
The intersection of modern thinking and superstitious beliefs: Exploring gen z's decision-making patterns

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ABSTRACT

Gen Z is the generation of people who were born between 1997 to 2012. Broadly known as their strong hold on technology and their choices of data motivated decisions. As a digitally inborn Generation, they are frequently seen as logical, good-knowledge, and liable to questioning unproven information. Still, even with their rational behaviour most of the individuals within the Generation Z still hold on to superstitious beliefs. Making an exciting difference in their decision-making behaviour. This study will try to assess the occurrence of superstitious beliefs within the generation Z and to observe the reasons for their constant life. The findings will reveal that superstitions do really influence decision making of generation Z various life aspects. This research will find out how cultural background, social media, and peer influence contribute to the continuance of these beliefs. The study employs both primary data collected through structured questionnaires and interviews, and secondary data sourced from various scholarly journals, papers, and online resources.

KEYWORDS: Gen Z, Decision Making, Digital Era, Superstitions

1. INTRODUCTION

Gen Z's were born between 1997 to 2012, they know for their technological advances and matchless connection with technology. With their varied thoughts and adjusting new trends have grown with the internet and social media as their important part of their daily life. Their standards and beliefs are altering the values of society.

Superstitious belief was originated in India from religion and cultural traditions, created from ancient texts and scripture. Superstitions involve practices like astrology and rituals to attract good luck. These views influence daily life, health choices, social activities and financial decisions. These myths can also hold back rational thoughts and also can build social disparity. Generation Z in India habitually questions superstitions and chooses scientific explanation but still admires culture and tradition. They force to follow some beliefs to respect

family and religion. Social media direct them to various beliefs, which they could accept selectively. Overall, they balance modern thinking with traditional practices, using serious thinking to formulate views on superstitions. Whereas there is wide research on the superstitions in India or in global, slight is known about their exact impact on gen Z decision making. Gen z known for its digital attraction and global viewpoint. Queries traditional beliefs while respecting cultural societies. Most studies focus on older generations or younger knowledgeable individual denying superstitions, nut there is a gap in understanding how gen z stabilizes tradition with founded studies-based views. The influence of social media on their opinions on superstitions is also underexplored.

OBJECTIVES

- To understand the popularity of superstitious activities and to study reason behind for preservation of Superstitions believes among Gen Z's.
- To evaluate how Superstitions Beliefs influences decision-making pattern of Gen Z's in their critical areas.
- To Investigate Cultural Influences and Media/Peer Influence on Superstitions.
- To provide detailed understanding of how Generation Z balances their rational decision making while conservation of culture and tradition.

2. REVIEW OF LITERATURE

According to, Dr. Akram Sadat Hosseini, people still believe in superstitions all over the world superstitions are extremely followed in some cultures, but limited in others even though they still do exist. They have stated that it becomes harmful when it enters domain the of health and affects people well beings. "He reveals them of their burden and the sack less which were upon them"((Taher et al., 2020)

One of the research aims to define superstitions, create a measurement scale, and explore its related in the field of marketing and the finding that superstitious beliefs and practices, unrelated to religion or science, influence irrational decision-making (Delacroix & Valérie, 2008)

Shagufta Naaz, Alisha Anand, Nandani Sinha and Ratna Priyadarshini, 2019 have stated that superstitious belief which is caused by fear, and a weak personality. Superstitions exist due to ignorance of scientific facts and trust. It leads to various crimes and slows civilizational growth the author has stated that solution – education is the best solution to this problem. Better public outreach programs can erase superstitions from the minds of people and can bring great changes. (Shagufta Naaz, Alisha Anand, Nandani Sinha and Ratna Priyadarshini, 2019)

According to, Gurleen Kaur Sethi, beliefs have their significance in Indian culture and traditions, but practising them affects the physical, mental, and social health of a human being. They may need to be sensitive to passing superstitious beliefs to the next generation. Funeral activities should be reviewed and promote correct moral values among the public. This study has a few limitations in that it doesn't focus on Gen Z decision-making. (Sethi & Saini, 2019) American Student Assistance (ASA) conducted extensive research from mid-2020 to April 2021 to understand Gen Z's digital lives, education and career decision-making processes, and key influencers. The findings compare current high scholars' education plans and motivations with those of recent graduates, offering valuable insights for informed decision-making. (ASA.org, 2022)

According to Marcela Hernandez de Menendez, Carlos A. Escobar, Ruben Morales Menendez have State that, Generation Z students, who are digital natives with unique learning profiles. It reviews educational technologies and their applications in higher education, analysing the preferences and relationships of Gen Z students with these technologies. Exposure to misinformation and fake news has made Generation Z more sceptical and critical of unverified information. According to the Pew Research Centre (2019), they are more likely to question sources and seek out credible information before forming opinions or making decisions.

