



Fortune Factor: Redefining Fortune-telling in Urban Society

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Abstract

Urbanization is one of the phenomena that affect the way people live. In addition to competing against time because everything is always in rush, there are still competitions in terms of work. When people get uncomfortable, uneasy, or distressed, they will try to find a way out by trying to foresee their future, such as finding out if they will have good or bad luck and searching for lucky charms to encourage themselves. These lucky charms have a great effect on making people more comfortable in the conditions they are facing. At present, there are many lucky charms in the market. Besides that these matters do not fit with modern lifestyle, some stories also could not be proven whether the results are true or not. If the results are too futile from being encouraging, it would result in more loss and stress. Scientific principles are applied to explain the results in terms of psychology, which surrounding factors are related to physical and mental health and can influence emotions and predict what will happen, and when combined with the lucky charms, the results can be more possible. The design, graphics, and language of the lucky charms can cheer up and encourage people to make better decisions. They can be another option to reduce the number of scam victims in urban society.

Keywords: Luck, Culture, Urban society, Fortune, Psychology, Superstitious, Science

1. Introduction

Urbanization is one of the phenomena that affect the way of life. In addition to competing against time because everything is always in rush, there are still competitions in terms of work position or even residence, which lowers the ability to cope or solve problems due to the lack of social networks and having distress that includes stress, depression, anxiety, and uneasy (Crutchfield et al., 1966). People are trying to find a solution, and there is much more to destiny, beliefs, astrology, and superstitions, which modify the behavior of people living in a big city. As a result, they tend to turn to horoscope services.

There are a group of people called "Superstitious". The online dictionary defines superstition as the "excessively credulous belief in and reverence for the supernatural" and "a widely held but irrational belief in supernatural influences, especially as leading to good or bad luck, or a practice based on such a belief" (Fader, 2020). Superstitions are culturally influenced and can even differ from person to person. Most people engage in some form of superstitious behavior, which is mostly harmless. Superstitious Behavior, according to psychology, arises when "the delivery of a reinforcer or punisher occurs close together in time with an independent behavior". In layperson's terms: you are walking down the street, and a black cat approaches you. Minutes later, you cross the street and nearly get hit by a bus. You irrationally attribute this incident to bad luck and the presence of the black cat and henceforth avoid all black cats. The reason you are making this illogical association is that of your cultural belief that black cats bring bad luck or are omens of such. Your near accident positively reinforced this cultural belief. You are avoiding all black cats is superstitious behavior. According to Damish who did a meta-analysis on the effect of superstitions on performance, superstitions are typically seen as "inconsequential creations of irrational minds". It is rather common behavior for many people to rely on superstitious routines and practices for good luck daily (Damish, 2010). According to Stuart Vyse, an American psychologist and author of *Believing in Magic: The Psychology of Superstition*, superstitious behavior has a purpose. "They ... come from the uncertainty of life - if you have something you desire that you cannot make sure will happen, you might engage in superstitious behavior". Superstitions often provide the illusion of control, which may explain why they offer us reprieve from uncertainty in life (Colino, 2016).



One thing could be mentioned. Our beliefs constitute a large part of our knowledge of the world. We have beliefs about objects, culture, and the past and future. We have beliefs about other people, and we believe that they have beliefs as well. We use beliefs to predict, to explain, to create, to console, and to entertain. Some of our beliefs we call theories, and we are extraordinarily creative at constructing them (Nilsson, 2014).

Today there is a market of the belief that creates stories for products or services. Target consumers that respond the fastest to this market are those in a state of uneasiness. The majority of Thais use less logic than their personal feelings. Marketing like this is like using a strategy to describe the invisible, connect with the unreasonable, increase differentiation, and create value for products or services. Belief marketing has its advantages, but there are also many disadvantages. There are groups of people who try to take advantage of other people's beliefs and harm their families, money, and mental health because these types of consumers believe that these are the only solutions they have. Therefore, there are many victims of this kind of marketing.

One of the services of the belief market is fortune telling. Most people who are interested in the service of horoscopes are to serve their needs and resolve their concerns, problems, and even want people to listen. Therefore, a saying that the fortune teller not only predicts the future but also serves as a psychiatrist (Dustin, 2012) seems to be true. Besides, research has shown that 60% (Akkharakit, 2018) of people who meet a fortune teller feel less nervous. Most Thai people still see that visiting a psychiatrist is only for a psychopath or a crazy person, and some may think that their problem is not big enough to require medical attention. For these reasons, visiting a fortune teller is considered a better option.

