

## Exploring User Perception and Trust in Astrology Apps: A Study of Digital Astrology Adoption and Engagement

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### **Abstract:**

This study looks into how users perceive, trust, and engage with astrology apps. It uses a mixed-methods approach that includes both surveys and interviews. The survey part collects data on demographics, how often users engage with the apps, their views on credibility, privacy concerns, and satisfaction levels among 57 participants. The interviews provide deeper insights into why users are drawn to these apps, what they expect, and the personal value they find in them. The findings show that while many people use astrology apps, there is significant doubt about the accuracy and reliability of their predictions. Privacy is a big concern, with most participants feeling uncertain or distrustful about data security. Some users see astrology as a spiritual guide, but many mainly use the apps for convenience or entertainment. Overall satisfaction is low, as most users feel the apps do not live up to their expectations, and few are likely to recommend them to others. The combined results point out major issues in trust, personalization, and data transparency that affect user engagement and satisfaction. These observations provide important insights for developers, service designers, and researchers interested in online trust and digital spirituality.

**Keywords:** Astrology Apps; User Trust; Digital Engagement; Privacy Concerns; Mixed-Methods Research; App Credibility; User Satisfaction; Digital Spirituality; Mobile Applications; Predictive Accuracy.

### **1. Introduction**

The evolution of astrology from neighbourhood consultations and print columns to AI-powered applications has changed how people interact with and trust astrological advice. Because of the perceived legitimacy of well-known astrologers and common cultural standards, people have historically used astrology to manage uncertainty and make sense of stressful life situations. Mobile apps that offer live chats, personalised readings, and on-demand horoscopes have revolutionised interaction in today's digital world, but this change also reinterprets trust. Consumers today value items that feel precise, customised, and ethically constructed, and they closely examine transparency about data sources and practitioner credentials. Personalisation, perceived accuracy, and unambiguous astrologer profiles are highlighted as recurring expectations in a recent study, which also highlights the rise in app-based usage and the lack of comparison evidence regarding which elements most influence satisfaction and confidence.

These user goals are reflected in industry trend studies, which highlight AI/ML for more personalisation, real-time assistance, and scalable quality control. Leading builders also highlight security and dependability as differentiators in competitive markets. Similar to this, developer playbooks highlight features like verified astrologer directories, live consultations, and

comprehensive profile information—signals intended to bolster legitimacy in the absence of in-person interaction. A distinct research objective is framed by the historical usage of astrology as a coping mechanism as well as the current emphasis on transparency and personalisation. This agenda aims to explore how digital design decisions, such as credentials, data provenance, and adaptive experiences, influence user perception and trust in modern astrological apps (VeryWell Mind, 2024).

### Background of the study

At the nexus of belief, customisation, and mobile user experience are astrological applications. Gen Z and mainstream users are increasingly turning to these apps for choice guidance, identification work, and reassurance as AI-driven features make readings instantaneous and highly customised. However, their trust is based on usability, legitimacy, and ethical precautions. While industry commentary emphasises AI's role in scaling "astro-tech," recent reporting reveals a boom in the acceptance of digital astrology, combined with worries about authenticity and over-reliance. It is clear how perceived utility, social influence, and diffusion dynamics determine uptake and how satisfaction mediates digital trust — when this investigation is grounded in technology adoption theory.

### 2. Literature Review

Digital services provide cognitive (information quality, security) and emotional (comfort, empathy, and satisfaction) trust. In belief-based industries, such as astrology, genuineness and concern significantly impact trust. Journalism on India's Gen Z population shows an increase in the use of astrology apps for clarity during uncertainty, along with concerns about exploitative practices and mental health (T., Swarupa, 2025). Credibility cues (transparency, ethical standards) and safe payment flows are crucial to maintaining trust. Popular coverage suggests that clear interfaces, reliable explanations, and social aspects determine whether users see these apps as beneficial resources or tricks, which affects user happiness and encourages repeat use (Times of India, 2024).

The Technology Acceptance Model posits that perceived utility and usability are proximal factors of intention. Adoption theory synthesis emphasises the resilience of TAM and the social effects and enabling conditions of the UTAUT framework for peer-culture-ingrained consumer apps. (H. Taherdoost, 2018). Usefulness in astrology apps is characterised as "functionally accurate" and "emotionally helpful" (for coping and reflection), while simplicity encompasses seamless consultations, intuitive chart visualisations, and onboarding. The social influence of UTAUT aligns with the community-driven propagation of astrology through producers and friend networks, facilitated by payment certainty and app reliability. Diffusion of Innovation (DOI) highlights how innovators and early adopters normalise AI-based readings and how platforms' speed, customisation, and wellness routine fit lower early majority perceived danger. Sana'a (2016).

Trade and developer sources say real-time data ingestion, recommendation logic, and conversational interfaces that adapt assistance to micro-moments are changing horoscope apps with AI. While increasing perceived usefulness and convenience—key TAM levers—algorithmic polish can create a credibility paradox: non-scientific assertions might feel authoritative (Rajput, N., 2025). Major outlets portray AI as making star readings more accessible and 'exact' to consumers, increasing expectations of personalisation and speed that enhance app trust signals, such as explanations, disclaimers, and privacy (Times of India, October 2024). Market and ecosystem reports describe a booming astro-tech category driven by sleek UX, push notifications, and social comparison features—DOI factors of observability and trialability—but also warn of hype cycles and uneven practitioner quality (Startup Chai, 2021).

User motivations include curiosity, identity discovery, and emotional soothing; they seek self-understanding and decision-making guidance. These affective drivers complement emotional trust's

significance in satisfaction and retention, according to Gen Z's astrological use (T., Swarupa., 2025). Platforms that use AI chat and voice to replicate empathetic discourse may increase comfort and stickiness, but transparency about boundaries is needed to minimise overreliance (Rajput, N., 2025).

Modern coverage and explainers emphasise four evaluative pillars: design clarity and frictionless flows; personalisation depth (e.g., dynamic transits, compatibility); trustworthiness cues (identity-verified astrologers, explanations, refunds, content labelling); and perceived authenticity of predictions and practitioners. Modern tools like apps and social media improve access, visualisation, and community, which may increase perceived utility and social influence—key to TAM/UTAUT (Times of India, November, 2024). The rise of pay-per-minute consultations and subscriptions requires strong security and ethical standards, as trustworthy payments and norms of behaviour reduce scepticism, according to industry guides and blogs.

In journalism and practitioner commentary, AI-driven personalisation raises expectations and criticism. Adoption theory predicts that utility, ease, peer cues, and obvious benefits will promote uptake, while emotional trust and post-use satisfaction—especially for interpretive content—will sustain use. Scientifically studying how design/AI elements affect cognitive vs. emotional trust, enjoyment, and reuse in astrological apps is still possible (Sana'a, Y., 2016).

### **3. Objectives of the Study:**

- To assess trust and credibility associated with astrology apps
- To explore user attitudes toward astrology (science/spirituality/entertainment)
- To examine the gap between expectations and actual experience
- To understand the influence of peer reviews and social media
- To evaluate the perceived innovation of astrology apps compared to traditional services

### **4. Trust and Credibility in Astrology Apps**

In the digital age, astrology apps are becoming more popular as tools for spiritual guidance. They offer users personalized astrological charts, horoscopes, compatibility assessments, and daily predictions. However, as these apps gain popularity, it is important to understand the role of trust and credibility in their success. Trust in astrology apps mainly depends on how accurate the information is, the platform's reputation, and how ethically user data is handled (Jin & Lee, 2018). Astrology is often viewed as a pseudoscience. For users unfamiliar with its complexities, building credibility can be tough. Developers need to provide reliable content based on Vedic or Western astrology principles. Users should be able to trust this information. Research shows that the perceived quality and consistency of astrological predictions are crucial for fostering trust. Apps that offer content users feel matches their life experiences are more likely to inspire loyalty (Nguyen et al., 2021). This makes the credibility of the app's source—whether predictions come from ancient texts or modern astrological algorithms—an important part of user engagement.

