



## Original Article

# Exploring Superstitious Beliefs Among Educated Urban Population

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## Abstract

*Technical revolutions and scientific advancements are conspicuous, but still, false beliefs and superstitious behaviour are quite commonplace. It could be believed that these beliefs are held by less educated people. Therefore, the present study investigated superstitions among educated urban people. Using a qualitative research method, data was collected through interviews and analyzed through thematic analysis. A total of 8 participants (i.e., 2 males and 6 females) participated in the study. All of the participants were highly educated (16 years' education or above). A purposive sampling technique was used to include participants in this research. Detailed semi-structured interviews were conducted with each participant with their consent. Seven themes were derived including brooming, marriage fixing, palm itching, eye blink, glass break, lucky stones, and lucky numbers. The study recommends inculcating scientific knowledge on a broader level in Pakistan.*

**Keywords:** Educated urban population, Future strategies, Scientific advancements, Superstitious beliefs.

## INTRODUCTION

As it is an era of science and technological advancements. Therefore, this study explores whether people still believe in superstitions. The focus of this study was to find out the common superstitious beliefs prevailing in the educated and urban population, and how these superstitions play a role in future strategies of those people as there is a need (Farley, 2015). Superstitions are the set of beliefs based on irrational fears that are unfounded, most people, however, are not sure about the consequences of their superstitious beliefs and follow them anyway (Fernández-Carro & Gumà Lao, 2022). This study explored the superstitious beliefs in the educated urban population and how much importance does this population give to these superstitions. Several types of superstitions have been observed to be followed by people in the Pakistani culture. For instance, some common superstitions are dates as 3, 13, 23, 8, 18, and 28 of lunar month about marriages, lucky numbers, black cats cross the way, not wearing black clothes, do not sweep floor at dusk, don't lay down at the time of sunset, lucky and unlucky stones (Farooq & Kayani, 2020). There is also a commonly followed superstition about good and bad omens. In this regard, breaking of glass is considered as bad omen followed by a bad consequences while others believe that it's a good omen (Tahir et al., 2018).

There is another concept prevails that widows and divorcees are jinx and people avoid them from coming in their marriages, since that think that these women are to be kept away from groom and bride. In our society, wearing stones of different kinds is very common practice (Farooq & Kayani, 2020). People think that these stones will bring good luck to them and that's why they wear stones with that believe. Another common practice is not to fix marriages in the month of Safar because it is believed that marriage in this month would never meet success (Safdar et al., 2019). Tactile superstitions are also very common such as believing that itching on right palm is associated with that money will come and itching on left palm is considered opposite (Farooq & Kayani, 2020). It is said that itching on the sole indicates that you are going on travel. About eye blinking it is common saying that blinking of right eye indicates that something good is going to happen and on the other hand blinking of left eye is associated with bad future happening (Tahir et al., 2018).

Superstitions are beliefs which are followed by people in their daily lives. Different cultures have different superstitious beliefs to follow. Thailand, for instance, is sometimes called the land of superstitions (Chinchanachokchai et al., 2017). Even in developed countries superstitious beliefs are prevailing; in the USA, housing prices are also affected by the people's superstitious beliefs (Humphreys et al., 2019). Many superstitions are culture specified. Culture is manmade and never remains static. It goes on to change with the passage of time (Mandal, 2018). It was also a concern of the study to take opinion about the origin of superstitions.

Research conducted by Farooq and Kyani (2020) in the rural areas of province Punjab Pakistan. Findings of this research projects shows that, people living in rural areas believes in superstitions. Another important finding of this research is that personal experiences lead to the superstitious believes. Another relevant study was conducted by Farley (2015); the target population of this research were athletes, military men and artists. According to the findings of that research, athletes, military men and even artists follow

superstitious beliefs. Results showed that superstitious beliefs also determine the future performance of athletes, military men and artists (Foster, et al., 2006). Another study by Chinchanchokchai et al. (2017) explored various kinds of superstitious beliefs which are related to the risk taking in the field of business investment. Their results reveal that in the presence of either superstitious object (lucky stone) or any superstitious belief, there is an observable increase in the risky business investments.