Table 1 shows that almost a third of them want to be aware of their future to increase their confidence in deciding to opt for the horoscope and the subjects that received the most attention in the horoscope were 1) money, 2) work, and 3) fortune, showing a feeling of insecurity caused by various factors to meet the fortune teller (Akkharakit, 2018).

Table 1 Emotion before deciding to see fortune telling

	Number(people)	Percent
Expect (To achieve the goal)	191	49.6
Strain (To eliminate the discomfort)	123	32.0
Fun (To entertain)	42	10.9
Fear (To avoid danger)	27	7.0
Other	2	0.5

(Akkharakit,, 2018)

Table 2 shows that users of the horoscope service view their horoscope as facts. Prediction science uses statistics to collect data and then make meaning to be accurate and reliable. It was found that 60% (Akkharakit, 2018) of people who meet a fortune teller feel less nervous. However, they are half and half as likely to be deceived because they are easy to believe and if watching the band has too many frequencies, it will lead to stupidity or loss of mental health, such as lack of self-confidence and self-determination.

Table 2 Perception about fortune telling

	Number(people)	percent
1.Fact	317	82.3
2.Fantasy	282	73.2
3.Fiction	200	51.9

(Akkharakit, 2018)

Going to see a fortune teller does not have only a good prediction. It also has bad predictions. That makes people feel more stressed and worried and eventually lose their mental health. The statistic of people being deceived is as high as 53.5% (Akkharakit, 2018) because they believe the fortune teller. So, when they think they have bad luck. People are trying to find ways to increase their good luck.

Lucky people generate their good fortune through four basic principles. They are skilled at creating and noticing chance opportunities, make lucky decisions by listening to their intuition, create self-fulfilling prophesies via positive expectations, and adopt a resilient attitude that transforms bad luck into good (Wiseman, 2003).



But even so, getting the results of the prediction showed that they halved to 60% (Akkharakit, 2018) of their suffering. However, it also has a poor forecast, resulting in even more stress and anxiety. These groups are, therefore, trying to find a solution for themselves by relying on objects that they think will help them.

Even if people do not get bad predictions, they are still trying to add luck to themselves. Like finding opportunities for themselves. Most people are interested in the objects that will boost their luck up to 53.25% (Pinyo, 2018). Though the lucky charms are concrete and can be easily found, there is still a design gap in this line that fits with today's lifestyles. There was a debate about whether these changes would affect people's beliefs or not. However, one thing is certain: beliefs are things that can change over time (Nilsson, 2014). When cultures have come into a hasty urban society, sensitivity can make people choose to make choices. As if belief is not wrong, people have the right to believe in their way, but there is no one way out such as have to go and do as the fortune teller says. In addition to having the right to believe, there is also the right to know several solutions to problems and decide on an option do they want as well (Akkharakit, 2018).

From all the above, the main reason people want to rely on the mind is that people feel a lack of confidence, are stressed, and need something to support their feeling. These people are trying to find tangible things like lucky items. The benefits of these lucky charms are that they are easy and convenient for life in a rush of the city. People's values are characterized by a focus on materialism, which makes their behavior changed significantly and leads to excessive expenditures to acquire extravagant or unnecessary material. By these false and excessive values, some people try to expect the lucky charms to do their job, some encounter a fake, some even feel more stressed when the lucky charms do not work, which make people feel an endless supply and can impair their mental health. Therefore, when it is caused by stress and insecurity, encouragement is essential to this group of people to make them more comfortable. Below are examples of various case studies that aim to redesign the lucky charms to fit in modern life.

Case study 1: TOG - LOOM – LUCK

This case study uses the Feng Shui element to interpret the meaning in a modern design with added functions. In this case, bamboo, which is a symbol of abundance, is chosen. Actual bamboos need caring but in this design, they do not need any care because they are an essential oil diffuser. This design includes 9 Bamboo sticks of which number 9 is the lucky number. The meaning of this design is to boost more luck for the user (A team, 2018) (Figure 1).