Sinha (2016) notes that cultural transmission plays a vital role in the continuity of superstitious practices among younger generations. Persistence of Superstitions beliefs are significantly influenced by Cultural background. In societies where superstitions are embedded in traditions, such as India, Generation Z is more likely to practice these beliefs.

3. METHODOLOGY

This research paper used both descriptive and exploratory research design to explore the prevalence of superstitions among Generation Z and to understand the underlying reasons for their persistence. The target population for this study includes people belonging to Generation Z, born between the mid-1990s and early 2010s. Sampling technique which is used to select participants who are representative of the target population is Purposive. Primary Data is collected from structured questionnaire which is designed to collect quantitative data on the prevalence of superstitions among Generation Z. The questionnaire consists of both closed-ended and open ended questions which consist of various aspects of superstitious beliefs and practice among Gen Z. Secondary data collected from various journal articles, books, and online resources are used to build a theoretical framework.

4. DATA ANALYSIS & FINDINGS

Table No: - 1 “Analysis of Superstition Influences and Demographic Factors in Gen Z”

Factor	Category	Description	Data
Demographics	Age Group	The age ranges of respondents	14-21 years:64% 22-29 Years: 36%
	Gender	Gender distribution of respondents	Male: - 44.3% Female: -55.7%
	Education Level	Highest education level attained by respondents	Higher School: - 7.4% Undergraduate: - 59% Post Graduate: -26.2% Other: -7.4%
	Location	Distribution based on urban, semi-urban, and rural areas	Urban: -71.3% Semi-Urban: - 18% Rural: - 10.7%
Sources of Beliefs	Family tradition	Superstitions passed down through the family	32.2% of respondents
	Cultural influence	Superstitions passed through culture	24.4% of respondents
	Personal experiences or anecdotes	Superstitions passed down through Personal experience	22.1% of respondents
	Peer influence	Superstitions passed down through Peer Influence	12.4% of respondents
	Sense of comfort or security	Superstitions passed down through Security	6% of respondents
Impact on Life	Decision Making	Impact on Decision-Making	Yes: - 37.8% No: - 17.1% Maybe: - 45.1%

Influence of social media	NA	Influence Through social media	Not at all: - 15.9 % Slightly: - 39% Moderately: - 36.6% Very much: -7.3% Extremely: - 1.2%
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This research focuses on the decision-making pattern of Gen z's on superstitious beliefs depending upon location, gender and educational level. The majority of respondents fall into the age group of 14-21, around 64% are younger individuals, so the respondents are primarily Gen Z's. And the age group of 22-29, around 36% of them are in their adulthood shows that superstition still influences Gen Z's Life.

The gender split shows a slight predominance of females (55.7%) over males (44.3%). This could imply that women might either be more inclined to participate in studies about superstitions or that they might hold stronger beliefs in such practices.

They are Gen Z's so most of them are highly educated and 71.3% are from urban areas and semi urban's 18% and rural areas 10.7%.

From the responses, we have observed that around 56.6% of respondents say that most superstitious belief comes from family Tradition and culture which influences decision-making, followed by 43.4% of respondents who are strongly influenced by social networks such as peer influences and personal experiences.

Superstition has a significant influence on decisions related to 40% of respondents' relationships and health, with many people believing in astrological compatibility, using lucky charms, or following specific rituals to maintain or improve relationships. Similarly, health-related choices are often guided by traditional beliefs, such as relying on home remedies, avoiding certain foods, or using alternative medicine and rituals to prevent or cure illnesses.

Around 9% of respondents believe that Superstitions have the least impact on academic choices only a small number of Gen z's let superstition guide their studies, exams or subject choices. On the other hand, 20% of respondents' daily routines and habits (Knocking on Wood and wearing Specific Colours or Clothing) are more influenced by superstitions with many people following specific rituals avoiding certain times for important tasks or doing things they believe will bring them good luck.

Superstition plays an important role in both career and financial decisions. 13% of respondents in careers say that some of their career decision-making, superstition influence like jobs, or even when they start a new business, though this impact is relatively minor. 15% of respondents' financial decisions are more affected, with beliefs in lucky numbers, favourable days for investments, or certain rituals guiding decisions to achieve financial prosperity. Other 3% of respondents have given specific beliefs, avoiding travel on certain days, not walking under ladders, or using specific charms or amulets for protection.

We observe how much superstition does impacts on gen Z's life. About 37.8% of people say that superstition influences their decisions. Meanwhile, 17.1% believe it has no impact at all, and 45.1% are unsure, indicating that they might be influenced by superstition in some situations but not others. This suggests that superstition plays a role for many people, even if they're not always certain of its impact.

