



WHY DO PEOPLE WATCH ASTROLOGY REELS? UNVEILING USER MOTIVATIONS THROUGH UGT: A GROUNDED THEORY APPROACH

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ABSTRACT

The rise of short-form video content on social media, particularly astrological reels, is capturing consumers' attention, presenting both opportunities and challenges for marketers to convert scrolling behavior into permanent engagement. This study explores the key drivers behind consumers' intention to engage with astrological reels by employing a qualitative methodology and grounded theory approach. The study draws upon in-depth interviews with 20 participants who regularly use astrology reels. According to the UGT, six themes are identified through investigation, elucidating why people use astrological reels on a personal level: enjoyment, convenience, and utility for communication, enhancing social connection, seeking social support, sharing information, and relaxing from daily life. The study reveals that astrology can play different roles in the lives of individuals. People use astrology reels as a form of self-reflection and self-discovery to gain insights into their personalities, strengths, and challenges. Some use it as a tool for decision-making, looking to the stars for guidance in matters of love, career, and other important life choices. The study provides insights for marketers and astrology content creators to better understand the motivations of astrology content consumers on social media platforms. The research also contributes to the literature on various facets of social media content usage. Businesses could prioritize smaller, astrology-believing communities with authenticity and trust, highlighting a unique blend of tradition and algorithmic persuasion in the attention economy.

Keywords: Grounded theory, Uses and Gratifications Theory (UGT), astrology, reels, UGT, social media

1. INTRODUCTION

User-generated media refers to any form of content created by individuals or users rather than professional creators or organizations. The list includes user-generated videos on YouTube, user-generated reviews on Amazon, and user-generated posts on social media platforms, TikTok videos, Instagram, and Facebook reels (Meng & Leung, 2021; Whiting & Williams, 2013). This type of content is considered authentic and trustworthy, as it is created by real people with personal experiences and opinions rather than by companies or organizations with a vested interest in promoting their products or services. Vertical video-sharing platforms support user-generated media with the increasing availability of high-speed internet connectivity deepened by the accessibility and availability of smartphones (Omar & Dequan,

2020; Scherr & Wang, 2021). Instagram Reels experienced significant growth in India after the government banned TikTok in June 2020. A Large Instagram user base significantly contributed to the popularity of reels (Ranpariya et al., 2020). The format of reels is similar to TikTok, which made it an easy transition for users who were already familiar with the concept of short-form videos.

The ban on TikTok forced Indian creators and influencers who had a following on TikTok to shift to other social media platforms reels. As a result, reels on Facebook and Instagram quickly became one of the most popular features on the platform in India, and many creators and influencers have since explored its features (Szeto et al., 2023). People enjoy a variety of reels like funny or entertaining videos, creative and visually appealing

content, short music videos, inspirational or motivational videos, product reviews or unboxing videos, fitness and workout videos, and astrology and healing are also very popular on the list of Instagram viewership (Rockell, 2009). Astrology Reels offers an engaging experience tailored to users' interests and preferences and garners global attention. Astro reels cater to displaced audiences like Non-Resident Indians (NRIs), who turn to digital rituals (e.g., virtual pujas) to fill the gap left by inaccessible cultural practices. Astrology reels can attract users with fun content, then use algorithms to push personalized remedies or fixes (e.g., lucky charms, puja kits), creating long-term customers. As more individuals look to astrology for help through uncertain times and life decisions, the popularity of these videos has increased significantly. People watch them because they want to learn more about themselves by examining their horoscopes, obtain advice on handling specific situations according to their astrological signs, and find comfort in receiving personalized readings tailored exclusively to them (Curtis, 2023).

