

## The Influence Of Superstitious Beliefs And Magical Thinking On Generation Z's Purchasing Behavior In Indonesia

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**Abstract:** This research is about delving into the fascinating world of Generation Z behavior, where superstition and mysterious thinking have taken on a real quality as a charming mental component. Superstitious beliefs and magical thinking, regularly formed in frivolity and common explanations, and enchanted thinking, characterized by a belief in strong causality, all influence customer choices. The aim of the research is to determine the influence of consumers' superstitious on their purchasing behavior. Furthermore, data was collected through a questionnaire in Google Forms format and a survey link was sent to consumers via the online communication media "Whats App Channels" due to time and cost limitations apart from making it easier to obtain information about generation z respondents who are willing to fill out the questionnaire. At least 30 consumers participated in the survey during the data collection process and the IBM PSPP 2.0 program was used to analyze the data obtained. As a result of the analysis, all research hypotheses were supported. Therefore, it has been determined that consumers' superstitious beliefs and magical thinking have a positive and significant influence on their purchasing behavior. Through observational investigations and case reflections, we explore the ins and outs of how superstition and fascination intersect with buyer preferences by demonstrating their beneficial value to businesses and marketers by adapting them to better suit the irrational yet effective forces at the commercial center.

**Keywords:** Generation Z, Superstition, Magical Thinking, Purchasing Behavior

### INTRODUCTION

In the complex maze of customer behavior, where choices are endless and competition is tireless, mental variables play a central role in guiding people shopping. While conventional financial assumptions often portray buyers as informed decision makers, carefully weighing the pros and cons of each purchase, the reality is much more confusing. Buyers' choices are influenced by a range of mental motivations, passions and sometimes even stupidity that go beyond the limits of conventional financial models. Among these seductive, sometimes puzzling effects are superstitious beliefs and mysterious thinking, two deeply ingrained phenomena in the human mind that have attracted the attention of researchers, marketers, and researchers. and businesses.

Superstitious beliefs, often associated with stupidity and a tendency to imbue meaning with images, numbers, rituals and signs, form a recognizable part of human participation in society. society and era. Whether it's knocking on wood for luck, avoiding black cats, or favoring specific numbers, superstitions have the power to shape human behavior. The author considers superstition to be "an unreasonable belief in an object, behavior, or condition that is not logically related to a series of events that impact the outcome." Whereas, magical thinking is driven by the pleasure principle, in which instinctual desires are driven to seek satisfaction without regard to the limitations of the outside world. Moreover, delusional thinking, closely related to superstition, embraces the attribution of events to strong causality, sometimes on the basis of tenuous or no connections. exist. In essence, these beliefs

and behaviors stem from a deep human need to find meaning, control, and organization of the world, especially in the face of instability.

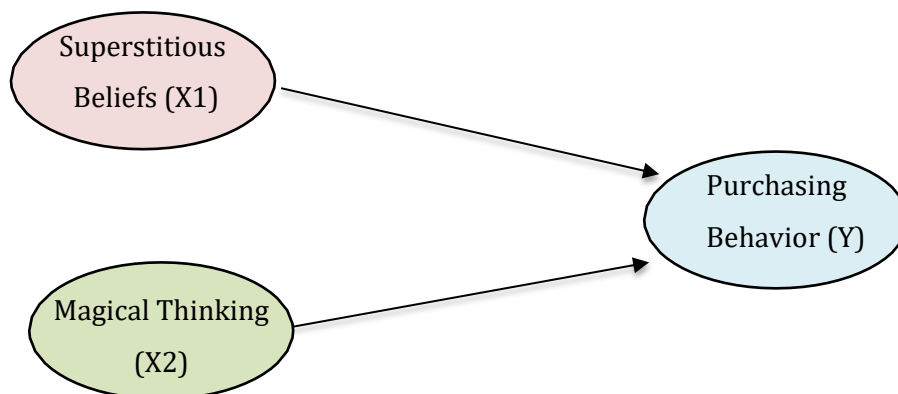
The impact of superstition and enchanted thinking extends beyond fables, social traditions, and personal style; they manifest themselves in customer behavior, leaving a permanent mark on the items we buy, the brands we choose, and the satisfaction we derive from our choices. Their impact on achieving consumer choice remains a topic of interest and concern, motivating us to further research the intersection of these beliefs with shopping malls.