Figure 1 TOG - LOOM – LUCK

Case study 2: OHM PÍANG

This case study is to redesign amulets, believing that if carry them with you it will bring you more luck. Materials used have their meaning and functions are added in terms of touch by shape design. Messages are written by important people and the smell can be changed to enhance the sense of smell. The user can carry it to feel like they have good luck (Mukdasanit, 2020) (Figure 2).



Figure 2 OHM PIANG

In both case studies, they had some interesting ideas to encourage people. However, they both can be developed even more. They did not focus on the results obtained after using the product. Therefore, this research will focus on achieving the results obtained after the product is applied by using scientific methods to make the results more possible. The objective of increasing the possibility of the results is to make the product more reliable, which in turn helps people feel more confident and comfortable, and to be a better option for encouraging superstitious people.

Redesigning the lucky charms might not be enough for urban life where people buy things when they tend to focus on the products' functions. If the functions can also be related to the meaning, the products will attract superstitious people. Besides, if the products are open for the creativity of the user, the user will be allowed to achieve the feeling of creating something special for themselves, which will give a more unique feeling of being lucky, and with meaning, they will create a feeling of a magical moment that gives users confidence and encouragement.

1. Function

In addition to being a decorative item, functions based on scientific methods are the basis of the products. In this research, 3 scientific methods were studied.

1) Thermochromic colors

The principle of this type of color is that when the temperature is higher, the colors will fade away, making text or images that are covered by these colors appear (Happeningandfriends, 2020). Figure 3 shows the example of this principle.



Figure 3 Color changes as temperature changes (SME Thailand, 2020)

2) Chemical weather glass

Storm glass, or chemical weather glass, is one of the meteorological instruments that began in use in the 1860s and is popular with seafarers for their daily weather predictions. The appearance is transparent glass, sealed. The solution inside will be crystallized when there is a change in the weather in the surrounding area. The changes in the solution inside the glass bottle are believed as an accurate weather forecast. Although such glass bottles were very popular in those days, little is known about the man who invented this tool. Probably because he was not a meteorologist or a scientist, but he was a Marine Admiral Robert FitzRoy. The device's other name is FitzRoy's storm barometer. This storm glass works best in a clear area exposed to the wind and sunlight.

The device is used with the following observation methods (some examples are in Figure 4)

[816]



- If the liquid in the glass is clear, the air is clear and the sky is open all day.
- If the liquid starts to have crystals rise together as a raft on the surface of the liquid, it indicates that there is a cloud.
- If there are small dots in the liquid, the air is very humid, hot or it may show that there will be a fog the next morning.
- If the crystal grows to form snowflakes or stars scattered in a liquid, then there may be a thunderstorm.
- If the item contains small stars in winter, a sunny day, it means that snow is coming.
- If there are large scales spread over the liquid, it means the sky will be gloomy all day, but if it is like this in winter, it means that the day is snowing.
- If you notice that there is a crystal at the bottom of the bottle, it indicates that it is frosted.
- If the crystals form strands on the surface of the liquid sagging, it indicates that there is a strong wind (Phisitpitak, 2017).



Figure 4 Effect in Chemical weather glass

2) Aromatherapy

The sense of smell is a complex operation between the nose and the front of the brain, the Olfactory bulb, to transmit the signal to the cerebrum brain and interpret the information as to what smell. The sense of smell helps in the survival of humans, to recognize the quality of food, and is a warning signal for humans and other animals. We can know in advance if the danger is imminent around because we have the olfactory organ, that is, the nose. The nose is divided into three parts: the Vestibular region that consists of an outer nostril with both nasal hairs and oil glands, the respiratory region that is made up of glands with many mucus and capillaries, and the Olfactory region that consists of the olfactory epithelium, the olfactory bulb, and the olfactory tract (IPST, 2011). Figure 5 illustrates the nose's anatomy.