Astrology is an ancient practice that seeks to understand the relationship between celestial bodies and life on Earth (Oktay et al., 2022). It is grounded in the belief that heavenly events directly correlate to events occurring on Earth, such as birth, death, marriage, and career prospects. People use astrology for many reasons; some consult it for guidance or advice about important decisions, while others may turn to it for insight into character traits or compatibility with another person (Sen, 2016). Astrology can also be used to gain self-awareness of one's strengths and weaknesses, helping individuals become better versions of themselves by understanding how they interact with the natural world around them (Kaltcheva & Nenkova, 2021). Astrology also remains popular within modern culture due to its inclusion in various forms of media, from films and books to television shows, music videos, and, more recently, social media platforms. While not everyone takes it seriously as a form of prediction, many still enjoy reading horoscopes online daily or having their birth charts interpreted by professional astrologers. As a result, this ancient practice has seen something of a resurgence over recent years, with more people turning to astrology for insight into

themselves and the world around them (Dodson, 2007).

There are various exceptions related to the usage of reels (Obeso et al., 2023), for example, the connection between social browsing and the psychological health of the consumer is still up for debate (Anderson, 2020). Social media promises to provide accurate health information, but the reliability of the information is in question (Plaisime et al., 2020). There is a rationale behind researching consumers' intentions in using astrology reels. The continuous scrolling potential of astrology reels lacks empirical validation, with no consensus on diagnostic criteria (Das et al., 2022). This study contributes to the literature on reels broadcast on social media platforms by undergoing qualitative research on consumers' intentions for using astrology reels through semi-structured interviews with 20 consumers who regularly engage with these reels. After the depth interviews, various attributes for astrology reel usage are determined by incorporating the qualitative analysis using the grounded theory approach in the Uses and Gratifications Theory (UGT). By gaining insights into consumers' behavioural patterns and experiences, the study seeks to provide valuable insights that can help astrologers and marketers develop effective strategies to engage with their target audience and help consumers identify reliable benefits.

2. LITERATURE REVIEW

The primary impetus driving consumers' intention to utilize astrology reels is social influence, which denotes the effect of interpersonal forces on an individual's attitudes, beliefs, and behaviours. In the context of astrology reels, individuals are inclined to employ them if they perceive that their peers or other social connections are also utilizing them. This social influence can manifest in direct forms, such as verbal recommendations, and indirect forms, such as exposure to influencer content on social media platforms (Cialdini, 2007; Goldsmith et al., 2012). The utilization of astrology reels is driven by several factors, including their entertainment value.

Astrology reels are typically short and visually appealing, making them a convenient and enjoyable method for individuals to learn

about astrology. This attribute is particularly significant for individuals unfamiliar with astrology and lacking a solid interest in it (Malthouse & Hofacker, 2010; Pavlou & Fygenson, 2006). Additionally, the personal relevance of the content presented on astrology reels is a significant driver of consumer intention. Individuals are more likely to engage with astrology reels if they perceive the content as personally relevant, such as seeking guidance or comfort during challenging times (Hsu & Lu, 2007; Petty & Cacioppo, 1986). The perceived accuracy and reliability of the information presented on astrology reels also influence consumer intention. Factors such as the creator's reputation, use of scientific language, and evidence-based claims can influence the perceived accuracy of astrology reels. Lastly, the convenience of accessing astrology reels via mobile devices and viewing them at any time and place is another driver of consumer intention. This accessibility allows individuals to use astrology reels for entertainment or guidance during leisure time or when they require a brief respite from their daily routine (Wang & Emurian, 2005).

Prior research confirms that social media content is chosen for psychological gratifications ranging from information seeking to reassurance (Dholakia et al., 2004; Katz et al., 1974). The popularity of astrology reels is driven by several factors such as social influence, entertainment value, personal relevance, perceived accuracy, and convenience. Understanding these factors is crucial for predicting consumer inclination. UGT's application has been studied in various digital media contexts (e.g., Twitter: Chen, 2011; blogs: Kaye, 2010), but its suitability for astro reels remains unexplored. This study addresses this gap by comprehending consumer behaviour and predilections in the domain of social media and astrology by identifying UGT-specific gratifications. Given the expanding trend of astrology reels, this knowledge can aid enterprises and creators in crafting more efficacious content and expanding their outreach to a broader consumer base. This insight, therefore, holds considerable importance for businesses seeking to enhance their marketing strategies in the realm of social media and astrology. Katz et al. (1973) explained UGT as a recognized framework explaining media

consumption intention. Researchers have explored this theory to study the objectives for using media, like traditional media (Albarran et al., 2007; Vaterlaus et al., 2019), the internet (Roy, 2009), and SNSs (Alhabash & Ma, 2017).