## METHOD

### Research Model and Hypothesis

Superstitious beliefs and magical thinking have a major impact on consumer behavior. However, this domain has only been widely researched in the field of psychology, even though if we look closely it has a strong influence on consumer behavior. In this context, the aim of this research is to test whether consumers' superstitious beliefs and magical thinking influence purchasing behavior. Therefore, as a result of a literature review on superstitious beliefs and magical thinking, the following research model and research hypothesis have been compiled.

**Figure 1:** Research Model



- **H1:** Superstitious Beliefs has a significant positive effect on Purchasing Behavior.
- **H2:** Magical thinking has a significant positive effect on Purchasing Behavior
- **H3:** Superstitious Beliefs and Magical thinking has a significant positive effect on Purchasing Behavior

### Research Method

Sujarweni and Endrayanto (2012) argue that population is a generalized field that includes objects/subjects with certain qualities and characteristics that are identified by researchers for study and then put into practice before it comes into a conclusion.

Based on this definition, the population of this study corresponds to the entire Generation Z in Indonesia. Because it is difficult to reach the entire population due to cost and time, the convenience sampling method was used. Sugiyono (2015) argues that a sample is a part of the number and characteristics of a population. In other words, a sample is a part of the population whose characteristics will be studied and can be representative of the entire population so the number may be less than the population. Researchers choose subjects based on who feels ready to respond and can provide the desired information (Sugiyono, 2015). Researchers choose subjects based on who feels ready to respond and can provide the desired information (Sugiyono, 2015). In this case, 30 participants were involved in this study. According to Roscoe (1975) in Sugiyono (2014), determining sample size can be based on a sample size above 30 people and below 500 is appropriate for most research. According to Roscoe, the minimum sample size in this research is 30 samples obtained from 3 variables (2 independent variables and 1 dependent variable) multiplied by 10.

Meanwhile, the research was carried out using a quantitative descriptive method and a questionnaire template was created after reviewing the literature on the research topic. the questionnaire was transferred to Google Forms. The link of the research questionnaire prepared on Google Forms and was shared through WhatsApp Channels. The survey link was activated between 23.10.2023-30.10.2023 and it was determined that 30 participants participated in the survey during this period. Furthermore, an itemized rating scale with a Likert scale type with ordinal scale where this scale requires respondents to indicate the degree or level of their agreement or disagreement (usually a level from "strongly disagree" to "strongly agree") to measure the degree of superstitious beliefs, magical thinking, and their influence on Purchasing Behavior. Data was collected from participants over a one-month period. Participants' responses were assessed based on a Likert scale and analyzed using IBM PSPP 2.0 statistical software.

In addition, the survey will incorporate questions related to particular superstitions, convictions in specific superstitions, beliefs in lucky symbols, rituals, magical thinking, as well as purchasing behavior and brand preferences.

### **Research Scales**

To measure the variables used in the study, the literature was searched and suitable scales for the study were tested. Therefore, the scale that best fits the variables is preferred. The questionnaire form was prepared as part of a study consisting of two parts.

In the first part, there were questions aimed at determining the demographic characteristics of the participants. At the end of the questionnaire form, there are scales suitable

for the 5-point Likert scale (Strongly disagree - Strongly agree) to measure the independent and dependent variables in the research model.

Among the scales used in the study, the superstitious beliefs scale is measured with 3 items (Adapted from Waroquier et al., 2010), magical thinking with 3 items, purchasing behavior with 10 items.

## RESULTS AND DISCUSSION

The survey was conducted within the framework of the IBM PSPP 2.0 program with information obtained to determine the statistical characteristics and assumptions of quasi-superstitious members. The statistical characteristics and superstitious views of the members in this reflection were determined by conducting a recurring survey.

Recurrence values of the results are given in Table 1.