Another study was conducted by Ofori et al., (2017) with male and female athletes. This study identifies the correlates of positive and negatives, both types of superstitions and how a person develops personal control. This study also focused on the coping mechanism and strategies. According to the results, both types of superstitions positive and negative were predicted by personal control and coping strategies. Another study conducted by Wiseman and Watt (2004) found a relationship between motive, negative superstitions and mental health. The analysis of the results reveals that correlation varies as per the nature of superstitious belief. Thus, a relationship exists between mental health and superstitious beliefs.

Some research on the current topic has been done in Pakistan, especially in the rural areas, but not in urban ones. Therefore, the present study turns attention to explore the superstitious beliefs of educated urban participants.

### Research Questions

- What kind of superstitions are there in the lives of participants?
- How much importance is given to such superstitious beliefs by the participants?
- How do the superstitions determine the future plans and behaviour of the participants?

## METHODOLOGY

### Research Design

Qualitative research design was used to conduct the present study. Qualitative research helps researchers find deeper meanings of the phenomenon under discussion, and the current research was about the beliefs held by educated people regarding superstition; a topic requiring deeper narrative understanding (Willig, 2013). Data was gathered through one-on-one interview session with the participants of the study using an interview agenda. The agenda items were created as per need of our research because these items act as probes to help the researcher generate more data related to the topic of exploration (Sullivan & Gibson, 2012). A few items from the interview agenda are given below.

### Data Analysis

Inductive thematic analysis was used to interpret the collected data (Braun & Clarke, 2006). Inductive thematic analysis is a method of summarizing and reducing the data to organize categories without any theoretical presuppositions (Guest et al., 2012). In order to conduct inductive thematic analysis, the following five steps need to be carried out by the researchers. First of all, the collected data needs to be transcribed and read again and again. Second, line by line coding needs to be performed in order to generate initial codes. Third, these codes are then needed to be combined and arranged in order to form themes. Fourth, these themes then need to be arranged and rearranged in a manner so that super themes can be formed that encompass two or more than two themes. Fifth, these themes and super themes were then named and properly described. All these five steps were carried out in the current research as per guidelines of Braun and Clarke (2006).

### Population and Sample

This study will focus on the educated (with 16 years of education or more) urban population and age group will be adults including both males and females.

### Participants

Participants of the present study were people living in urban areas, those who have acquired higher education minimum criteria is minimum of 16 years of education. Males and females both were interviewed.

## Procedure

Exploring the superstitious beliefs among the educated urban population was an interesting experience. One-on-one interviews were conducted from eight participants. Individual detail of participants has been mentioned above. All the participants showed great interest in the topic, and they reported their opinions without any hesitation. Data was collected from highly educated people living in developed urban areas of Punjab. Semi-structured interviews were used to gather data. Informed consent was taken from each participant (even for recording the discussion). After conducting the required number of interviews all interviews were transcribed verbatim. When all transcriptions were completed, then all transcribed files were imported into QDA Miner Lite (version 2) software through which every line of transcription turned into a more precise and appropriate code. Assigning codes to the transcribed data, 19 themes were generated from all the codes. Then these 19 themes were converted into 7 super themes. In the result section, the description of super themes and themes is available.

## RESULTS & FINDINGS

### Description of Themes

#### *Beliefs of Brooming, Marriage Fixing, Palm Itching and Eye Blink*

Almost all participants were aware about these prevailing superstitions. This super theme includes those themes which consist of participants who believe in this superstition. A participant said that we avoid brooming at dusk and even it is strictly prohibited in our family to broom at dusk. Even another participant said that she never showed audaciousness to broom at dusk because it is prohibited. Some participants said that they used to avoid broom specifically but cleaning can be done through water without using broom.