3. RESEARCH METHODOLOGY

The rationale for selecting grounded theory as our methodology is rooted in the dearth of research on the intention to use social media reels for astrology content consumption. Grounded Theory is considered more of a research paradigm than a rigidly defined methodology, providing space for interpretation and customization and thus allowing for the emergence of a unique research methodology (Dick et al., 2005). This phenomenon remains unexplored, prompting the need for an approach to generate novel insights into the factors driving consumers' intentions toward using astrology reels on social media platforms. Although a study was made as a first attempt to leverage consumers' intention studies, grounded theory allows discovery by delving deeper into the data (McCreaddie & Payne, 2010). Our study is based on a purposive implementation of the Grounded theory paradigm.

Participants

The sample comprised individuals from diverse professions, ages, and genders: 12 females and 8 males. Among the female participants, four were postgraduates and homemakers, while the remaining eight were working professionals with 1-5 years of experience. Among the male participants, two were students, four were entrepreneurs, and two were working professionals with 5-10 years of experience. Further details on the participants' profiles are presented in Table 1.

Table 1: Participants' demographic details

Age	Gender	n.	M (SD)	%
Gender	Female	12	34.65 (8.74)	60%
	Male	8		40%
Profession	Home Maker	4		20%
	Student	2		10%
	Entrepreneur	4		20%
	Working Professionals	10		50%
Education	Graduates	2		10%
	Postgraduates	10		50%
	Professional Qualification	8		40%

Note: N = 20

The authors have conducted semi-structured interviews with each of the eligible participants. Interview questions are listed in Appendix A. The authors adopt Perry et al., (2004) eight-step interview process to ensure the validity of interview responses. The interview questions were prepared based on literature about the UGT and social media reels. Pilot interviews were conducted based on the results; a few questions were removed, reframed, or added. The interviews based on the pilot study revision with the eligible participants were conducted using teleconferencing applications like WhatsApp video calls, Zoom, and Google Meet at the convenience of the participants, which would take approximately 30 minutes. The interviews started with a brief demographic questionnaire, where questions were based on age, gender, educational qualification, profession, and time spent on the reels. After that, the interview questions were based on their experience regarding motivation to use astrology reels.

Procedure

This study used semi-structured interviews with each eligible participant. The list of interview questions can be found in Appendix A. These questions were developed based on literature about the UGT, the spread of social media challenges, and our research question. The interviews were then piloted, and based on the results, questions were eliminated, rephrased, or added. The subsequent interviews of our participants using the revised questions were conducted over Zoom, a teleconferencing application that allows for audio and video calls, and WhatsApp's video call facility, as the familiarity and popularity of WhatsApp give participants convenience. The interviews started with consent and to complete a brief demographic questionnaire

asking for their age, gender, profession, education, and the approximate amount of time they spend on watching reels per week. The interview questions then asked them about their experiences regarding participation in astrological reels and whether they followed or recommended the remedies associated with them. All the interviews would range from 15 to 30 minutes.

4. DATA ANALYSIS

The authors used thematic coding and analysis to analyze the data. Marketing, corporate communications, digital transformation, and astrology experts ratified interview questions. The authors employed the inductive method known as "Grounded Theory" for the improvement of the coding systems, as per (Corbin & Strauss, 1990). Transcripts were coded to identify the quotes that focused on the central theme. Some transcripts received more than one type of code, as these responses reflect multiple themes. Authors compare codes and develop an initial codebook. After consultation with experts, the authors revised this codebook, identifying significant codes, and these codes were then examined and grouped into categories.

