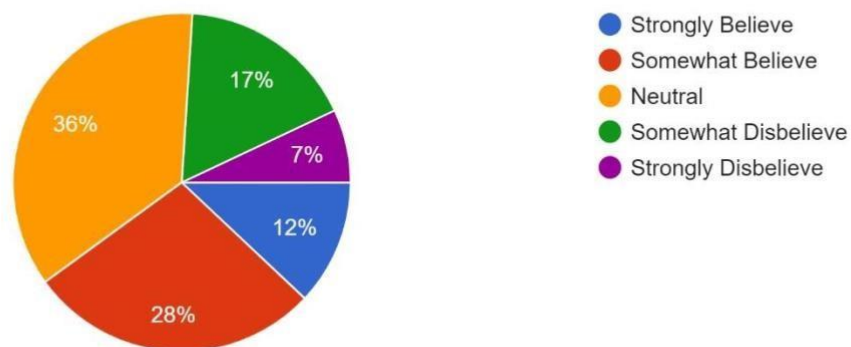


Figure 5

- When asked about the primary purpose of using astro apps, 35% of respondents said to have used astro apps for career guidance whereas 10 respondents for obtaining financial advice (Figure 6).

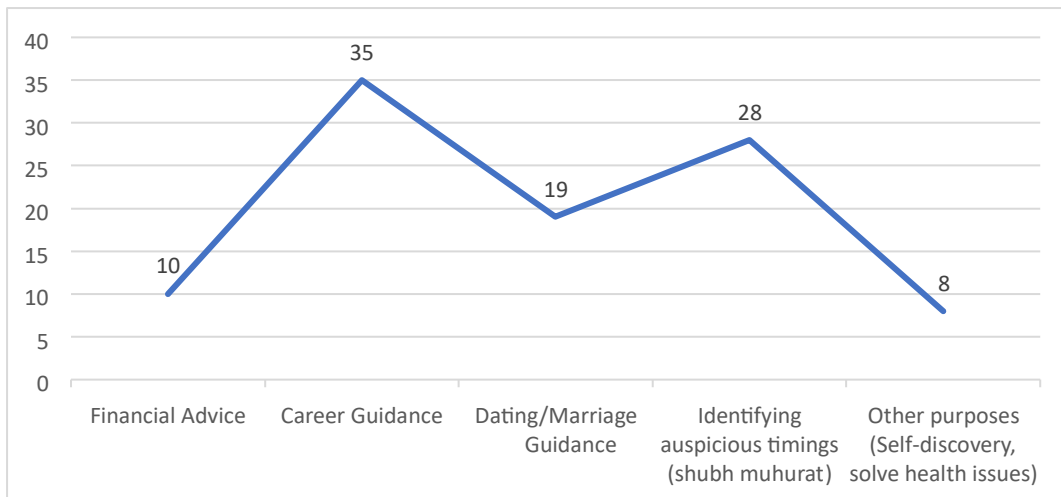


Figure 6

- 36% of respondents identified the compatibility checker in the Daily Horoscope App as the most valuable feature among various astro apps while 2 respondents didn't find any feature to be valuable (Figure 7).