Most of the participants said that they keep in mind the lunar months and days to fix marriages. Marriages in the month of Moharram and Safar (two months of the Islamic lunar calendar) are avoided (Green, 2003). Furthermore, the participants are of the view that prestigious days are good for marriages. Almost all participants reported that in their family marriage of three siblings is avoided as it leads to an unhappy incident in future. All participants are well aware about the superstition of palm itching. Right palm itching indicates that money will come to them, and left palm itching indicates that money will go away. Some participants of the research do believe that this really happens to them, and they believe in this.

Eye blinking is a very common and well-known superstition. Some participants reported personal experiences of eye blinking which led to a good or bad incidents.

#### *Avoid Broom at dusk*

Another participant said *"Same idea prevails in our family. Sweep very before dusk but at the time of dusk or after dusk you are not supposed to do so"* P2, DU: 117.

Interviews of eight participants were conducted and everyone is well aware about the prevailing superstitions about avoiding broom at time of dusk. As a participant mentioned that *"No No! I used to avoid brooming at dusk Firstly I am not at home at that time but if being present and maid used to do cleaning in the morning but if I am at home I never did audaciousness to broom at dusk"* P4, DU: 137. Another participant believes that brooming should avoid at the time of dusk as he said *"Yes try to avoid brooming but if necessary then water can be used to clean"* P6, DU: 86.

#### *Avoid Marriage of 3 Siblings at One Time*

Almost most of the participants heard about the belief of 3 sibling's marriages and some of them believe that it should be avoided as a participant said *"Never do 3 siblings' marriages together"* P2, DU: 12. *"Yes it happened 3 marriages happened and my maternal uncle died. Father of those 3 siblings dies."* P2, DU: 19. Further she said *"Really we will not plan 3 marriages again."* P2, DU: 23. Another participant reported that *"yes yes this used to practice in our home even."* P4, DU: 95. Another participant reported that they also avoid three marriages at one time he said *"Yes I have heard and a bad incident also happened and we don't plan 3 marriages."* P6, DU: 165.

### **Cares About Lunar Months, Days to Fix Marriage**

This belief also prevails that not to plan marriages in Moharram and Safar as participant said, "We do not plan marriage in Moharram" P2, DU:8. Further she said "And marriage is strictly restricted in month of safar" P2, DU: 10. This is the very common practice among all the participants to be careful about the lunar months and dates to fix marriage dates. Participant said "We try to plan marriage in prestigious days of Muslims as it brings right and happiness." P5, DU: 24. "We don't plan any function in the month of Moharram." P5, DU: 24.

Interviewee said "In our family we don't plan marriages in Moharram." P7, DU: 111. Participant said they used to avoid marriages in Moharram to show social conformity with specific sector of society "In our family it is prohibited in Moharram" P7, DU: 113. "Have fixed date after safar for brother's marriage." P8, DU: 137. A participant said that "We try not to fix marriages in the dates when the moon is downward." P8, DU: 16.

### **Left Right Palm Itching Relates to Money**

Participant reported that "No! No it really happens I accept it whenever itching happens money comes" P3, DU: 106. A participant replied yes she believes on palm itching "Yes" P1, DU: 57. A participant answered the question "yes this really happens" P8, DU: 46.

### **Left Eye Blink Bad Right is Good**

An interviewee replied "Yes yes it happens and have experienced personally" P8, DU: 41. Another participant said that "Look I got remember another thing that if right eye blinks then it is good and if left blinks then it means a bad news is coming" P4, DU: 65.

### **Beliefs of Glass Break, Lucky Stones, Lucky Numbers**

In our society break of glass by chance is associated with some good or bad future happenings. Some people says that glass break is good and they think that when glass breaks there is something good going to be happen. Besides, another belief prevails that glass break is associated with something bad is going to happen. On the other hand, rest of the participant believe that glass break predicts nothing neither good nor bad. It is just breaking of a glass which indicates nothing. Wearing lucky stone is a very common practice. One participant said that she believes that lucky stone really changes fate and brings good luck to her rest all participants believe that lucky stones neither can change fate nor they bring good luck to a person. Some of them said that it is just a money-making business. Some participants said that they believe in lucky numbers. The number of their birth date is their lucky number.