Data privacy also plays a key role in building credibility. As these apps collect personal information like birth dates, locations, and preferences, concerns about data security and ethical use are significant. Users who feel their data is exploited or mishandled are less likely to trust the app and may stop using it soon after starting (Sharma & Mishra, 2020). It's vital for astrology apps to be clear about their privacy policies and to ensure they handle data securely.

User reviews and ratings are crucial for building trust. Research shows that positive feedback can greatly increase the credibility of astrology apps, while negative reviews can harm their reputation. This matters a lot because astrology apps often depend on word-of-mouth and app store reviews to attract new users (Liu et al., 2021). Being transparent about user interactions—allowing users to leave reviews and receive responses from developers—helps create a sense of trust and community. This encourages users to engage more deeply with the app.

In the context of Jyotish Darshan, which comes from ancient Indian astrological texts like those by Sage Parashara, there is an added layer of cultural significance that affects user trust. Jyotish Darshan, described in works like the Brihat Parashara Hora Shastra, offers insights into individuals and broader cosmic events. This strong connection to Indian mythology, gods, and divine forces adds authenticity and sacredness to astrology apps rooted in Vedic traditions. For users who value Indian cultural beliefs, the alignment with ancient wisdom and sacred texts greatly boosts the app's trustworthiness.

For example, users are more likely to engage with apps that use content based on Sage Parashara's teachings, which highlight accurate birth chart analysis, planetary positions, and their influence on personal fate. Since Jyotish Darshan is closely linked to mythology, understanding this connection can build greater confidence for users who appreciate the spiritual and philosophical side of astrology. Moreover, it allows developers to add features that enable users to explore astrological content in ways that feel personalized and culturally authentic (Tiwari, 2021).

User trust in astrology apps is influenced by a complex mix of the app's features and the user's psychological tendencies. These mechanisms may seem advanced and based on science, but they often take advantage of cognitive biases. They create feelings of credibility that are not always warranted. The table below shows the mechanisms involved in astrology apps and how they affect the user's view of trust and credibility.

Mechanism	Technological Input/Function	User Outcome (Trust/Credibility)
<b>Algorithmic Personalization</b>	AI analysis of specific birth data (time, location) to generate tailored charts and insights.	Creates a powerful "illusion of precision" and sophistication.
<b>Forer Effect Exploitation</b>	Output remains "fundamentally vague," despite complex processing.	Users perceive generic statements as "uniquely meaningful to themselves," attributing high credibility.
<b>Technological Veneer</b>	Sleek interfaces, sophisticated graphics, claims of scientific rigor (e.g., NASA data).	Fosters a sense of scientific validation or "new age sciencey-sounding edge."
<b>Ethical Transparency</b>	Clear disclaimers about intent and scope of service.	Upholds standards of "authenticity" and mitigates the risk of spreading misleading information.

*Grid Table 1: Mechanisms of Trust and Credibility Attribution in Astrology Apps*

## 5. Attitudes Toward Astrology: Science, Spirituality, or Entertainment?

Astrology attitudes are multifaceted, encompassing science, spirituality, and entertainment. Because of its lack of empirical support and explanatory capacity, astrology is rejected as a science by the majority of scientific literature and by many working scientists, who refer to it as a symbolic system or pseudoscience rather than an impartial, verifiable field. However, a significant portion of the public believes that some astrological practices, like astronomical computations or personality analysis, are scientifically sound, which perpetuates false beliefs about astrology's scientific standing.

### 5.1. Symbolic and Spiritual Meanings

Astrology holds profound spiritual significance for a large number of people worldwide, often intertwining with religious or existential perspectives. Astrology is linked to concepts like karma, fate, and cosmic order in some civilisations, particularly in India and other New Age communities. These ideas provide purpose and solace in life's uncertainties. Through its symbols and rituals, astrology offers spiritual users guidance, community, and comfort, often serving as a bridge between the material and the metaphysical (Pandey, T., Singh, D., & Pathak, M. M., 2024).

### **5.2. The Use of Astrology for Entertainment**

It's also popular to think of astrology as entertainment. Horoscopes, online charts, and app-based forecasts are popular ways for people to have fun with friends or explore their identities in a light-hearted way. This perspective is frequently supported by media representations and daily horoscopes, which minimise astrology to a kind of entertainment or conversation starter, particularly among younger people and in Western nations (Pandey, T., Singh, D., & Porwal, A. K., 2023).

### **5.3. Boundaries Being Blurred**

These categories frequently overlap with one another. Some people view astrology as a combination of spirituality, self-help, psychological research, and light-hearted entertainment; its function varies according to individual needs and cultural environment (Greenberg, Spencer, 2024; Noy et al., 2025). Ultimately, astrology's adaptability, which encompasses easy entertainment, spiritual symbolism, and a structure that appears scientific, is what keeps it popular.

## **6. Expectations vs. Experience: Bridging the Gap:**

The gap between what users expect and what they actually experience with astrology apps is key to the use and engagement of these platforms. Users arrive at astrology apps hoping to receive personalized, accurate, and meaningful insights into their lives, relationships, and futures. These high expectations often come from past experiences with traditional astrology services, recommendations from friends, or media portrayals. When the app doesn't meet their expectations, users can quickly feel let down and stop using it.

A major factor in this gap is how personalized the content is. Many astrology apps offer generic horoscopes or predictions that cater to a broad audience. However, users who want tailored astrological readings based on their birth charts may be disappointed if they find little individualisation. For example, apps that take a one-size-fits-all approach to astrology may struggle to create a meaningful connection with users, as the advice seems too broad or irrelevant (Li & Wang, 2020). In contrast, apps that offer more customisation—like readings based on the time and place of birth—are likely to see higher engagement and satisfaction.

Another area where user expectations often differ from their experiences is in the accuracy of the information. Many astrology apps claim high accuracy in their predictions, but users often report that the insights are vague, overly general, or incorrect. This gap is particularly frustrating for those who take time to provide personal details, such as birth dates and locations, expecting these to lead to precise and customised predictions. When users' belief in astrology's accuracy does not align with their experiences with an underperforming app, it can lead to frustration and a loss of trust (Zhang & Wei, 2022).

The app's interface and design also play a significant role in closing the gap between expectations and experiences. An easy-to-use, visually appealing design helps users engage with astrological content and boosts their overall satisfaction. On the other hand, if the app is hard to navigate, cluttered, or overly complex, users may abandon it quickly, even if the content is accurate. Research indicates that a smooth user experience is crucial for maintaining user engagement, as users are less likely to continue with an app that has a steep learning curve (Singh & Singh, 2020).

Finally, user support and feedback channels are important for managing expectations. Apps that offer responsive customer service and allow users to share their issues and suggestions tend to build trust and satisfaction. By listening to user feedback and regularly updating the app to address concerns, astrology app developers can close the gap between user expectations and actual experiences, promoting long-term engagement (Fricker & Schonlau, 2002).

Understanding what astrology app users want is important for evaluating how well these apps serve them. Users look for personalization, accuracy, and convenience. At the same time, market trends and technology improvements in app development significantly influence the overall experience. The table below summarizes key metrics and factors that affect user expectations and the overall use of astrology apps.

Metric/Driver	Value/Description	Relevance to Experience/Adoption
<b>Market Size (2025 Est.)</b>	\$3.73 billion	Indicates significant financial success driven by sustained user adoption and retention.
<b>Projected CAGR (2025–2030)</b>	10.18%	Demonstrates rapid, sustained growth, confirming that the digital experience is highly valued.
<b>Key Demographic Drivers</b>	Generation Z/Millennials (65% of users 18-35)	Seek community, purpose, and convenient digital solutions to identity issues.
<b>Experience Delivery Mechanism</b>	AI-Powered Personalization	Delivers faster, more accurate, and more convenient insights, bridging the gap between ancient methods and contemporary needs.

*Grid Table 2: Digital Astrology Market Dynamics and Drivers (2025–2030)*

## 7. Influence of Peer Reviews and Social Media

User opinion and trust in astrology apps are significantly shaped by social media and peer evaluations. Peer reviews greatly increase confidence in the app and its platform, particularly when they are seen as genuine and of a high calibre. Users lose faith in the app's rating algorithms and, as a result, their whole experience when they come across phoney or poor-quality reviews. Therefore, building user pleasure and loyalty in astrology apps requires trust in the marketplace and review aggregation mechanisms.