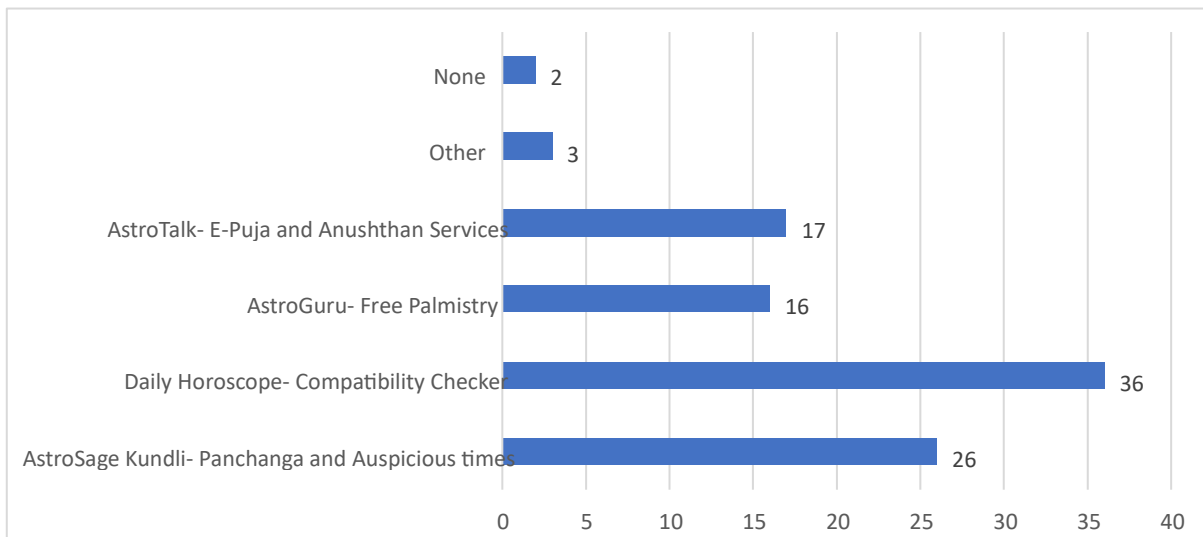


Figure 7

- 90% of the respondents find free features sufficient offered by the astro app that they are using and the rest 9 responders have opted to explore paid features (Figure 8). When asked which paid feature they like the most, one respondent answered the 'live call' feature of astro apps.

Do you opt for the paid version of astro apps for additional features?

100 responses

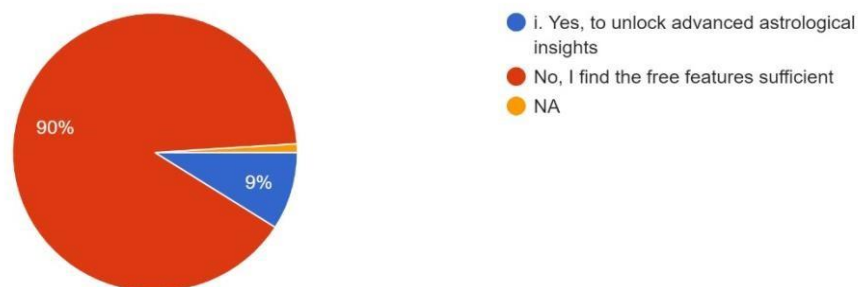


Figure 8

- Most of the responders i.e. 45% expressed high consultation fees of astrologers as the most predominant difficulty within astro apps. However, many respondents also encountered other difficulties like inaccurate predictions and challenges in understanding the app’s interface while using their chosen apps (Figure 9).