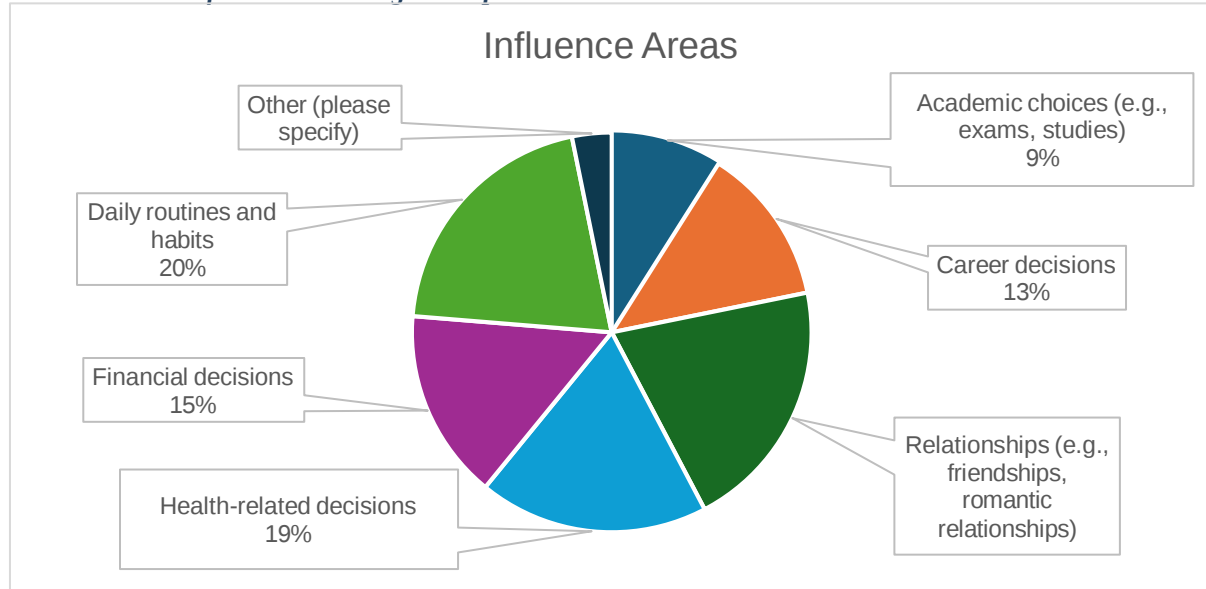


Figure 1: Areas influenced by Superstitions

When we asked the respondents about the impact of superstitious content from social media on their decision-making abilities, we observed that 84.1% believe that superstitious content on social media significantly affects their decision-making process and 15.9% feel that such content has no impact on their decision-making at all.

Based on the data analysis, we summarize the key findings related superstitious belief of Gen Z.

- Our analysis reveals a decision-making pattern of Gen Z's superstitious beliefs, highlighting how these beliefs influence their daily lives, relationships, and career choices.
- The data shows that despite high levels of education and exposure to modern rational thinking; a significant portion of Gen Z still incorporates superstitions into their decision-making processes.
- We have observed that females are more Superstitious than males. Mostly from urban cities but still, they follow Superstitious beliefs in their daily life.
- 67.2% of the respondents still practice superstition activities, generation z often follows superstitions to honour their traditions and culture and to maintain family connections. However, we've noticed that Gen Z tends not to actively engage in superstitions.
- Instead, they participate in traditional practices mostly during festivals or special occasions. We've discovered that Gen Z follows superstitions for specific reasons, such as making financial decisions or choosing careers. These are long-term choices that can have a big impact on their lives, so they rely on superstitions to guide them. Superstitions also play a role in decisions related to health.
- Culture is the main source of superstitious beliefs it shapes most of the parts of Gen Z's decision-making we've noticed that social media has a big impact on how Gen Z makes decisions. Their favorite influencers often discuss superstitions, and since these influencers have shared how superstitions have changed their own lives, Gen Z is more likely to follow these beliefs.

5. CONCLUSION

Our study with regards to the Gen Z decision patterns shows that beliefs about superstitions continue to pose a not inconsiderable role in their lives, even though the backgrounds have been developing from time to time in a modern and well-educated manner. Meanwhile, an important portion of Gen Z respects and follows the beliefs of superstitions for cultural traditions and social influences; otherwise, the impact of these beliefs appears to be remarkable in relationship, health, and, financial decisions. The above

effect is amplified on social media since the contributors, the influencers, also engage in superstitious practices. Although the strength of the influence is not uniform, it's found that about one-third of the participants are actively engaged in such belief systems. Many others have limited engagement with specifics of cultural beliefs. So, in a sensible way this may be an improved outlook on superstitions as the new always blends with the old and applies to modern rational thinking. In life, one has to realize that to take decisions based on evidence while respecting cultural traditions, a tricky trade off Gen Z will need to figure out. Bigger In life personal and professional sphere this could lead a much-improved sets example for the future generations, by removing superstitions and following something which is more inclined towards Evidences. Gen Z can enhance. It seems obvious to me that this process of making decisions relieves tension and benefits society by thinking more critically and choosing between informed choices rather than superstitious beliefs.

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