In a few rounds, coding was completed, and categories were reviewed, combined, and integrated. This coding cycle repeats until Krippendorff's alpha of 0.87 is achieved. Upon finishing the coding process, the authors agreed not to make further changes, and the final codebook was developed. In the final codebook, all codes were grouped into six categories based on the significant constructs found in the UGT and identified in prior research (Bae, 2018) mentioned in Table 2. The final codebook is used as a base for conducting all the interviews

Table 2 Coding details based on UGT

Category	Codes	Illustrative examples
Entertainment	Entertainment, Easy	"Likes the reels as they are short, not much time consuming -P2, <i>Opinions on Reels</i>
	Entertainment, Funny Entertainment, positive	"Reels always have something knowledgeable, and easy to access this knowledge by easily scrolling one reel to another" -P6, <i>Opinions on reels</i> .
	Knowledge, content, liked Personal value	"Content which is knowledgeable for me may not be useful for others. I feel like there was almost no wrong way to go about it if that makes sense." -P2, <i>Bored in the Astrology reels</i> .
	Entertainment, Self-expression	

	Views about the app, exciting	
Convenience	Convenience	"It is engaging. Last week, I was busy preparing for my exams, and I took a break and tried some remedies to score good marks -P6,
	Amount of effort, learning	"There is some engagement in terms of time; it gave me something new to learn, try, and recommend to others." -P1, "Astrology remedies"
	Modifiable Use of app, casual Perceived skills have behaviour, easy belief	"Some people involve others, like their family and friends. Some do it alone, and I did it in my room" -P11, "Astrology remedies for money."
Socialization	This leads to social interaction.	"It was very interesting to watch someone discuss a topic about our future and join a session where more than 100 participants. We would always talk about how we would do it, and then it was funny when we did." -P7.
	Social belonging, peer Learning	"I think it follows a trend of if one person's doing some remedies, I want to do it too,' or' That is good learning,' or 'It is always good to learn new things" -P14.
	Astrologers, similar personality Astrologers' similar situation Astrologer, liking video with others vs. liking alone	
Social Support	Encouragement from others	"It is not always to get popular. Sometimes we did want to make us and our acquaintances know about our knowledge; it served the purpose." -P20.
	Support, comments Enjoyment, goal, Confidence gained, knowledge	"In many comments, people complimented them on their suggestions related to the job, marriage, money, etc."
	Enjoyment, others Confidence gained, skills Encouragement to others Support	
Seeking or spreading information	Practice	"I found some useful content in reels about astrology. I like that it teaches you things and considers what you enjoy and want to see." -P18 <i>Opinions on Astrology reels.</i>
	Entertainment, learning Knowledge of the Remedy desired	"I mean, maybe something comes with socially, knowing something that other people know, maybe it just makes you feel a little bit good." -P19.
Escape	Addictive	"It is addictive. Sometimes I spend hours there and liked." -P14, <i>Opinions on astrology reels.</i>
	Entertainment, creative Time consumption, bored Distraction	"I think it is an interesting way to know about your future. If we are bored, we are all like, 'What can an astrology reel explain to us?' -P15.