Through the creation of communities and the facilitation of experience sharing, social media also has a significant impact on user perception and trust. When well-known social media sites offer user reviews, influencer marketing, or endorsements, astrology applications become more credible. Social media peer reviews are frequently used by users to evaluate apps before downloading or using them. Additionally, astrology-related social media material provides identification, direction, and emotional connection, all of which increase user engagement and trust in astrological apps.

Research on astrology applications indicates that reviews and social media posts about astrologers' credentials and data sources contribute to building trust. Peer reviews show that personalisation boosts user satisfaction. This illustrates how social validation and openness contribute to the development and sustenance of trust in digital astrological services.

As a result, peer reviews are trusted user-generated endorsements that enhance trust and customer experience, while social media fosters communities, builds brand credibility, and promotes emotional engagement, which in turn improves the perception and trust of astrology app users. Peer reviews are legitimate, user-generated endorsements that potential users use to evaluate the quality and reliability of astrology apps. High-quality, transparent reviews build trust in the app and platform, while fake reviews hurt user experience. Astrology app users need to trust the marketplace and review aggregation mechanisms to be satisfied and loyal. Social media fosters astrology communities where experiences and views are shared, lending credence to astrology apps and fostering emotional connections. Astrology apps based on social validation are promoted on Instagram, Twitter, and TikTok, where users establish identities and make recommendations. Shared user experiences and influencer endorsements boost app trustworthiness. While individualised app features, as commended in peer comments, promote user enjoyment and engagement, transparency regarding astrologer credentials and data sources, which is frequently addressed in reviews and social media debates, increases user confidence. This emphasises how crucial social media and peer

evaluations are as major influencers of perception and trust in the ecosystem of digital astrology (Mishra et al., 2024).

## **8. Perceived Innovation and Tech Integration**

User trust in astrology apps depends on perceived innovation and technology integration, which signal modernity, accuracy, and improved user experience. Advanced technologies like artificial intelligence (AI), machine learning, and real-time data processing provide precise, personalised horoscopes and astrological insights matched to user profiles, making astrology apps more popular. Leading astrology applications now use AI to customise horoscopes and compatibility assessments based on birth dates, times, and locations. Video or chat consultations with trained astrologers give the convenience and accessibility of in-person consultations. Quizzes, medals, and daily challenges make app engagement fun and retention higher. Integrating with smart technologies like voice assistants (Google Assistant, Alexa) and wearable gadgets makes personalised cosmic updates and horoscope readings even more accessible. Tech integrations improve user experiences and expand app functionality.

By increasing openness and prediction accuracy, technology also builds confidence. The capacity of AI to analyse vast amounts of astrological data and user behaviour produces more trustworthy insights, which can boost user confidence (Times of India, October, 2024). Furthermore, features such as secure data storage and blockchain for astrologer certification verification enhance legitimacy and transparency. Users may feel more confident in the reliability of the readings and the ethical handling of personal information due to this technical transparency.

The market for astrology apps has grown more quickly as a result of the integration of cutting-edge technologies, especially in areas like India where there is a strong cultural resonance. Consumers increasingly anticipate that applications will combine contemporary data analytics with traditional astrological knowledge to offer both individualised spiritual experiences and findings that sound scientific. Users' acceptance and trust in astrology apps are largely influenced by their perceived innovation and technical integration, as this expectation drives further innovation (Rajput, N., 2025).

Ultimately, AI-driven personalisation, real-time astrological consultations, smart device connectivity, blockchain credentials, and gamification are examples of perceived innovation and technological integration in astrology apps. By providing precise, open, and interesting experiences, these developments build user confidence and lay the groundwork for long-term user perception and trust in digital astrological platforms.

## **9. Research Methodology:**

### **9.1. Research Design**

This study adopts a mixed-methods research design, integrating quantitative and qualitative approaches to obtain a comprehensive understanding of user perception, trust, and engagement with astrology applications.

### **9.2. Quantitative Component:**

#### **9.2.1. Survey Instrument**

A structured survey questionnaire was developed based on prior literature on digital trust, technology adoption, privacy concerns, and user engagement behaviour in mobile applications. The instrument comprised Likert-scale items, multiple-choice questions, and open-ended prompts covering variables such as:

### 9.2.2. Sampling and Data Collection

Data were collected from 57 respondents across online communities, social media groups, and user forums where astrology apps are commonly discussed. A non-probability purposive sampling technique was employed, targeting individuals who have used at least one astrology application. Participation was voluntary and anonymous.

Respondent demographics included gender (30 males, 26 females), age distribution ranging from 18 to over 39 years, and marital status categories. Usage data on specific astrology apps (AstroSage, AstroTalk, Astroyogi, and others), levels of trust, privacy concerns, and satisfaction metrics were also captured

### 9.3. Data Analysis:

Quantitative data were analysed using descriptive statistics to summarize demographic characteristics and usage patterns. Frequency distributions and percentages were computed for all categorical variables. Graphical representations (bar charts and frequency plots) were used to illustrate trends related to app preference, trust levels, privacy perceptions, satisfaction, and recommendation likelihood. These descriptive patterns provided foundational insights into broader behavioural tendencies and informed the qualitative sampling.

### 9.4. Interview Design

To complement the quantitative insights, semi-structured qualitative interviews were conducted with a subset of regular astrology app users identified through the survey.

The semi-structured format ensured **consistency across interviews while allowing respondents to elaborate in depth.**

### Limitations of the Study

Several limitations are present in this study. First, relying on self-reported data opens the door to bias, like social desirability or memory recall errors. Respondents may exaggerate their satisfaction with an app or struggle to remember negative experiences accurately (Bertrand & Mullainathan, 2001). Additionally, the sample for this study is limited to users of astrology apps, so it may not fully represent the larger population, including those who have not used or do not trust astrology apps (Fricker & Schonlau, 2002).

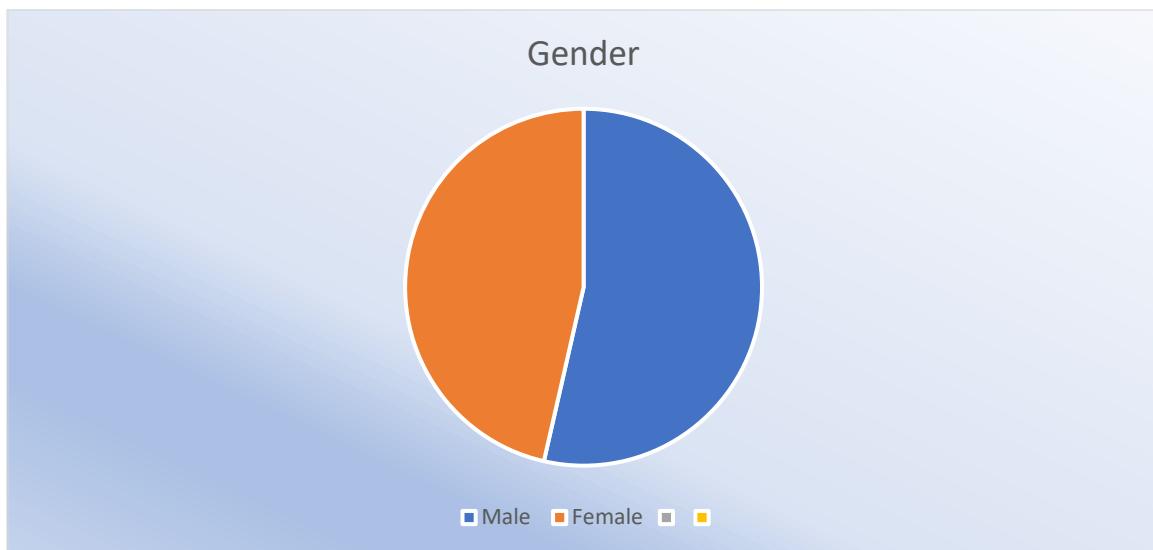
Moreover, the quickly changing nature of astrology apps poses a challenge. New features, updates, and changes in app functionality can shift user experiences over time. This makes it hard to capture a complete and accurate picture of user satisfaction at one particular moment (Turel & Serenko, 2021). Lastly, the study focuses on English-speaking users, which may overlook regional differences in the perception and use of astrology apps, especially in non-English-speaking countries (Hofstede et al., 2010)