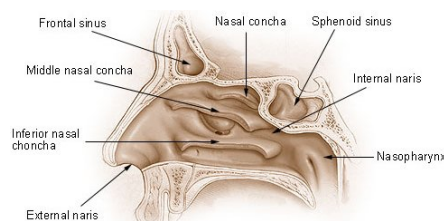


Figure 5 Nose anatomy (IPST, 2011)

The smell occurs when the molecules of the substance pass through the nose in sections 1 and 2 through the third and is exposed to olfactory cilia cells, which are furry outermost. They then stimulate Olfactory receptor cells. These cells transmit nerve impulses to the Olfactory bulb (the center of the entire Olfactory nerve) and then passes through the Olfactory tract, which is the first pair of cranial nerves into the brain. The lateral olfactory area medial olfactory area of the brain is very important in animals because it controls the primitive responses of olfaction such as lip licking, drooling and eating, etc., as well as the emotional drive when smelled (IPST, 2011). Figure 6 illustrates the olfactory mechanism.

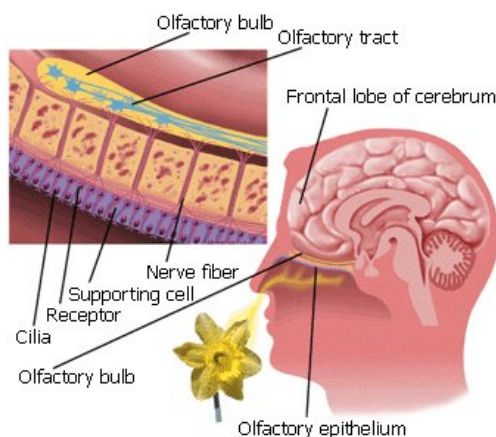


Figure 6 The olfactory mechanism (IPST, 2011)

Aromatherapy is a branch of Herbal Medicine because it is the use of essential oils. It is obtained by distillation of aromatic plants or by different extraction methods by the essence of the plants that have healing properties. Parts used can be either flowers, leaves, branches, bark, rinds, fruit, or seeds, and because they are small, a lot of plant raw materials are needed, thus essential oils are expensive. Therefore, the artificial scent is used as a counterfeit though only essential oils from plants should be used. The part of the treatment is our own body. Many tiny molecules in essential oils enter our brain through the olfactory nerve in the upper nasal cavity, which is very close to the brain and triggers a pharmacological response of the human body.

The essential oils have small molecules; hundreds of molecules, and every molecule has a therapeutic effect. Not every substance contains the same essential oils. Some species have similar components but they may differ somewhat in some molecules and proportions, thus the effect of treatment is different. Some scents are specific to each plant (essence), for example, those in jasmine will not be found in roses.

Physiological effects on the body of essential oils occur when hundreds of the essential oils' small molecules go to the limbic system of the brain, which regulates emotions and feelings about experiences and memory. Also, because this part of the brain is directly connected to the part that controls heartbeat, pressure, respiration, memory, stress levels, and hormone balance, therefore, inhaling essential oils is one of the fastest ways to have physical and neurological effects because after inhaling essential oils it enters the bloodstream through the tissues of the lungs and by the olfactory nervous system. Effects on different brain regions will be different, such as the cortex affect the learning intellectual process and the pituitary gland affects the regulation of the entire hormonal system, including adrenal gland hormones and the hypothalamus that controls anger and violence (Wallisut, 2014).

2. Lifestyle

The products will have a unique belief in things. It has to be something that people can use every day or suit the lifestyle of accommodation, clothing, and places. Since people who live in the city today often have limited space, the products should be able to save space.

3. Meaning

This part was used to draw the superstitious people's attention and encourage them.

Lucky shirt color is a belief to boost up confidence. It is believed that wearing the shirt in the lucky color of the day will add good fortune in matters such as work, finance, and love. It also tells which color of clothes should be avoided each day. Some examples are in Figure 8.



	LUCKY COLORS FOR EACH DAY			
	WORK	LOVE	MONEY	DON'T
MON	Yellow	Pink	Blue	Red
THU	Blue	Green	Orange	White
WED	Orange	Pink	Blue	Light Green
THU	Blue	Light Green	Red	Purple
FRI	Yellow	Grey	Pink	Black
SAT	Black	Pink	Blue	Light Green
SUN	Red	White	Yellow	Blue

Figure 8 Lucky clothing color chart

Lucky clothing colors are often provided in a grid format to indicate the daily auspicious clothing shirt colors; what color should wear each day, which color enhances luck, and which color should be avoided according to personal beliefs to bring luck in various matters.