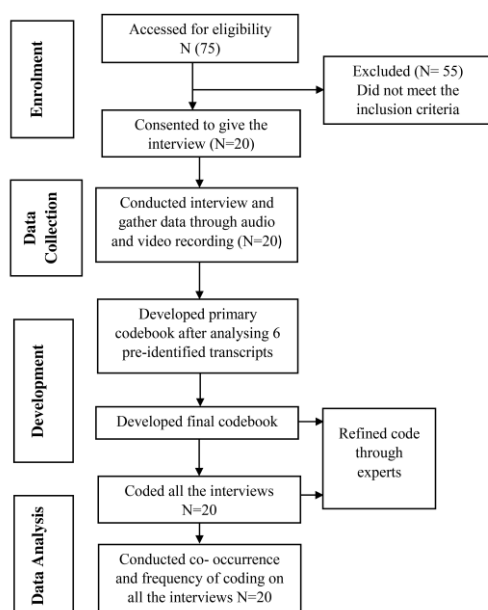


Fig. 1. Process for Data collection and analysis

Theoretical model

The assumption that people use media to satisfy their specific needs utilizes the uses and gratifications theory (Katz et al., 1973). Gratifications are explained as the satisfaction received by people after using particular media that meet their expectations (Levy & Windahl, 1984); the feeling of satisfaction would lead to repeat usage of a particular media. Uses and gratifications theory explains the motivation to use a particular media. Motivation for using media is not only the objective of the Uses and Gratifications theory by using various social and psychological antecedents. It also gives a theoretical framework to understand various factors like media selection, behaviour in using the media, and content sharing (Haridakis & Rubin, 2005). In the past fifty years, UGT has improved over time and uses a framework by understanding users'

gratifications behind the usage of traditional media such as newspaper, radio, and television as well as new media such as the internet and social media platforms (Sundar & Oh, 2019). The study contributes to the literature on social media usage by conducting a qualitative analysis to determine the users' intention to utilize the astrology-related reels through semi-structured interviews with twenty selected participants based on their experience related to astrology reels. The authors conducted a qualitative analysis grounded in the UGT to determine the intention of using astrological reels.

Table 3 Frequency of codes for categories in the U&G framework

Entertainment, fun	Entertainment	187	0.069
Entertainment, Funny	Entertainment	174	0.064
Entertainment, positive	Entertainment	88	0.033
Knowledge, content, liked	Entertainment	71	0.026
Personal value	Entertainment	39	0.014
Entertainment, self-expression	Entertainment	29	0.011
Entertainment, active	Entertainment	27	0.010
Opinion about app	Entertainment	22	0.008
Entertainment, exciting	Entertainment	17	0.006
24.2% of all codes fell under the Entertainment category			
Amount of effort, easy	Convenience	137	0.051
Modifiable	Convenience	77	0.028
Use of app, casual	Convenience	65	0.024
Perceived skills: have	Convenience	55	0.020
App structure	Convenience	46	0.017
Technological skills, easy	Convenience	43	0.016
Brevity	Convenience	24	0.009
Filming process easy	Convenience	9	0.003
Accessibility	Convenience	6	0.002
17.1% of all codes fell under the Convenience category			
This leads to social interaction.	Socialization	117	0.043
Social belonging, peer Learning	Socialization	111	0.041
Astrologers, similar personality	Socialization	63	0.023
Astrologers' similar situation	Socialization		
Astrologer, liking video with others vs. liking alone	Socialization	45	0.017
16.9% of all codes fell under the Socialization category			
Encouragement from others	Social Support	44	0.016
Support, comments	Social Support	37	0.014
Enjoyment, goal, users	Social Support	34	0.013
Confidence gained, self	Social Support	28	0.010
Enjoyment, goal, peers	Social Support	24	0.009
Confidence gained, skills	Social Support	22	0.008
Encouragement to others	Social Support	18	0.007
Support, peers	Social Support	13	0.005
8.1% of all codes fell under the Social Support category			
Practice	Seeking or spreading information	81	0.030
Entertainment, learning	Seeking or spreading information	78	0.029
Knowledge of the Remedy desired	Seeking or spreading information	29	0.011
7.0% of all codes fell under the Seeking or Spreading Information category			
Addictive	Escape	48	0.018
Entertainment, creative	Escape	47	0.017
Time consumption, bored	Escape	40	0.015
Distraction	Escape	27	0.010
6.0% of all codes fell under the Escape category			

5. RESULTS

Factors in the original U&G Theory that influenced participants' motivation to utilize Astro reels. The results discussed in this section directly relate to our analysis of the interview data using our research framework aligned with the U&G Theory.