## 10. DATA ANALYSIS

### Gender

Male	30
Female	26

Table: 1



Graph 1

Age

18-25	29
26-32	12
33-39	10
More than 39	6

Table: 2

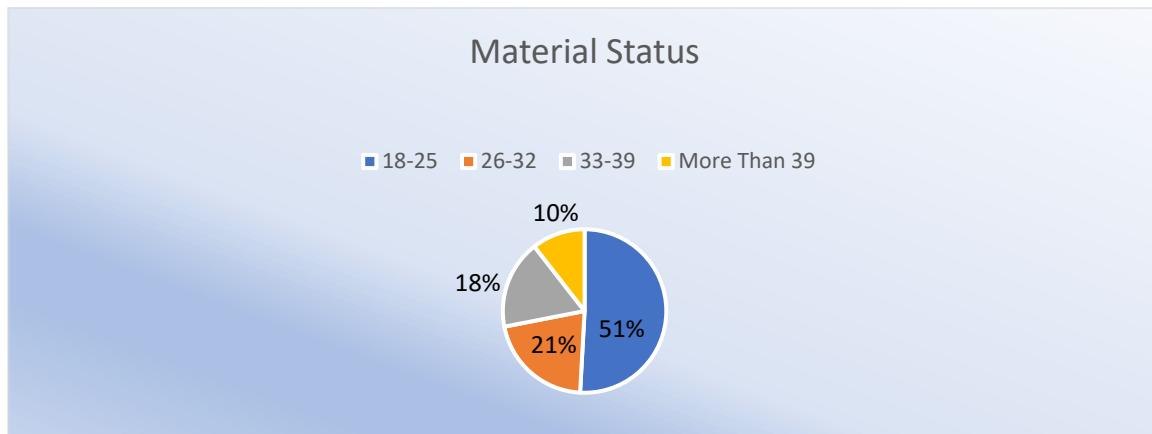


Graph 2

Material Status

Married	18
Single	39

Table: 3

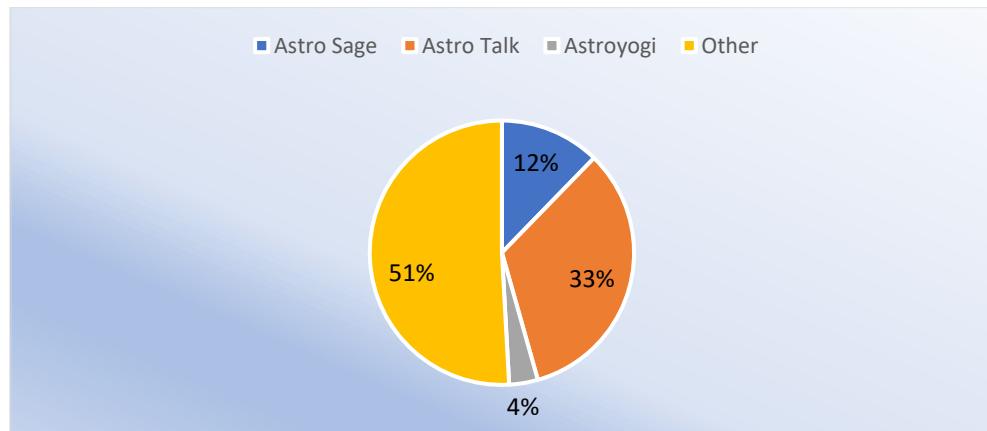


Graph 3

1. Which Astro application do you use?

Astro Sage	7
Astro Talk	19
Astroyogi	2
Other	29
Total	57

Table: 4

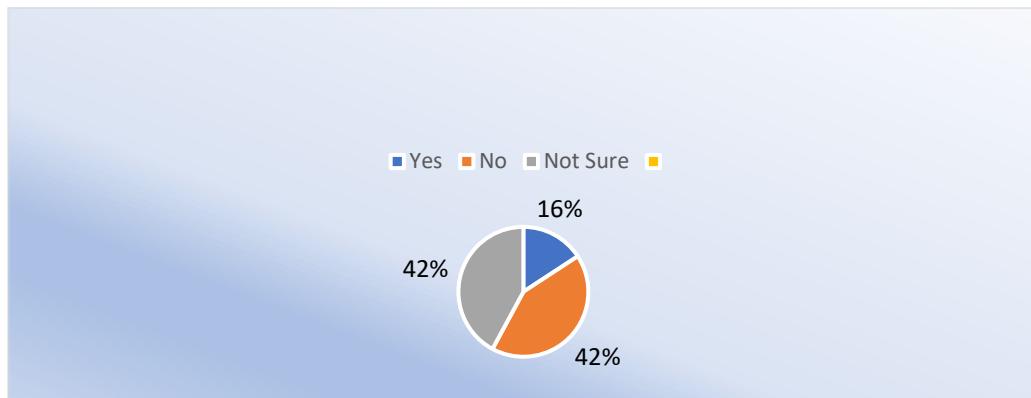


Graph 4

2. Do you believe the content provided by the astrology app is real and genuine?

Yes	9
No	24
Not Sure	24

Table: 5

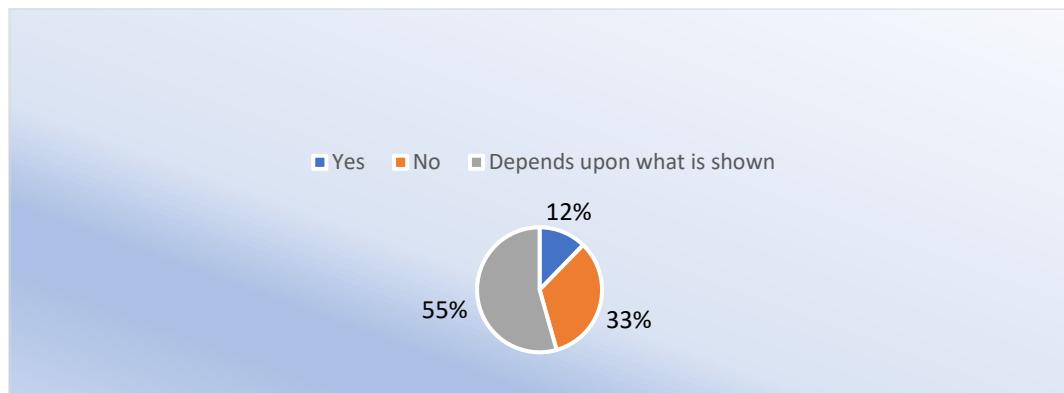


Graph 5

**3. If the astrologer's name and qualifications are shown, do you trust their credentials?**

Yes	7
No	19
Depends upon what is shown	31

Table: 6

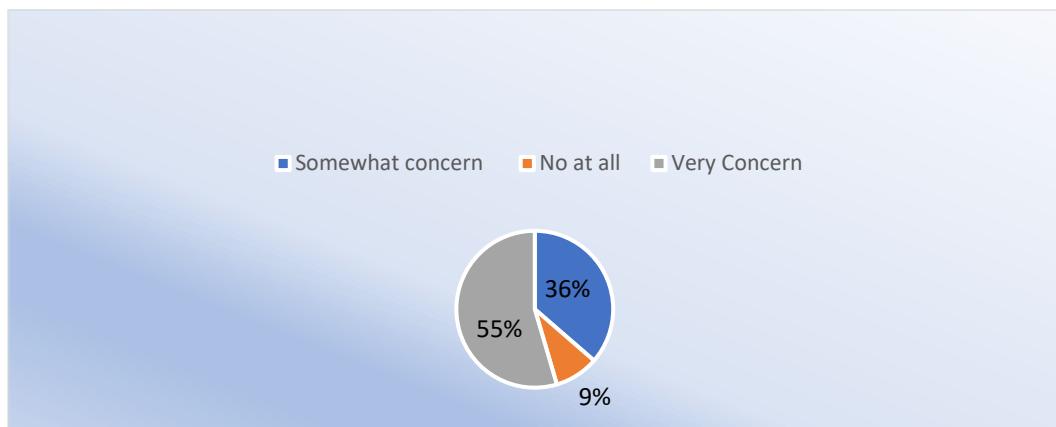


Graph 6

**4. Are you concerned about how your personal data is being used by the app?**

Somewhat concern	20
No at all	5
Very Concern	30

Table: 7