2. Objectives

- 1) To design the products that suit the lifestyle of urban society
- 2) To create the prototypes based on the scientific concepts to make the results more realistic and feasible for superstitious people as an option to encourage these people

3. Materials and Methods

3.1 Brand

Inspired by all the above case studies, the brand for superstitious people ‘Num-chokn’ was created. This brand designed the lucky charms based on scientific principles to increase the possibility of the results of the charms, and with these scientific principles, the results will be provable and more realistic than ordinary lucky charms.

1) Logo & Mood board

From above, the brand’s concept was inspired by the use of scientific principles combined with the belief in luck to help encourage superstitious people. Therefore, a meaningful component of both science and luck has been used. The element on the periodic table, the lithium atom, with electrons circling the nucleus was used to represent science, and the star that symbolizes hope and light was used to convey the matter of luck, as shown in Figure 9A.

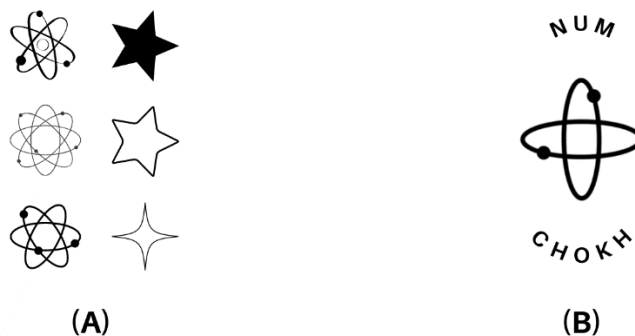


Figure 9 Num-chokn logo

From Figure 9B, the final logo of Num-chokn is luck that has a science base behind it. The mood board of the band is white to represent the light of hope, truth, and solution, while purple represents a mystery, charm, creativity, and magical story. This brand offers various collections of lucky charms to satisfy different customers’ needs

3.1.1 Set Product

After studying various scientific methods to be used in the design, a set of products was created. The set includes three products. The first is a bad energy absorbing pad, the second one is the warning mirror, and the last one is the energy release flower.

3.1.1.1 The bad energy absorbing pad

When stress occurs, it feels as though there is bad energy all around us, causing various physical pain. In fact, stress can affect the muscles, causing them to contract when they are exhausted over a long time, which as a result, causes the area to ache.

1) Product sketch

The function of this pad is a combination of the thermochromic color that changes with changing temperature and the pain reliever pads. The principle of the thermochromic color is that when the temperature rises, the color will fade away, as shown in Figure 10A. When the pad is applied to the skin that does not feel well, the color of the pad will change and an encouraging pictogram will appear. It was as if this sheet had absorbed the bad energy

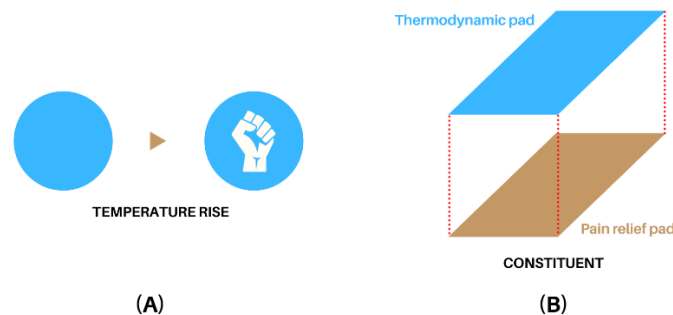


Figure 10 Design sketch of the bad energy absorbing pad

In Figure 10B, the design is divided into 2 layers. The first layer is a thermodynamic pad coated with thermochromic color and has a pictogram screened on the top. The second layer is a pain relief pad that can relax the muscle and reduce body aches.

2) Materials

Thermochromic color, 200 gms art paper, and zip-lock plastic bag

3) Product experiment

It started with inventing a message that will be covered with thermochromic color by trying to sketch the words in many shapes and use encouragement messages as shown in Figure 11.



Figure 11 First sketch of graphics in the bad energy absorbing pad

Next, a series of experiments were conducted to test the result of the thermochromic color (Figure 12). The first step was to mix the thermochromic mixture and to find the best paper to be coated with the color by testing on different types of paper such as 200 gms paper, art paper, and plain A4. Of all, the 200 gms paper was the best fit (Figure 12B). The mixture of color was used to coat repeatedly to test whether it could completely cover the messages (Figure 12C). Figure 12D shows the first sketch of the graphics to be

coated. After that, the selected type of paper and the sketch were coated with the thermochromic color (Figure 12E) before assembling with the pain relief pad (Figure 12F).