### **Glass Break Indicates Good Bad Future Happenings**

This is the diverse phenomena a participant believes that glass break is good omen as it indicates good while the other interviewee said that glass break indicates bad happening in future. "Okay it is in our home that when glass is break then it is good omen now something good is going to happen" P2, DU: 171. An interviewee shared a bad experience of glass break "Some people came for marriage fixing and at that day from me 4 glass fell down and broke and then that marriage matter ends with No" P4, DU: 108.

### **Some Believe in Lucky Numbers, Stones**

"As such no lucky number is there but I like figure 5, 15 because 15 is my birth date so in that way I prefer 5 15 whenever to make a choice" P3, DU: 93. Another person said "All numbs are lucky but I believe in 1 and 9. 1 is as ALLAH is one and 9 as 99 names of ALLAH." P5, DU: 92. Another participant shared her experience that some incident happens with her after that she started believing in her lucky numbers. "She said I read that 1, 6, 21, 28 are the lucky numbers for me so, I got good news on these days no I believe that this happens" P4, DU: 67. Further she said "I have kept in mind number 4 because it is my lucky number and I choose 4 as always but it not compulsory that it proves just lucky." P4, DU: 162. "Yes I heard about it most that there are lucky numbers and lucky stones as people claimed hat in the childhood they weres interested in these things. Their friend told them that that, this my lucky number this is my but as the time is passing we got to know that this is not true. I don't believe this we can say that these are manmade stories or people have made it to pass time." P7, DU: 28.

One other participant shares her views that "Yes I heard many times about lucky stones if they suit to a person then it is very good this is considered very good omen as somebody should wear sapphire even exact shade of sapphire like this...." P3, DU: 82. A participant answered to the question "Yes I am telling you that my belief has shaped on

lucky number, white colour and lucky stone which I have started to wear." P4, DU: 75. "...yes my cousin wears Sapphire and she was saying it is good for luck." P8, DU:

### **Black White Clothes Colours Bring No Harm**

In our culture a belief prevails that wearing black colour clothes will lead to an accident or sickness and something bad will come. But all participants said that it's a wrong belief colours are all neutral and no colour brings bad to you. Superstition about white colour is also very common in our society that white is just for widows or white clothes should not be kept in dowry but all participants are of the view that white colour is neither a jinx nor it is specific for widows. A participant said that white is a decent and sober colour. Even an interviewee said that white is very good for her and brings respect to her.

#### **Harmless Black Clothes**

Almost everyone negates the superstition that wearing black clothes brings any harm as participant said in the answer of the question "No, I don't think so" P1, DU: 47. Other participant said that "don't you think it's extreme that black colour will bring harm it is transformation of delusion. Black is the colour of glory and grace and we used to wear it to influence others" P3, DU: 23. Another said "Yes heard but now a day I don't use to wear black as it absorbs heat more" P4, DU: 87. An interviewee said that "Black is the colour of mourning so that's why it is avoided otherwise all colours are neutral" P5, DU: 32. One interviewee said "No I don't believe that to wear black cause any harm. Even black is my favourite colour to wear" P6, DU: 23. "Colour choices are own but to said that luck is attached to colour it is wrong I have not this belief" P7, DU: 48.

#### **Wrong Stigma to White, White Is Good**

Most of the participants believe that white is the colour of grace and good but some told opposite beliefs about white colour dresses. As a participant said that "White does not keep in marriage customs and as it was the time when my husband has not died then I wore full white dress and my mother objected a lot that why you are wearing whole white dress" P1, DU: 20. Another shared her view that "I have read somewhere that if I wear whites then it will give respect" P4, DU: 67. Further she said "I try to purchase white dresses or dress which includes white color" P4, DU: 71. "White is considered good" P5, DU: 34. A participant said it decent and sober color "We wears white especially on Friday and elders wears it especially on Eid as it is a decent color" P7, DU: 60. An interviewee said that "We do not practice so every color is use to keep in dowry" P8, DU: 35.