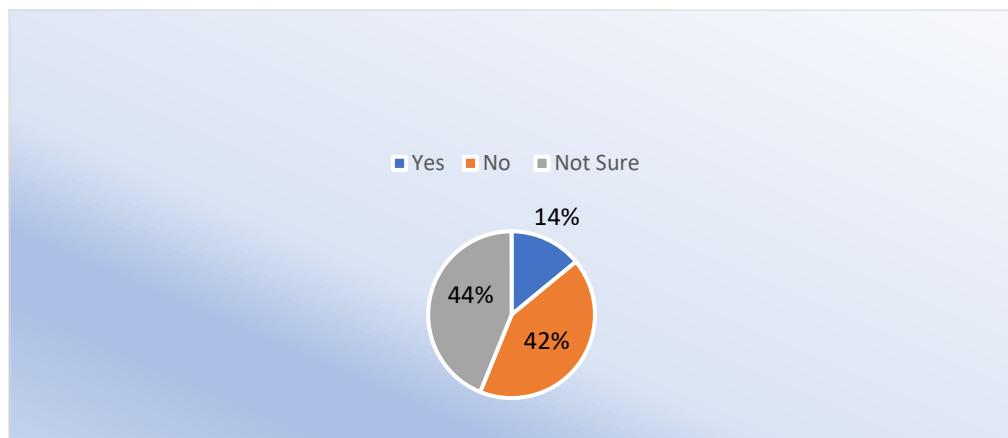


**Graph 7**

**5. Do you feel that the app keeps your information private and secure?**

Yes	8
No	24
Not Sure	25

**Table: 8**

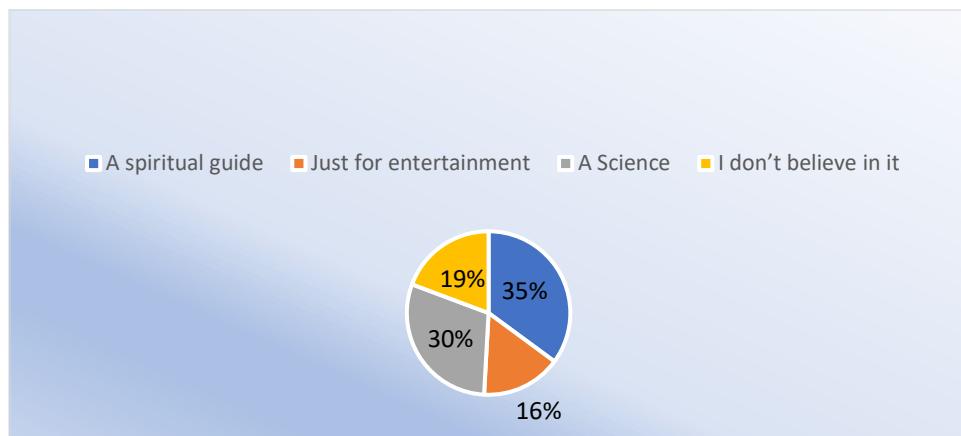


**Graph 8**

**6. How do you personally see astrology?**

A spiritual guide	20
Just for entertainment	9
A Science	17
I don't believe in it	11

**Table: 9**

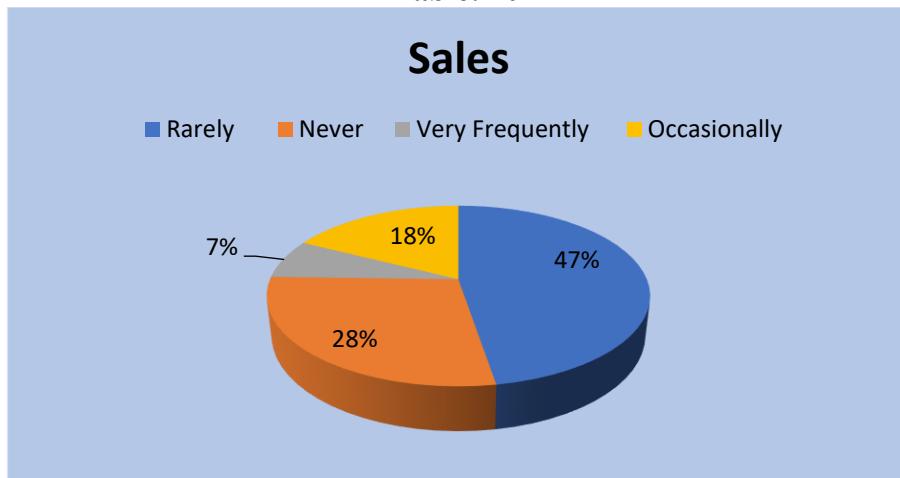


Graph 9

7. How often have you used astrology services before (like apps, websites, or visiting astrologers in person)?

Rarely	27
Never	16
Very Frequently	4
Occasionally	10

Table: 10

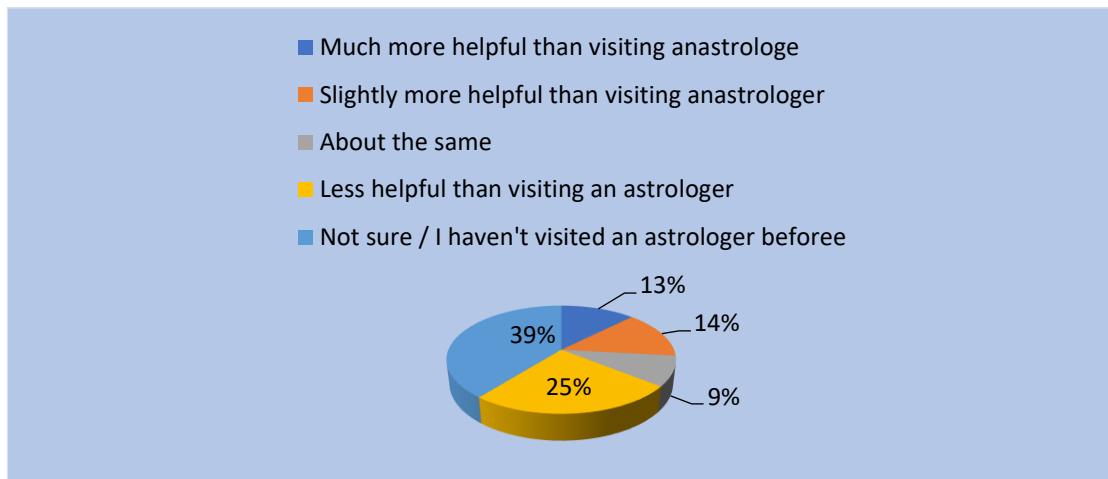


Graph : 10

8. Compared to traditional astrologers, how relevant or helpful do you find astrology apps?

Much more helpful than visiting an astrologer	7
Slightly more helpful than visiting an astrologer	8
About the same	5
Less helpful than visiting an astrologer	14
Not sure / I haven't visited an astrologer before	22