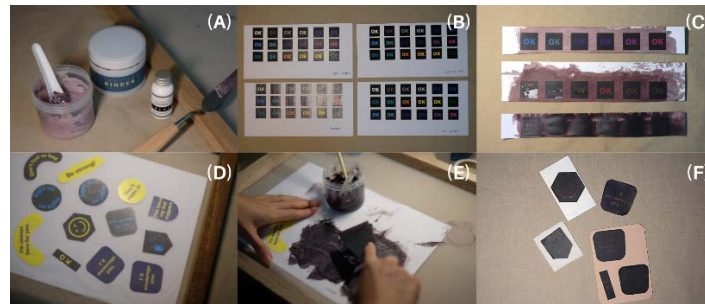


Figure 12 Fabricating process of the bad energy absorbing pad

However, multiple shapes were difficult to combine with the pain relief pads because the pain relief pads were very flexible and could not maintain their original shape. So the shape was changed to a circle that allows the user to use it at the right pain point and is compatible with every part of the body. Also, because it contained text that when the color disappears, the letter could not be read clearly. Therefore, the author decided to change to a pictogram instead, which was further divided into 4 groups of love, work, health, and luck as shown in Figure 13.



Figure 13 Final sketch of graphics in the bad energy absorbing pad

The symbols in Figure 13 were designed and grouped according to their meaning and story. The first group of symbols is about love and giving. The second group about work is meant to represent cheering up and admiring. The third group about health means being healthy and the last group of luck uses several symbols to represent luckiness, such as 4-leaf clover, star, Maneki Neko (beckoning cat) which means bringing in good things, and infinity that means eternal or endless.

4) Packaging Design

For the packaging design, since the pain relief pads must be kept in an airtight container, a zip lock bag was used to prevent air from leaking in and reducing the pads' properties (Figure 14A).

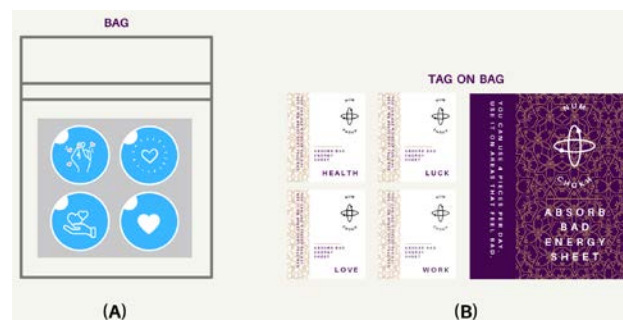


Figure 14 Packaging design of the bad energy absorbing pad



The label was attached to the zip lock to indicate the group of the pads and instructions.

5) Final prototype

The final prototype of the absorbs bad energy pads is shown in Figure 15 in which the pads are contained in the box for easy storage.



Figure 15 The final prototype of the bad energy absorbing pads

3.1.1.2 The warning mirror

This product came from the idea that if a person looks in the mirror and does not see their head, they will get bad luck. The mirror can reflect many things. Some say that if the shadow of one's head is not seen in the mirror, it means that in the future, one would have a bad thing coming. With this story, it would be even better if the mirror can predict the near future, for example, in the matter of weather forecasting. Before leaving the house, we can look in the mirror, and warning signs will say if we may encounter something outside, such as rain, or not. Traffic and weather can also affect how people feel. If there was a warning in advance to prevent it from being a bad day, it can turn into an idea that the luck of today was prepared to handle.

1) Chemical experiment

This section starts with an experiment on chemicals. The chemicals used were Ammonium chloride, Ethyl alcohol, 40 percent concentration Camphor, and Potassium chloride (Figure 16). All substances were mixed, and heat was used to help combine the mixture easier.



Figure 16 Chemicals used

Theoretically, there are several ways to interpret the weather readings from different shapes of crystals in a glass bottle. However, after observing and experimenting, it was easiest to look at the crystal level. The experiment was conducted with the weather in Thailand from April to May of 2021, during which was sunny and rainy seasons. It can be seen in Figure 17 that when the temperature rises, the height level of the crystal reduces, and vice versa when the temperature drops.