### **Culture Forms Superstitions**

Superstitions are supported by culture; some superstitions are even part of the culture. Many participants said that culture shapes superstitions and culture is manmade. It is not static and goes on to change with the passage of time. Some beliefs are adopted, and some are not. Many participants said that as our culture has evolved from Indian culture. We have adopted many norms and values from their culture which are still in practice.

#### **Culture Supports Superstitions**

Many participants are of the view that culture provides strong support to superstitions and superstitions are cultural stereotypes as a participant said, "We have become a stereotyped nation every culture has its own stereotypes or superstitions." P1, DU: 8. Another participant said "You can imagine how the culture is strong, how much beliefs are strong" P5, DU: 90. "Actually these beliefs are manmade because culture is manmade" P5, DU: 36. Another participant said "These cultural norms are very powerful in our society we cannot negate our culture" P7, DU: 93.

#### **Evolved from Indian Culture**

Most of the interviewees believe that many of the superstitions are evolved from Indian culture as we have lived together for so many years "Mostly it happens in Indian culture" P3, DU: 132. Another participant answered a question that "Look there is no authenticity in it but our culture is evolved from Indian culture" P5, DU: 50. "Culture of subcontinent is very mixed culture Many things of India have been developed in us and many of us in them. This is the interplay of culture" P5, DU: 52. "No mostly this is done by Indian people or those who are very backwards I don't think so this is being practiced in our homes" P6, DU: 154. "Yes, it is said, that number 3

factor. But actually, we have inherited all these from those who lived in India" P8, DU: 14.

### **Disbelief in Itching, Sweeping, Divorcees Widows Effect, Eye Blinking**

As mentioned above, those who believe in palm itching relates to money but here is the description of those who do not believe that palm itching relates to money. Some interviewees said that palm itching affects nothing. Money is not predicted by palm itching. As some of the participants believe that brooming should be avoided at dusk or should cleanliness be done without broom while rest of the participants believe that there is no restriction about sweeping. Whenever a person has time, he can do it. Interviewees quoted the example of Saudi Arabia, cleaning sweeping brooming is going on 24/7. So, there is no time boundary to sweep your home.

In our society, a trend is very common that in marriage functions divorcees and specially widows are left out. People thinks that they are jinx and they should avoid to do Rasm But the participants of the study said that there is nothing like that. No one is jinx and no one can affect another's fate. We should bring widows and divorcees back to life. Some participants believe that there is no association between eye blinking and future. Blinking of an eye either left or right is due to physiological reasons.

#### ***Disbelieves Palm Foot Itching Superstitions***

Participant said *"Heard but not experienced personally"* P6, DU: 147. Another participant replied to a question *"I don't believe on this"* P5, DU: 102. A participant replied that *"Laughter yes it is said but I don't believe on it"* P7, DU: 64. *"Itching happens but never money came Laughter"* P7, DU: 73.

#### ***Divorcees, Widows Have no Effect on Others***

An interviewee answered a question *"No I don't believe this my family supports me fully"* P1, DU: 99. A participant answered a question that *"No not at all. It never happened in our family and never even I observed. Never left out widows or divorcees from marriage functions"* P3, DU: 53. Another participant replied to the question *"No never, it had never practice in our family even 2nd marriage of widows and divorcees are common and never restricted to them that you should not go there and that all"* P4, DU: 129. *"And never said that these are jinx"* P4, DU: 131. A participant is of the view that *"I don't believe on this, we should take them back towards life even should take good wishes from them"* P5, DU: 137.

An interviewee answered that *"No, mostly this used to be practice by Indian people and I don't think if this used to be practice in our homes in fact they are given more importance that they cannot feel alone"* P6, DU: 154. *"Yes yes yes it happens but in our distant relatives not in our near circle and not even us. People said that widows and divorcees should not sit near the newly couple to be"* P8, DU: 103.