Table: 11

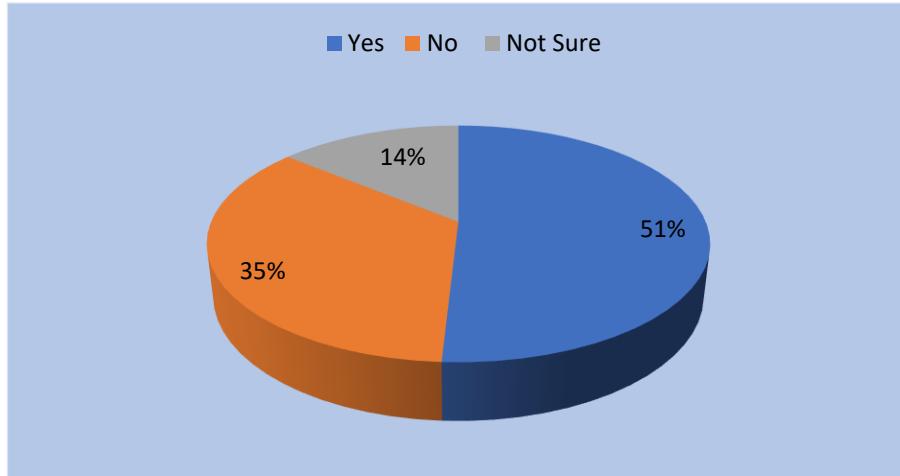


Graph: 12

**9. Does your cultural or religious background affect your views on astrology?**

Yes	29
No	20
Not Sure	8

Table: 12

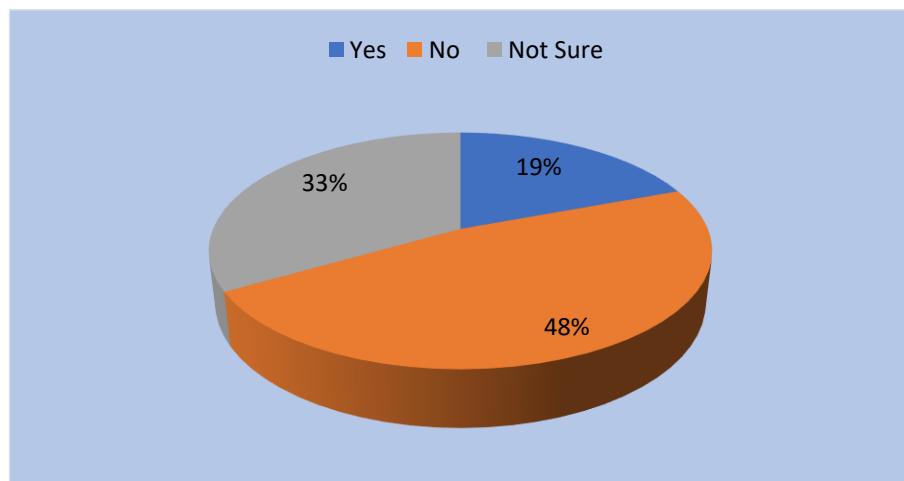


Graph 11

**10. Did the astrology app meet your expectations?**

Yes	11
No	27
Not Sure	19

Table: 13

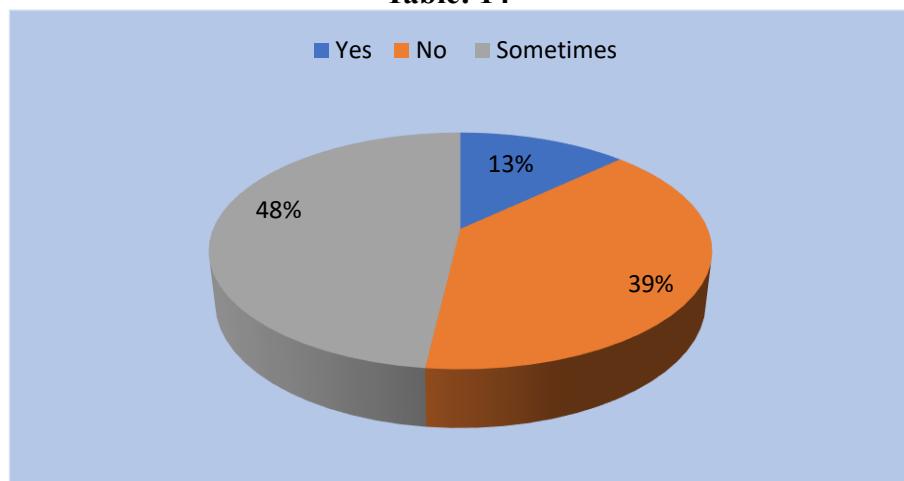


**Graph 12**

**11. Did the predictions or insights match what happened in real life?**

Yes	7
No	21
Sometimes	26

**Table: 14**

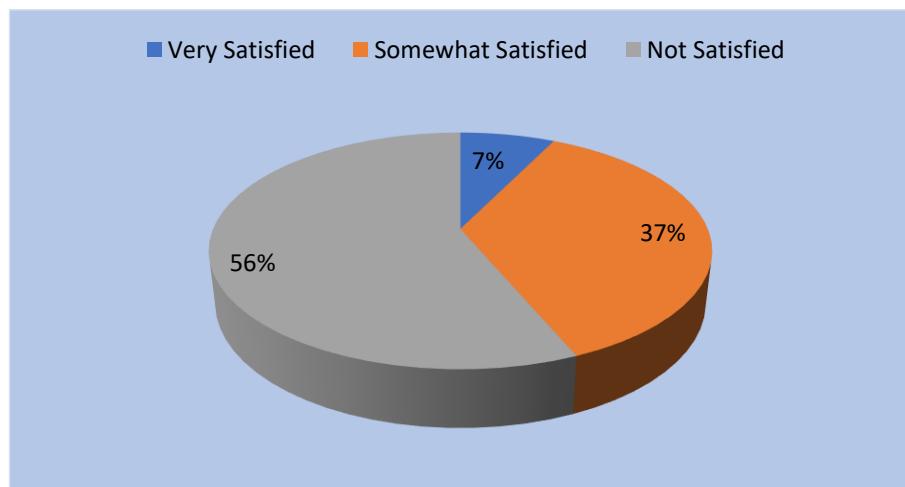


**Graph 13**

**12. How satisfied are you with the advice or recommendations given by the app?**

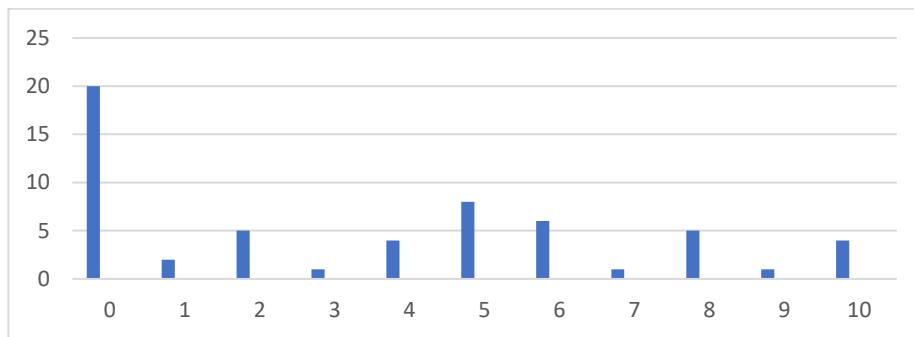
Very Satisfied	4
Somewhat Satisfied	20
Not Satisfied	31