Figure 17 The level of chemicals affected by the weather

It can be interpreted that when the crystal's level rises, the air pressure will drop, and thus, rain clouds and cold weather will occur. If the crystal's level rises, it means that that day will be hot and sunny.

2) Product experiment

The prototype was sketched as shown in Figure 18, in which it functions as a mirror.

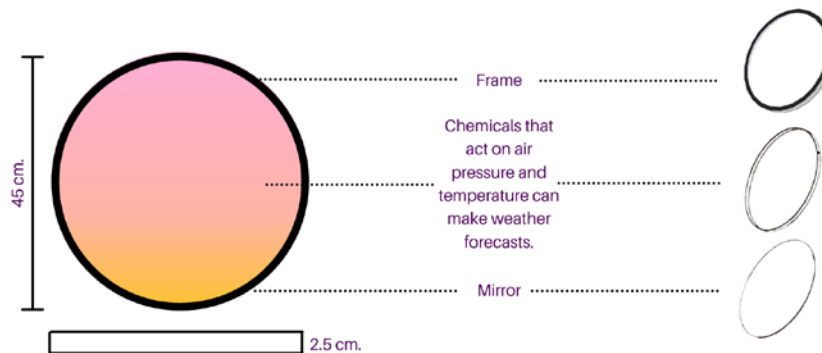


Figure 18 Design sketch of the warning mirror

From the above sketch, the mirror was divided into 3 parts. The first was the mirror's frame. The second part was a 1.7 cm transparent cylinder in which the chemical mixture that had been under experimented in a proper ratio was put. After adding the chemicals, the cylinder was sealed to prevent leakage. The last part was another mirror. The product is circular with an overall diameter of 45 cm and a depth of 2.5 cm.

To help the user to clearly observe the crystal's level and easily interpret the weather forecast, graphics were printed on the mirror, as shown in Figure 19.

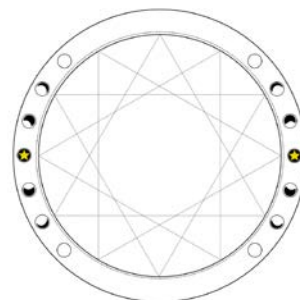


Figure 19 The final prototype of the warning mirror: sketch product

The meanings of the graphics are that if the crystal's level is at the full star, it means that the user will have the best of luck, but if the crystal's level is at fading moons, it means that more faded moon, more



bad luck of the user. To further explain, if the crystal's level rises above the star, the outside weather is bad with a chance of rain and it may not be a good idea to go outside. However, if going outside is a must, it will be like a warning to get prepared beforehand. Superstitious people will feel like they are lucky to get a warning and prepared before a bad thing really happens.

3) Packaging Design

A label was designed to match the mood and tone of the brand, with an instruction to interpret weather forecasts (Figure 20).



Figure 20 Packaging design of the warning mirror

3) The final prototype

The three parts of the mirror were assembled as the final prototype that could be hung on the wall and the label was attached to the box as packaging (Figure 21).



Figure 21 The final prototype of the warning mirror

3.1.1.3 The Energy release flower

This product was inspired by the story that if one smells the odor of incense, it is considered that bad things are about to happen. The nose reacts to different smells through the nasal septum and then processes into a chemical reaction inside the brain, which can result in various emotions and feelings.

1) Materials

A dried flower, a small container, a brooch, and an essential oil

2) Product Experiment

The sketching section was inspired by the lucky clothing color of the day, which for some people, it may be inconvenient to wear such color on the day. For example, on the day of the meeting, they will not be able to wear a shirt with a flashy color. This product will help solve these problems. It was designed as a brooch that can be carried anywhere with it. The materials were assembled as shown in Figure 22 and the essential oil used the scent that had been studied its property to help to relax, such as lavender.

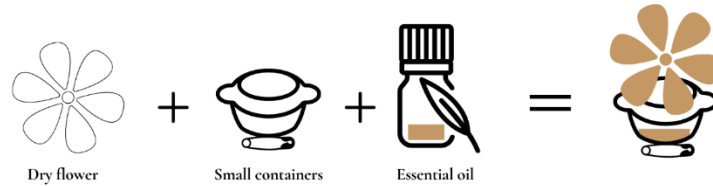


Figure 22 Design sketch of the energy release flower

The process of making the prototype began with drilling a hole on the back of the small container and attaching the brooch (Figure 23A). After that, a bamboo stick that can absorb best and fastest was attached to the center of the dried flower that was attached to the front of the brooch (Figure 23B). The essential oil was added into the container and sealed closed to prevent leakage (Figure 23C). Figure 23D shows the result after the dried flower absorbed the essential oil and its color.