### Characteristics of Respondents

Table 1: Characteristics of Respondents

		n	%			n	%
<b>Age</b>	16-20	36.7%	11	<b>Marital Status</b>	Single	28	93,3%
	21-26	63.3%	19		Married	2	6.7%
	<b>Total</b>	100%	30		<b>Total</b>	100%	100%
<b>Gender</b>	Male	12	40%				
	Female	18	60%				
	<b>Total</b>	30	100%		≤ Rp 500.000,-	11	36.7%
<b>Education Level</b>	Senior High School	20	66.7%	<b>Income</b>	Rp 500.001,- – Rp 1.000.000,-	7	23.3%
	Diploma Degree	4	13.3%		Rp 1.000.001,- – Rp 1.500.000,-	7	23.3%
	Bachelor's Degree	6	20.0%		≥ Rp 1.500.000,-	5	16.7%
	<b>Total</b>	30	100%		<b>Total</b>	30	100%

Source: Processed Data (2023)

Based on the age characteristics of the respondents, the research results in table 1 above show that the majority of respondents aged are classified as adult category (21 years old - 26 years old) as many as 19 people (63.3%), while the adolescent category was only 11 people (36.7%). In term of gender, the majority of respondents were female as many as 18 people (60%), while only 12 males (40%). Whereas, 20 respondents (66.7%) have a high school degree and 6 people (20.00%) have a bachelor's degree and the remaining 4 people (13.3%) have a diploma degree. Overall, 28 (93.3%) of all respondents reported they were single and 2 (6.7 %) reported they were married. Furthermore, 11 (36.7%) of the respondents had monthly personal income of ≤ Rp 500.000,-, 7 (23.3%) had monthly personal income between Rp 500.001,- – Rp 1.000.000,-, and 7 (23.3%) earned between Rp 1.000.001,- – Rp 1.500.000,- and 5 (16.7%) earned ≥ Rp 1.500.000,-.

## Factor, Reliability and Validity Analysis

Nunnally and Bernstein (1994) state that the condition to accepting variables is that Corrected Item - Total Correlation is equal or greater than 0.3 and Cronbach's Alpha if item deleted is equal or greater than 0.7. Moreover, Nguyen and Ha (2008), Hoang and Chu(2007), Hoang and Chu (2008<sup>a</sup>, 2008b), Nguyen (2011), Hair et al. (2014), new studies can accept that Cronbach's Alpha, if item deleted, is equal or greater than 0.6.

**Table 2:** Constructs, corrected item – total correlation and Cronbach Alpha

Items	Constructs	Corrected Item – Total Correlation	Cronbach's Alpha if item deleted
<b>Legal: Cronbach's Alpha=0.855</b>			
X1.1	I believe in the influence of lucky numbers when making purchasing decisions.	,52	,74
X1.2	I engage in specific rituals or behaviors before making a purchase, believing they bring luck.	,69	,74
X1.3	I attach meaning to certain symbols or objects in shopping and believe they influence my choices	,88	,73
<b>Housing characteristics: Cronbach's Alpha = .809</b>			
X2.1	I believe that some products or brands have supernatural powers that can bring good luck.	,69	,74
X2.2	I associate specific numbers with good luck when considering a purchase.	,88	,73
X2.3	I feel that certain products or brands bring me luck when I use them.	,79	,73
<b>Developer brand: Cronbach's Alpha = .870</b>			
Y.1	I believe that lucky numbers influence my purchasing decisions	,82	,73
Y.2	I engage in specific rituals or behaviors before making a purchase, believing they bring good luck.	,75	,74
Y.3	I attach meaning to certain symbols or objects when shopping, and this influences my product choices.	,64	,73
Y.4	I believe that certain products or brands have supernatural powers that can bring good luck.	,83	,73
Y.5	I associate specific numbers with good luck when considering a purchase.	,72	,74
Y.6	I feel that certain products or brands bring me luck when I use them.	,69	,74
Y.7	I have made impulsive purchases driven by a belief in the product's lucky qualities.	,87	,73
Y.8	I trust my gut feeling and intuition when making purchasing decisions	,76	,74
Y.9	I find myself more likely to buy products from brands that I consider to be associated with good luck.	1,00	,94
Y.10	I enjoy the mystique of products or brands that have superstitious or magical connotations.	,76	,74