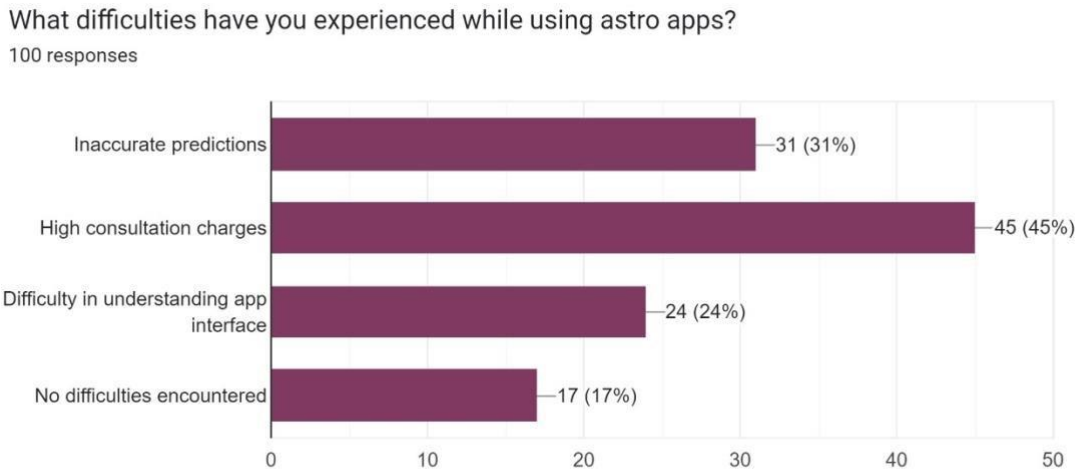


Figure 9

- The responses regarding specific features valuable to users in astro apps varied widely. One respondent expressed appreciation, stating, “it helped me calculate my sun, moon, and rising sign, also helps in determining shubh murat for puja. “Conversely, another respondent expressed skepticism, stating, “Don’t find these features trustworthy.” A few respondents found palm reading or compatibility tests particularly useful. A common thread was the desire for accurate predictions and the importance of specific features, such as free birth chart analysis. Many users also revealed about the cases where the app’s predictions were in line with real-life events, increasing their trust in astrological guidance.
- With regards to the user expectations and suggestions for any specific features in astro apps, respondents highlighted the importance of features like real-time celestial events tracking, personalized insights, and advancements in AI that showed a collective interest in evolving the functionality of astro apps to provide more immersive and tailored experiences. One respondent stated, “Small remedies which doesn’t require any big purchase (such as the expensive stones etc)”. Another revealed, “Could make it easy to use and enhance the free trial version of the app.” In addition to this, users expressed their thoughts for more accurate predictions, accessible compatibility tests, and better user interfaces.
- In assessing the potential of astro apps in meeting future expectations and needs, a few users communicated good faith highlighting the comfort of online alternatives . One respondent stated, "In this fast-moving world, I don't think people will have the time and energy to meet a jyotishi out of their way, so having a reliable online option which is time-saving will be a good alternative for people who believe in astrology or are just curious." On the contrary, a respondent held a more skeptical view, stating, "Don't see any potential as people don't believe in astrology like they used to earlier." The contrasting opinions reflected varying degrees of belief in the future success and adaptation of astro apps, with some foreseeing enhanced reliance due to time constraints and others expressing doubts about the evolving landscape.

**Qualitative Data Findings:** This research study employs a qualitative method as well that delves into the perspectives and insights of three seasoned astrologers: Ms. Rritu Singh (46) from AstroTalk, Ms. Shalini Sharma from Guruji Astro, and Mrs. Mamta Gupta (55) from AstroSage Kundli. The objective is to understand user preferences, astrological practices, and app assessments within the context of astro apps.

The comparative analysis of the astrologers’ interviews is given below –

Aspects	Ms. Rritu Singh	Ms. Shalini Sharma	Mrs. Mamta Gupta



<b>User Preferences</b>	Emphasizes client reviews and astrologer details as valuable for users.	Highlights the significance of video chat for interactive sessions.	Acknowledges preference for chat features among users who wish to maintain anonymity.
<b>Importance of Accuracy</b>	Stresses high importance of accuracy (95-100% user satisfaction when accurate).	Acknowledges accuracy's influence but works with probabilities (60% accuracy).	Claims accuracy based on experience without providing specific percentages.
<b>Age-Related Preferences</b>	Observes no specific age-linked preferences.	Categorizes user queries based on age groups, highlighting different concerns across generations.	Notes age-based preferences in inquiries across different age brackets.
<b>Future Expectations</b>	Expresses a positive outlook on the future of astro apps, citing convenience and accessibility as key drivers.	Foresees a promising future for astro apps, emphasizing convenience and technology's role in user-astrologer interaction.	Anticipates a bright future for astro apps, emphasizing convenience and accessibility. Foresees technology bridging user-astrologer gaps.
<b>Traditional vs. Digital</b>	Digital methods, leaning towards online consultations for convenience.	Prefers traditional consultations for better understanding through body language but acknowledges video chats' convenience.	Favors in-person consultations for certain clients, citing reasons like expensive app charges for certain users.
<b>App Assessment</b>	Suggests no inherently superior astro app, attributing perceived superiority to effective marketing rather than inherent app quality.	Emphasizes the significant impact of marketing rather than inherent app quality. Considers all apps good due to astrologers' expertise.	Favors AstroSage Kundli due to better client behavior, flexibility, and autonomy for astrologers
<b>Numerical Insights</b>	Claims 9 years of experience since 2014, emphasizes high user satisfaction	Indicates more than 15 years of experience, mentioning 60% probability-based accuracy.	Reports 8 years of experience without specific high user satisfaction highlights effective remedies.

### Analysis of Interviews with Astrologers:

#### 1. User Preferences:

- Emphasis on client reviews and astrologer details, especially for Ms. Rritu Singh.
- Video chat highlighted as a significant feature for interactive sessions, according to Ms. Shalini Sharma.
- Acknowledgment of a preference for chat features among users who value anonymity, as mentioned by Mrs. Mamta Gupta.

#### 2. Importance of Accuracy:



- High importance of accuracy stressed by Ms. Rritu Singh, with a 95-100% user satisfaction claim when accurate.
  - Ms. Shalini Sharma acknowledges accuracy's influence but works with probabilities, citing a 60% accuracy approach.
  - Mrs. Mamta Gupta claims accuracy based on experience without specific percentage indications.
- 3. Age-Related Preferences:**
- No specific age-linked preferences observed by Ms. Rritu Singh.
  - Categorization of user queries based on age groups, noting different concerns across generations, by Ms. Shalini Sharma.
  - Recognition of age-based preferences in inquiries across different age brackets by Mrs. Mamta Gupta.