Entertainment was the most prominent category, comprising 24.2% of the needs identified by the participants. In the codes in the entertainment category, the interviewees showed interest in utilizing the Astro reels for fun, representing 27% of them. For example, when asked about the overall experience of using Astro reels, P7 responded:

If you measure success with likes, it probably did not do that well, but if you measure it with engaging and knowledgeable, I would say it was successful. –P7 (Astrological remedies)

P14 identified that it is very convenient to get any knowledge in such a brief way, like a reel, and when we share the same knowledge that we get from these reels, we will get the instant gratification of someone being like, "Oh, good stuff."

Convenience was the second most sought-after need, representing 17.1% of the needs identified by the interviewees. Interviewees are interested in Astro reels as they are easily accessible.

P16 explained that the remedies were easier ones I saw, and I was like, "All right, if I am going to make something, I feel like this is probably to try it once."

P11 shared that she is interested in doing money remedies independently, but she also shared that many involve others in trying these remedies."

Socialization is using social networking sites to communicate and interact with others after convenience, the interviewee mentioned social interaction as one of the critical parameters. The Astro reel's popularity and people are joining online sessions on Tarot card reading, numerology basics, with more than 100 participants in these sessions. This enhances social interaction. *P13 explained that we can quickly obtain social rewards by suggesting some remedies learned through online astrology sessions.*

The social support category refers to getting support from others using these Astrology reels.

With 8.1% of our participants feeling motivated using these platforms. P23 said that people might have commented positively, "I have tried your suggestions, and it works for me." Seeking or spreading information was the fourth most crucial motivation, with 7.0% of participants identifying information or self-education as a critical need. Participants often looked for information about reels that focused on procedures for doing some remedies.

Escape is the least prioritized category in terms of participants' support. A few participants shared that when they got bored doing some tasks, they watched a few reels on astrology. P15 shared, "It is an interesting way to know about your future. If we are bored, we ask, 'What can an astrology reel explain?'"

6. DISCUSSION

'Reels' is a popular social media platform feature specializing in short-form video material, and users can interact with this content in various ways. Astro Reels may act as a coping mechanism by providing interventions to help individuals cope with high stress levels, such as job insecurity and familial pressures, in a fast-urbanising society. The UGT asserts that users actively seek out and use media based on what they anticipate getting from it. According to studies (Ebersole & Woods, 2007), people use social media platforms to engage with short-form video content primarily for entertainment and social connections, as well as for self-expression and creativity. Users might view Astro Reel movies, for instance, to unwind, educate themselves, or find people who share their interests. Understanding these motives can assist marketers and content producers on Astro Reels to better focus their content on the demands and preferences of those they are targeting. They can boost platform user happiness and engagement by making entertaining, imaginative, and socially relevant videos. As a result, using the UGT may help Astro reels develop content pertinent to viewers' needs and preferences and understand why they engage with short-form video material.

Our sample does not promote superstitions or participants who believe in witchcraft or wrong remedies for wish fulfilment. However, the literature has also shown that even those

who utilize astrology may engage in self-harm (Crowe, 1990). These findings suggest that effective interventions should focus on increasing risk awareness related to using these Astro reels. One way to do so is to create campaigns targeting some dos and don'ts of using the remedies suggested in these Astro reels.

There are many other factors identified as necessary, like wastage of time and other work-related engagements, the extremity of video content based on self-harm, negativity, or self-doubt. Thus, creating guidelines to promote positive modifications of using these Astro reels on social media may reduce risk. For example, if the interviewees perceived many avoidance factors, they often referred to social belonging as necessary for their motivation. Thus, one effective way to reduce participation in negative reels could be to advertise that participation in the challenge does not bring social benefits.

