

## SUPERSTITIONS AND THEIR IMPACTS ON BEHAVIORAL FINANCE

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Superstitions now are a part of daily life, and this phenomenon is cleverly used in advertising. Marketers capture people's attention by promoting ideas already stuck in their minds. Many incorporate principles from the current stage of behavioral management theory to achieve economic objectives by addressing consumers' emotional needs mainly shaped by personal beliefs, superstitions, and biases. Rituals like spitting over one's left shoulder or keeping amulets and talismans nearby are natural reactions for warding off 'bad luck'. Even sceptics often turn to such practices to calm themselves down during significant events.

In 2014, Coca-Cola released an ad inspired by superstition. Similarly, Bud Light beer created several ads for the 2012 National Football League. These campaigns tended to encourage people to believe in anything soothing them and not to be ashamed of it. Just as Dr. Pepper's ad leans over backwards emphasizing that superstitions have no impact on the outcome of the game, the man in a shirt with the number 13 and a black cat in his arms was supposed to enjoy the game. Paul the Octopus, an oracle of the 2010 World Cup Championship, gained the attention of even the very vigorous critics of totals.

Analyzing statistics is crucial for crafting advertisements that appeal to broad audience. The data reveals that only 9% of respondents identified as very superstitious, and 31% declared no belief in superstitions at all [1]. Furthermore, certain regions enforce laws against supernatural claims in advertising, e.g., the Aurangabad bench of the Bombay High Court ruled TV advertisements cannot possess supernatural properties and the authorities to monitor its compliance.

These facts don't imply that marketers' strategies are flawed. On the contrary, they consider the crowd effect, a crucial concept in behavioral economics. Behavioral finance explores the influence of psychology on the decisions of investors and financial analysts. Scholars in behavioral law and economics link technological advancements in financial firms to irrational consumer choices. As long as people hold mystical beliefs, marketers will continue using them in promotional campaigns. Society tends to follow the majority and engage with topics arousing curiosity which explains why behavioral economics remains effective and these products continue to prosper.

### Литература

1. Statista [Electronic resource]: Are Americans Superstitious? – Mode of access: [https://www-statista-com.cdn.ampproject.org/v/s/www.statista.com/chart/amp/21052/superstitious-unlucky-friday-13/?amp\\_gsa=1&amp\\_js\\_v=a9&usqp=mq331AQIUAKwASCAAgM%3D](https://www-statista-com.cdn.ampproject.org/v/s/www.statista.com/chart/amp/21052/superstitious-unlucky-friday-13/?amp_gsa=1&amp_js_v=a9&usqp=mq331AQIUAKwASCAAgM%3D) . – Date of access: 18.03.2025