#### ***Eye Blinking Cause Nothing Good and Bad***

An interviewee replied *"Yes I have heard about it but never believe and now a days I have problem in my eyes so it use to blink many times sometimes right sometimes left but I don't focus"* P3, DU: 102. An interviewee said *"Yes this belief prevails but I don't believe this."* P5, DU: 70. *"No I have never heard what it is"* P7, DU: 65.

#### ***Glass Break Predicts Nothing***

Some people believes that glass break predicts nothing *"I can't say that there is something bad happened to us through brooming at dusk or break of glass cause any harm to us but still we remains side from these things"* P3, DU: 18. *"Who have experienced harm they may form beliefs but not in our family. It was an object of break so it happened nothing good or bad relates to this"* P3, DU: 36. *"Cup glass these things used to broke from maid or sister but to said this that it will cause lose it never happened"* P6, DU: 194. Another participant said that *"Once dining table glass broke and I got frightened that what is going to happen but when I did a research on it then I got to know that it is a Indian belief Nothing happens from it"* P7, DU: 103. Other interviewee said *"I don't believe on it but these are very strong in our culture and we cannot negate them"* P8, DU: 10.

#### ***No Restriction of Sweeping***

Some participants believe that there is no restriction for sweeping and they said it in their way. One participant said *"Cleanliness is half of faith you can sweep at any time There is no restriction in Islam. Some working people have time at night only then they do it at that time."* P1, DU: 36. An interviewee said

"If you see there is no authenticity in it" P5, DU: 50. Further he said "If you move to Saudi Arabia then all-time sweeping is in process" P5, DU: 54. Another participant answered that "Yes it is heard that if you broom at dusk then it will cause financial problem if you see it is totally wrong" P8, DU: 62.1

### **Personal and Others' Experiences Forms Beliefs**

Many participants said that superstitions are formed on the basis of personal and others' experiences. People may have some experiences on which basis their beliefs shaped. Besides this without having any personal experiences, beliefs are also formed by observing other's experiences.

#### ***Other's and Personal Experiences Forms Beliefs***

Interviewees said that believes are formed on the basis of experiences. These experiences can be personal or others as well. As participant said that "If a person claims that this this and this happens to him then it is his experiences and unconsciously he follows that and forms believes. Believes are formed on the base of observations and experiences" P3, DU: 16. Another participant shared her experience that some incident happens with her after that she started believing in her lucky numbers "She said I read that 1, 6, 21, 28 is lucky for me so I got good news on these days no I believe that this happens" P4, DU: 67. Another participant said that "If a person is going and black cat crosses his way and he meet an accident ahead then his belief will form that belief so experiences shapes our beliefs" P7, DU: 132.

### **Unconsciously Following and Law of Attraction**

Almost all interviewees shared their views that even we think of not believing in superstitions, we remain conscious about them in our minds. Whenever some relevant incident happens, our mind gets triggered to think superstitiously. We follow these beliefs unconsciously just because they are present in our mind. Besides this, many participants said that when we think of superstitious ideas, they happen. Participants quoted that this is the 'law of attraction' that what kind of vibes we will send to the universe ultimately the universe will return the same kind of thing to us. Therefore, in case of superstitions, the law of attraction works.

#### ***Present in Back of Mind and Triggers***

Many participants believe that these things are present in mind and triggers whenever something relevant happens. An interviewee said that "If a person claims that this happens to him and he experiences it then consciously or unconsciously we follow this" P3, DU: 16.

One answered that "Yes I have followed these unconsciously why I tell a lie" P4, DU: 23. Further she said "These things remains in mind as today I was coming back in afternoon to home. And I have heard that never look back and I used to follow this and never looked back when I am coming back in afternoon" P4, DU: 29. "The thing is sometimes we do not believe but we follow unconsciously" P8, DU: 40.