7. CONCLUSION

Based on the author's findings, the Uses and Gratifications Theory (UGT) provides valuable insights into the diverse motivations driving individuals across various demographics to engage with Astro Reels. The popularity of reels is increasing tremendously on social media platforms, and Astro Reels is on them. The author's investigation explained that users of all ages, professional backgrounds, and genders are interested in watching Astro Reels for varied reasons, and the motivation for their engagement is to fulfil different psychological and social needs. The foremost motivating factor is escapism, offering users a temporary reprieve from the demands of daily life. Additionally, the people are part of these Astro reels act as a social support and play a significant driver, providing users with a sense of belonging and connection within the digital realm. Entertainment is also one of the very important reasons, as users are entertained by the Astro reels content. Convenience also ranks high among motivations, as users are drawn to the seamless accessibility and user-friendly interface of Astro Reels. Lastly, socialization emerges as a key motivator, facilitating interaction and engagement among similar interests pursuing users. Understanding these motivations is crucial for assessing the efficacy of Astro Reels content, as it sheds light on whether the content resonates

effectively with users or falls short of meeting their expectations and desires. Accordingly, content creators and marketers should tailor the content such that it caters to the audience's emotional and social needs, enhancing their retention and ultimately helping them subscribe to their channels. The study is of immense value to businesses, which can use the findings to segment their audience and tailor personalized marketing efforts, personalized astrological readings, and wellness apps to enhance their overall experience. Specifically, the findings on social support and connection suggest that platforms and brands can enhance user involvement and promote organic sharing through interactive features or community-building initiatives. The emotional consumption of these drivers leads to compulsive engagement with astrology reels. These drivers, such as escapism, social support, and convenience, can not only sustain engagement but also enable platforms and astrologers to promote remedies as quick fixes, converting casual viewers into long-term consumers. Thus, these gratifications offer monetization opportunities, but long-term viability depends on balancing utility with spiritual belief sincerity, which is absent in non-spiritual UGT contexts (Whiting & Williams, 2013).

8. PRACTICAL IMPLICATIONS

For practitioners, these findings urge marketers to balance algorithmic personalization with ethical design, ensuring astrology content respects spiritual intent while avoiding predatory monetization. Thus, the study highlights the importance of curation of astrological content, which is deeply embedded in Asian societies' cultural fabric, influencing several decisions related to daily choices and decisions related to marriage, career, etc. The western world has also shown interest and resurgence in astrology and rituals. Platforms and astrologers can monetize this demand by repackaging ancient traditions as bite-sized, algorithmically amplified content. Hence, further studies should uncover opportunities and risks in harnessing this social media reel technology to support human psychology.

9. THEORETICAL IMPLICATIONS

The theoretical contribution of the study is expanding UGT by identifying different categories of gratifications which are unique to

astrology reels, unlike the previous studies that focused on trendiness (Saravanan & Nithyaprakash, 2015) or entertainment (Whiting & Williams, 2013). This responds to calls for UGT research in understudied, specific digital spaces (Lee, 2022). The study also reveals granular motivations using a rich qualitative design. This bridges a critical gap in UGT's capacity to explain emergent, emotionally charged behaviors. For example, the youtube reels prioritizes astrology content, intensifying escapism gratification, a phenomenon which is absent in pre-algorithmic UGT frameworks (Katz et al, 1974). This work challenges assumptions that UGT gratifications are static across contexts (Katz et al., 1974).

10. LIMITATIONS AND FUTURE WORK

This study's scope was also constrained by its methodology. Utilizing the semi-structured interview approach required participants to recollect and articulate their experiences with Astro Reels consumption. However, it's possible that participants might not have accurately represented their motivations during the discussion. An alternative research design could involve employing alternative data collection methods, such as recoding sentiment using various astrology apps or comments of Astro reels. Additionally, future research endeavours would profit from substantiating our study's findings quantitatively, particularly regarding our innovative discoveries. Despite numerous users reporting positive impacts on their well-being resulting from interacting with Astro Reels, quantitative investigations (such as screen-time logs, purchase or subscription data, sentiment analysis of their comments) are imperative to evaluate how emotional states can evolve into compulsive spending. Future studies should empirically trace the 'addiction pathway' linking emotional vulnerability, platform design, and spiritual spending. Future research could compare gratifications across regions. Moreover, the authors advocate for further examination and scrutiny of the study's recommendations for interventions targeting astrology-based reels within the existing literature.

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