**Table: 15**



**Graph 14**

**13. On a scale of 0 to 10, how likely are you to recommend this app to a friend or family member?**

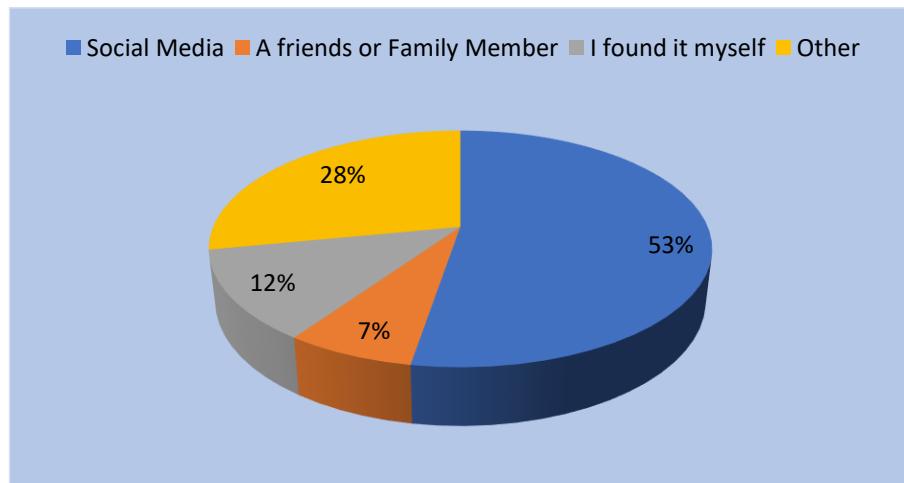


**Graph 16**

**14. Did you come across this app through social media or someone's recommendation?**

Social Media	30
A friend or family member	4
I found it myself	7
Other	16

**Table: 15**

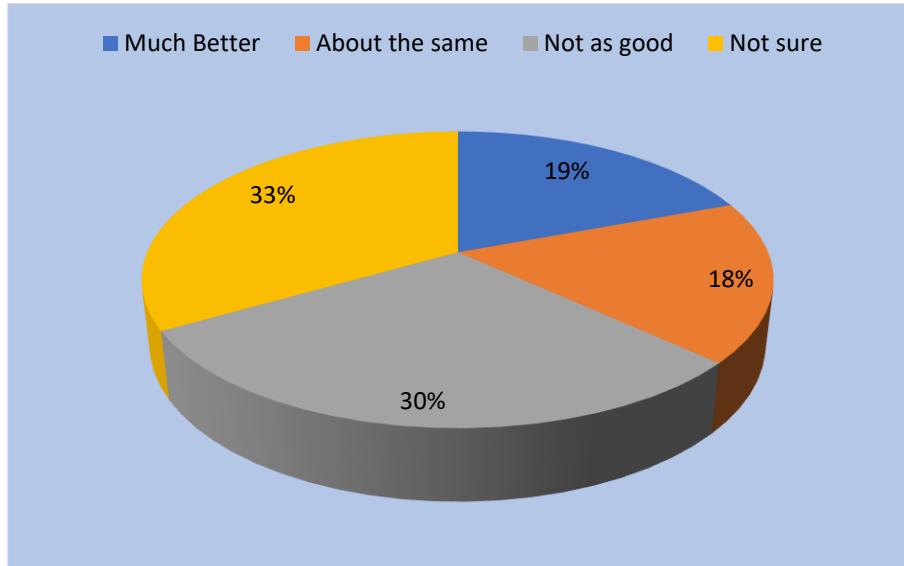


**Graph 16**

15. How do you think this app compares to visiting a traditional astrologer in person?

Much Better	11
About the same	10
Not as good	17
Not sure	19

**Table: 17**

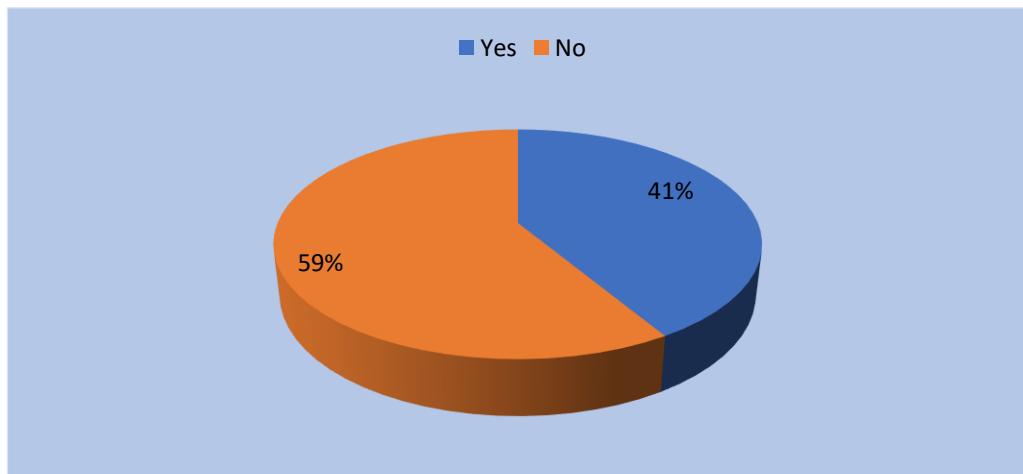


**Graph 17**

16. Do you think the features of the app are unique or different from others?

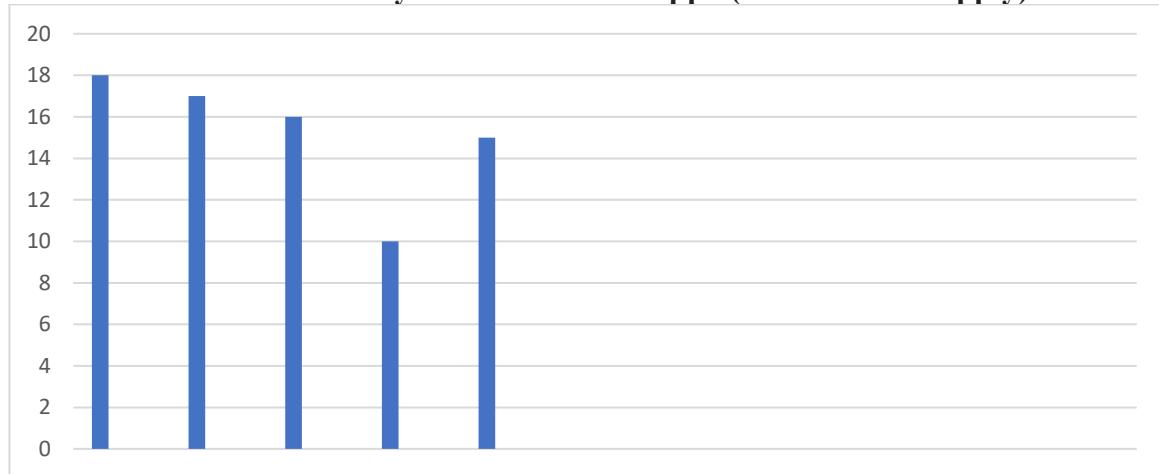
Yes	12
No	17
Not Sure	28

**Table: 18**



**Graph 18**

**17. What modern tools have you noticed in the app? (Select all that apply)**

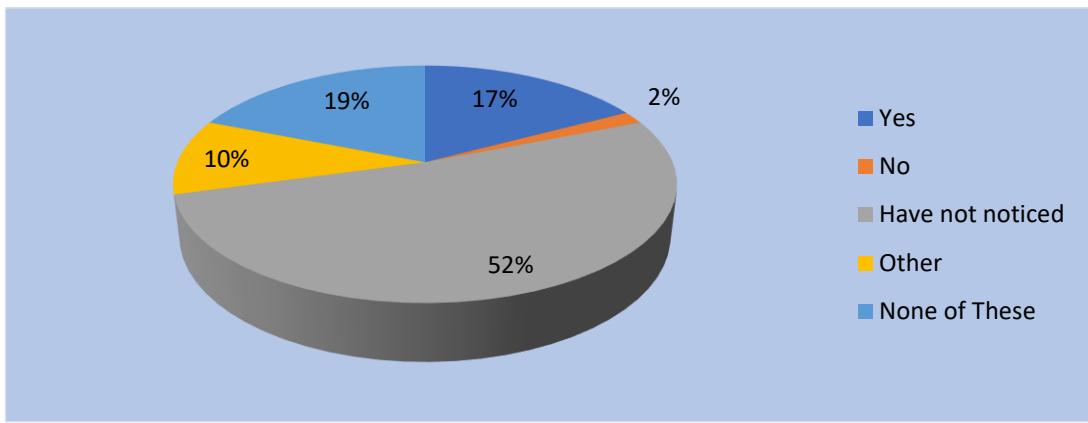


**Graph 19**

**18. Do you feel the app changes or updates based on what you need over time?**

Yes	10
No	1
Have not Noticed	30
Other	6
None of these	11

**Table: 19**



Graph 20

### 11. Data Interpretation:

#### Demographic Findings:

- Gender: 30 males, 26 females.
- Age: Largest group 18–25 years (29 respondents).
- Marital status: Majority single (39).