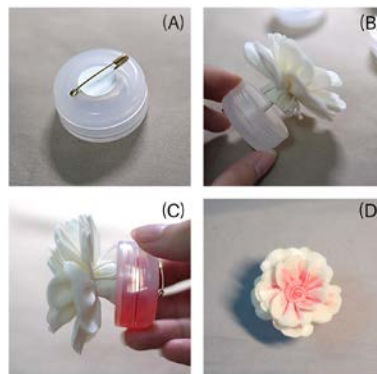


Figure 23 Process of making the release energy flower

3) Packaging design

In this section, the label design was separated into 2 types; the box label and the dropper bottle label indicating the color of the essential oil. Besides, a handbook that summarizes the lucky clothing color of the day as a guide for the user was designed (Figure 24).

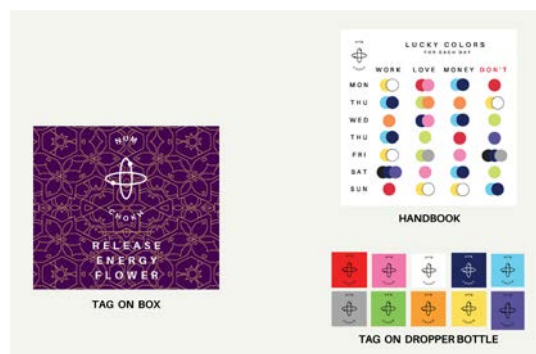


Figure 24 Packaging design of the energy release flower

4) The final prototype

After the dried flower brooch was assembled, it was contained in the box. Each box consists of three dried flowers that the user can choose their type or color. With its beautiful design, this product can be a gift on several occasions (Figure 25).

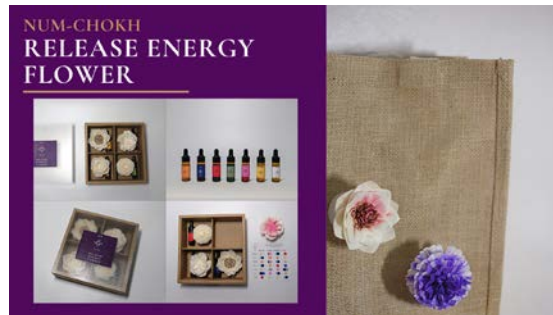


Figure 25 Packaging design of the energy release flower

4. Results and Discussion

Since general luck products do not seem to be effective, uncertainty appears to be deceptive in making people feel more anxious, frustrated and stressed. However, for this product, a scientifically proven method has been used, so the results obtained from the use of the product are more possible. Therefore, it is true that the product itself has a credible principle. Thus, it can make superstitious people more confident, more comfortable, and reliable. Figure 26 shows all of the prototype products in the Num-chokn brand that includes 3 products; the bad energy absorbing pads, the warning mirror, and the energy release flower.



Figure 37 The product set prototype of the Num-chokn brand

5. Conclusion

In an urban society where chaos and rapid changes make people uncertain and they are trying to find a base to rely on, thus increasing a group of people who believe in mysticism, superstition, and magic more and more every day, as evidenced by the marketing of beliefs such as lucky numbers, lucky colors, and lucky charms. What these people believe is both fake and real; however, these people tend to expect the results. These things they think are solutions cannot have a definite and clear solution, so it leads to more stress. To help this group of people escape this hopeless loop, the Num-chokn brand was founded. Num-chokn gave a



new perspective on luck by creating possibilities based on the uncertainties they expected. As one of the options to encourage and help them find a solution to the problems they are facing.

Another interesting thing about this research is that science and belief seem to cannot go together, but today it has happened. In addition to the scientific principles used by this research, other principles can be incorporated into the story of the meaning that people are interested in and it can also provide many options for giving these people encouragement. By the end, it is hoped that this research will be able to lead the way for further expansion in the future.

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7. References

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