## Descriptive Statistical Test Results

**Table 2: Superstitious Beliefs Descriptive Statistical Test Results**

Variable	N	Mean	Standard Deviation
X1.1	30	2.60	1.22
X1.2	30	2.13	1.20
X1.3	30	2.50	1.33

Source: Processed Data (2023)

Meanwhile, in table 2 it can be seen that the overall mean for all construction variables is 2.41, meaning that the majority of respondents said they disagree. A low standard deviation

indicates that the data distribution is narrow, meaning that most respondents' answers are uniform.

**Table 3: Magical Thinking Descriptive Statistical Test Results**

Variable	N	Mean	Standard Deviation
X2.1	30	1.93	1.11
X2.2	30	2.37	1.30
X2.3	30	2.43	1.33

Source: Processed Data (2023)

Furthermore, in table 3 the overall mean of the construction variables is 2.24, meaning that the majority of respondents also stated that they disagree with this. A low standard deviation indicates that the data distribution is narrow, meaning that most respondents' answers are uniform.

**Table 4: Purchasing Behaviors Descriptive Statistical Test Results**

Variable	N	Mean	Standard Deviation
Y1	30	2.43	1.33
Y2	30	2.03	1.16
Y3	30	2.23	1.22
Y4	30	2.30	1.32
Y5	30	2.33	1.92
Y6	30	2.53	1.38
Y7	30	2.43	1.30
Y8	30	3.07	1.36
Y9	30	2.50	1.36
Y10	30	1.97	1.10

Source: Processed Data (2023)

Based on Table 4.5 above, we can see that the Purchasing Behavior variable is measured by 10 items in which, if the overall mean is calculated for all dependent variables, is 2.38, which means that the majority of respondents said they disagree. A low standard deviation indicates that the data distribution is narrow, meaning that most respondents' answers are uniform.

### Correlation Test Results

Correlation tests are carried out to see the influence between constructs so that the initial hypothesis can be proven. The initial hypothesis is as follows:

- **H1:** Superstitious Beliefs has a significant positive effect on Purchasing Behavior.
- **H2:** Magical thinking has a significant positive effect on Purchasing Behavior
- **H3:** Superstitious Beliefs and Magical thinking has a significant positive effect on Purchasing Behavior

After processing the data using the correlation test, the following results were collected:

Table 5: Correlation Test Result

		<b>Superstitious Beliefs</b>	<b>Magical Thinking</b>	<b>Purchasing Behavior</b>
<b>Superstitious Beliefs</b>	Pearson Correlation	1,000	,724 <sup>a</sup>	,711 <sup>a</sup>
	Sig. (2-tailed)		,000	,000
	N	30	30	30
<b>Magical Thinking</b>	Pearson Correlation	,724 <sup>a</sup>	1,000	,890 <sup>a</sup>
	Sig. (2-tailed)	,000		,000
	N	30	30	30
<b>Purchasing Behavior</b>	Pearson Correlation	,711 <sup>a</sup>	,890 <sup>a</sup>	1,000
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

\* Correlation is significant at the 0.05 level (2-tailed).

Source: Processed Data (2023)

From table 5 it can be seen that there is no significant correlation between superstitious beliefs and magical thinking on purchasing behavior. This means that hypothesis 1 and hypothesis 2 are rejected.

## CONCLUSION

Based on the results of research that has been done, the conclusions obtained are:

1. Hypothesis H1, partially the superstitious beliefs has no influence on purchasing decisions, so the first hypothesis has no significant effect
2. Hypothesis H2, partially magical thinking has no influence on purchasing decisions so the second hypothesis has no significant effect
3. Hypothesis H3, simultaneously superstitious beliefs and magical thinking have no influence on purchasing decisions. Thus, the third hypothesis has no significant effect

In this study, researchers used superstitious beliefs and magical thinking and further researchers can use other variables or add other variables that have not been studied.

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