#### Usage Patterns:

- Most used apps: AstroTalk (19) and Other apps (29).
- Majority have used astrology services rarely (27) or never (16).

#### Trust & Credibility:

- Only 9 believe the app content is real; 24 do not, and 24 are unsure.
- Trust in astrologer credentials depends on the displayed information (31 respondents).
- Predictive accuracy: Only 7 agreed predictions matched real life; 26 said “sometimes”.

#### Privacy & Security:

- 30 respondents are very concerned about data usage.
- Only 8 feel their data is secure; 24 say “no” and 25 are unsure.

#### Perception of Astrology:

- Viewed as a spiritual guide by 20, as a science by 17, entertainment by 9.

#### Satisfaction & Expectations:

- App met expectations for only 11 respondents.
- 31 are not satisfied with app recommendations.
- Recommendation likelihood is generally low.

#### Comparisons with Traditional Astrologers:

- 17 find apps less helpful than in-person astrologers.
- 22 are unsure due to lack of prior visits to astrologers.

#### Exposure and Features:

- Most users found apps through social media (30).
- Majority did not notice unique features (28).
- Most respondents have not noticed the app updating based on their needs (30).

### **Discussion:**

This study shows how important trust and credibility are in getting people to use and keep using astrology apps. Users generally want accurate and personalized insights, but many apps do not deliver on these expectations. Issues like a lack of personalization, unclear content, and worries about data privacy seriously affect user trust and engagement (Li et al., 2021). Users who think their expectations are not met—especially regarding app performance and data handling—are likely to stop using the app.

A key finding from the interviews was the need for clear communication about data privacy. Users who believed that their personal information was secure were more likely to trust the app and keep using it. On the other hand, users who had concerns about data security or received generic, impersonal content reported feeling less trust and satisfaction (Tung & Kim, 2021).

The findings of this study offer important insights into how users perceive, trust, and engage with astrology applications. The mixed-methods approach provided a detailed understanding that blends general behavior patterns with deeper personal experiences. Overall, the results show that while astrology apps are widely used and visible, users' trust and satisfaction levels are inconsistent and often low.

The results also indicate that astrology apps need to change to meet the rising demand for deeper personalization, as generic horoscopes and predictions do not meet users' expectations for tailored, accurate readings. This highlights the need for app developers to improve their algorithms and create more detailed user profiles to provide better personalization and user satisfaction (Zhang & Wei, 2022).

One of the most striking findings is the uncertainty around trust and credibility. Only a small number of respondents (9 out of 57) believed in the authenticity of the astrology content from the apps. A similar number were unsure, pointing to the unclear nature of digital astrology as both a guidance source and an entertainment product. Trust in astrologers' qualifications also varied; most respondents said their trust depended on how transparent and detailed the information was. This aligns with broader research on online trust, which highlights that credibility in digital services relies heavily on visible qualifications, perceived expertise, and the authenticity of the information presented.

The study also uncovers serious concerns related to data privacy and security, which are major obstacles to trust and long-term engagement. Thirty respondents showed high levels of concern, while another 25 were unsure about their personal data's security. This indicates a widespread feeling of vulnerability when using astrology apps. This finding is consistent with literature that points out privacy risks as a key reason influencing user behavior in mobile applications. In the case of astrology apps—which often ask for sensitive personal information like birth details, location, and relationship history—the unclear data usage further increases user anxiety.

Despite these worries, users still engage with these applications, though often without deep belief. Some respondents see astrology as a spiritual guide (20), while others view it as a science (17) or entertainment (9). These different viewpoints suggest that astrology apps meet various psychological and emotional needs. For some, they offer spiritual comfort; for others, they provide curiosity or entertainment. This range of motivations helps explain why users may continue with the apps despite skepticism about accuracy or concern for privacy. Regarding user satisfaction, the results show a significant gap between what users expect and their actual experiences with the apps. Only 11 respondents felt the app lived up to their expectations, while 31 were dissatisfied with the advice or recommendations they received. Similarly, predictive accuracy was largely questioned, with most respondents saying that predictions only “sometimes” matched real-life events. These findings imply that users see a lack of personalization, depth, and reliability in the insights from the apps. Qualitative feedback further emphasizes this by indicating user frustration with generic predictions, insufficient context, and poor interaction features.

Many respondents discovered the apps through social media, suggesting that visibility, advertising, and peer influence play a key role in initial adoption. However, this does not lead to lasting satisfaction or trust. The data also show that users typically did not notice any unique features or updates in their apps. This signals a lack of innovation or poor communication about available features, which can further affect users' perceptions of value.

When comparing astrology apps to traditional astrologers, many respondents found digital services less helpful. This preference for human interaction may arise from the empathy, understanding, and personalized guidance typically offered by traditional astrologers. Most digital platforms currently do not replicate these qualities. The findings reflect broader discussions about the limits of algorithmic spiritual guidance, which may struggle to replace the nuances of face-to-face communication.

Overall, the findings suggest that astrology apps exist in a complicated space where curiosity, convenience, and modern digital interaction meet skepticism, privacy worries, and unmet expectations. While the digital format makes astrology more accessible, the lack of strong credibility markers, inadequate personalization, and vague data practices weaken user trust and satisfaction. These gaps highlight important opportunities for developers to enhance user experience by improving transparency, bolstering data security, integrating personalization tools, and offering more interactive or human-assisted features. Additionally, the findings contribute to the academic discussion on digital spirituality and technology use by showing how users navigate belief, trust, and convenience in a rapidly changing digital landscape.

### **Conclusion:**

This study offers important insights into the factors that affect user trust and engagement with astrology apps. The findings show that trust, credibility, and personalized content are key to the success of these platforms. Many users come to astrology apps with high hopes for accuracy and relevance, but many apps do not meet these expectations. This is often due to generic content, poor personalization, and worries about data privacy. It is essential to address these issues to promote long-term engagement and user loyalty.

The results suggest that astrology app developers need to prioritize improving the accuracy of their content and the personalization of their services. Users are more likely to trust and engage with apps that provide tailored insights based on individual birth charts and other personal information. Clear privacy policies and secure data handling are also vital for building trust, as users are increasingly concerned about how their personal information is used.

Additionally, the study emphasizes the importance of user interface design and customer support in creating a good user experience. Apps that offer easy navigation, simple features, and responsive customer service tend to keep users engaged. By making these improvements, astrology app developers can close the gap between user expectations and experiences, leading to higher satisfaction and trust.

Overall, this research highlights the need for astrology apps to respond to users' changing demands. By focusing on personalized content, data privacy, and a better user experience, developers can enhance the credibility and trustworthiness of their platforms, ensuring long-term success in the competitive mobile app market.

### **Recommendations:**

Based on the research findings about building credibility and using cognitive biases, here are some straightforward and ethical recommendations for industry developers, platforms, and academic researchers:

**1. Mandate Radical Ethical Transparency:** Developers should include clear disclaimers that state the service relies on non-scientific, traditional methods. It should be clear that the service is meant

for entertainment or spiritual guidance, not as scientifically proven advice. This approach directly addresses people's tendency to trust the "illusion of scientific rigor."

**2. Integrate Hybrid Service Models.** To broaden revenue sources and increase average revenue per user (ARPU), platforms should actively pursue combining "Real-Time Astrologer Consultations" (live chat/video) with "AI Chatbots for Instant Guidance." This will enhance subscription-based monetization strategies.

**3. Establish Algorithmic Accountability Frameworks.** Platforms need to follow strict ethical guidelines for their proprietary algorithms. This governance is crucial to avoid spreading "misleading or overgeneralized predictions." It ensures the practice stays accountable and rooted in tradition.

**4. Develop Gamified Identity Construction Modules.** Understanding that users are mainly motivated by the "existential need to find meaning" and the "project of self-identity," developers should add engaging "Gamification Elements." This will help build community and purpose among the 18-35 age group.

**5. Foster Cross-Cultural Astrological Integration.** To deepen content and appeal to a wider audience, platforms should promote the use of insights from various astrological systems (e.g., Western, Vedic). This will lead to a more holistic and inclusive approach.

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