#### ***Law of Attraction***

Most of the participants are of the view that what we think it gets happen and what we expect it happens. Mostly people said it law of attraction. An interview said that "What we think ultimately it happens and as ALLAH ALMIGHTY said what you will expect it is for you so it happens what we thinks" P2, DU: 29. "I think those who believe myths their law of attraction works. When they believe on a myth then it happens what they expect. As you know this is law of attraction". P3, DU: 96. Another interviewee said that "I think these are old myths. There is something on which people believes more so what they expect it happens. If people think that black cat will cause any harm then literally they meet a harm" P4, DU: 10. One participant said it in another way. "In which direction you will lead your thinking then will happen" P6, DU: 97. Another said "The law of attraction works in case of myths" P8, DU: 139.

### **Discussion**

The present study explored the present prevailing superstitions among educated urban population. Semi-structured one on one interviews were conducted to collect the data of study, eight participants were interviewed, they all showed great interest in the session. Thematic analysis was performed to find out results. Results indicate that difference of beliefs exists. Some participants believe in one superstition,

some do not. Many participants believe that brooming should be avoided at dusk, as it is not good. [Farooq & Kayani \(2020\)](#) have also presented similar findings regarding Pakistani populace stating the presence of superstitious beliefs. It has also been found in the current research that lunar months and days are kept in mind when fixing marriages and marriage of three siblings at one time is prohibited as per superstitious beliefs. Some of participants said that itching on right palm indicates that money will come, while others said that palm foot itching indicates nothing. Similar findings have been reported by ([Safdar et al., 2019](#)).

Some of the participants mentioned that right eye blinking indicates something good is going to happen and left eye blinking means something bad is going to happen. One participant said that glass break is a good indicator and a good omen. However, others believe that glass break is considered bad omen. Some believe in lucky stones and numbers, and some do not. Almost all participants negated the superstitions related to black and white colour dresses i.e., they did not believe that the colour of dress brings any harm. Most of the interviewees were of the view that superstitions are supported by culture. Further they said most of our culture is influenced by the Indian culture as culture of subcontinent is very mixed. Almost all of the participants shared their opinion about the concept of jinx as widows and divorcees are considered, all of them said that divorcees and widows are not jinx at all and they affect no one. Another very important logic presented by the participants that: other's and our personal experiences form our beliefs. [Fazal \(2021\)](#) has also talked about such superstitions.

Interviewees presented another opinion that whatever we think, it happens; what we expect, it happens. Same is the case with superstitions. Many participants quoted the "law of attraction" that it works in case of superstitions. This is a relatively new finding as this idea relates to a pseudoscientific book named "The Secret" ([Byrne, 2008](#)). Overall, results indicate that future plans of participants get affected by superstitious beliefs. Moreover, they suggest that in Pakistani culture, we even plan weddings by keeping these beliefs in mind. These beliefs are prevailing in the educated urban population to some extent. Participants reported that they cannot negate these beliefs and consciously or unconsciously follow them.

## CONCLUSION

Superstitions are beliefs which are followed by people in their daily lives. Different cultures have different superstitious beliefs to follow. The findings of this study indicate that future plans of people in Pakistan get affected by superstitious beliefs. In Pakistani culture, people even plan weddings by keeping these beliefs in mind. These beliefs are prevailing in the educated urban population to some extent. Almost all interviewees shared their beliefs regarding superstitions. It was found that educated urban youth, although knowingly, still believes in certain superstitions. Moreover, the belief in superstition is quite stable and does not simply go away with knowledge of its falsehood.

### Recommendations

It is hereby recommended that the identification of and inculcation of superstitious beliefs has its roots in upbringing and culture, therefore, it is important to emphasize on the inculcation of scientific knowledge on a broader level in Pakistan.

### Limitations

The current study was an initial study on the topic so its scope and participant base is somewhat limited. Furthermore, the findings of the present research cannot be generalized beyond those with similar circumstances as the participants.

### Future Directions

It is hereby recommended that more qualitative studies should be conducted in Pakistan on the topic of superstitious beliefs, with special emphasis on older adults and their experiences.

### Competing Interest

The authors had no competing interests.

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