## V. FINDINGS

### a. Hypotheses Testing:

#### **H0: Users prioritize the accuracy and reliability of astrological predictions stands accepted.**

The findings of study reveal that accuracy and reliability are very important to the users when looking for astrological predictions. The respondents strongly prefer apps that are known to consistently provide reliable information. Trust plays an essential role in using apps, so it is important for astrologers to prioritize accurate predictions.

#### **H0: Personalization features significantly impact user satisfaction stands accepted.**

The study highlights that the presence of personalized features in astro apps has a significant impact on user satisfaction. When apps cater to the individual preferences and provide personalized readings and advice, users express their satisfaction. This highlights the importance of not only understanding the users, but also providing personalized experiences to increase overall their satisfaction and engagement.

#### **H0: Users prefer astro apps that offer a combination of educational and predictive features stands rejected.**

This study shows that users are not always interested in astro apps that offer a combination of educational material and predictive functions. Research shows that users may prefer learning or predictions rather than a combination of both.

#### **H0: User's trust in astro apps' prediction is directly related to data sources and astrologer details provided stands accepted.**

The research emphasizes that user trust in astro apps depends on the availability of transparent information about the data sources and the credentials of the astrologer. By clearly disclosing the qualifications of their astrologers, app developers can strengthen trust-based relationships with users. App developers are advised to prioritize transparency to increase user trust..

### b. Key Findings:

#### 1. App Usage Patterns

- 85% of participants stated that they use astro apps, with the majority reporting to use them infrequently (43%).
- AstroTalk emerged as the top choice among users (53%), and users found the compatibility checker in Daily Horoscope to be the most valuable feature (37.1%).

#### 2. User Satisfaction

- 51% of respondents rated their satisfaction level with astro app features as three on a fivepoint scale, indicating moderate satisfaction.
- 90% found the free features offered by astro apps sufficient.

#### 3. Primary Purposes

- The primary reason for using astro apps was career guidance according to 35% of respondents, with financial advice following at 10%.

#### 4. Challenges and Expectations

- Many users (45%) faced difficulties with the high consultation fees of astrologers.
- Users suggested improvements, including real-time celestial events tracking, personalized insights, and advancements in AI.

#### 5. Future Outlook

- Diverse perspectives on the future potential of astrology apps, with some expressing optimism due to convenience and others skeptical about their continued belief in astrology.

## VI. LIMITATIONS & SUGGESTIONS

### Limitations

- One of the major limitations of the study was the language barrier as Hindi is preferred by astrologers over English, which posed a difficulty in understanding of the questions asked from them.
- By acknowledging the possibility of bias, self-reported survey data highlights the problem of social desirability bias and highlights the need for additional research techniques.
- User preferences are subject to change; the study only captures a single point in time. Studies with a long duration can track changes in consumer preferences.

### Suggestions

- To foster a closer relationship with users, developers should improve free products by including more engaging content, like larger daily horoscopes, interactive elements, or more astrological insights.
- Resolving issues with prediction accuracy is another essential step towards building trust.
- Enhancing the app's usability in light of user feedback and interaction research is crucial. This means improving design, streamlining operations, and improving navigation.
- It is possible to increase the accessibility of astrological counsel by decreasing consultation.

## VII. CONCLUSION

By examining the astrological app usage trends of Delhi's population, the researchers uncover significant information that clarifies user preferences and actions. AstroTalk and Daily Horoscope are well-liked choices, particularly for individuals seeking career guidance and match-making advice. However, the persistence of issues such as inaccurate projections and complex user interfaces points to a clear need for improvement.

The study draws attention to the disparities in user perceptions regarding the accuracy of astrological predictions, providing app developers with a substantial opportunity to boost trust through enhanced precision and clarity. These findings highlight the importance of prioritizing user-centric features when developing a new astro app. App developer must prioritize accuracy, transparency and ease of use so that they can meet the changing needs and expectations of a broad user base. Essentially, this comprehensive analysis guides researchers and developers towards the development of astro apps and provides a blueprint for easy-to-navigate platforms. This will help researchers contribute to the continuous improvement and innovation of astrological apps in the future, ensuring that these tools remain relevant, valuable and user-centric in an ever-changing technological environment. Researchers can also study the impact of improvements in accuracy, transparency and usability on user trust, satisfaction and retention rates, that will help to develop best practices for astro app development.. Improving the accuracy, transparency and usability of astro apps is not only a practical step to ensure that these tools become invaluable resources for users, but also an answer to current problems.

## VIII. ACKNOWLEDGMENT

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