



Impact of push notifications on consumer buying behavior

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Abstract

A push message is a notification that pops up on the home screen of a mobile device without the user having to be logged into an app or using the device at the time. In customer service, push messages can be responses to a visitor's inquiries, updates on new features, reminders, announcements about services or products, etc. In this regard, a study was conducted to analyse the influence of push notifications on the purchase decision making and buying behavior of the consumers. A sample of 100 respondents were taken and their responses were gathered through structured questionnaire and the inferences were drawn by applying various statistical tools.

Keywords: push notification, buying behaviour

Introduction

A push message is a notification that pops up on the home screen of a mobile device without the user having to be logged into an app or using the device at the time. In customer service, push messages can be responses to a visitor's inquiries, updates on new features, reminders, announcements about services or products, etc. These notifications are designed to grab attention and can convey reminders, updates, promotions, and more. Push notifications can consist of a title, a message, an image, and a URL. These messages allow visitors to be immediately notified when their inquiries have been addressed. This feature lets users still receive assistance with their issues without needing to constantly check on the status of their ticket. Sending immediate notifications also helps support teams reach users in a timely manner and be proactive so they can customer relationship and shall also attract new customer.

Push Messages in Customer Service

Reminders can be sent as short and concise messages in the form of push notifications. Brands can remind users that there is another step needed to finalize a purchase or that they need to pick up a delivery by a specified date without having to read a lengthy email.

Sending messages can keep users up-to-date on policies and regulations of a company. Since many consumers do not read the terms and conditions before using a company's services, receiving direct messages about policies can avoid confusion and limit the number of inquiries sent to customer support services.

To reach audiences when and where they want

Push notifications aren't just for internet-savvy audiences like millennials and Gen-Z audiences, either. As a 2020 survey found, 53% of baby boomers find push notifications for breaking news to be useful, and 40% use push notifications to access regional news stories. A strong push notification campaign brings means excellent conversion rates and boost up sales.

Objectives

- To study the demographic factors of the respondents
- To analyse the impact of push notifications on consumer purchase behavior
- To determine the variables of push notifications that inference the respondents purchase Behaviour

Hypothesis

- Null hypothesis (HO): There is no significant difference between the age and the impact of push notifications on purchase behaviors.
- Alternative hypothesis (HO): There is significance difference between the age and the impact of push notifications on purchase behaviors.

Limitations of the Study

- The study was limited to a specific number of respondents, which did not cover the Overall population. So the results may not be generalized properly.
- The lack of interest of respondents was unable to share views.
- In a few case, illiberally of the customer provided a stumbling block in eliciting responses.
- The study reveals the information only on notification.

Review of Literature

(Jacob 2020) [3] Over 50% of app users find push notifications annoying But the other 50% of users find push notifications helpful. The interaction between participants, in combination with the input of the moderator, may provide a range of stimuli that can affect each individual participant. (Kazeminia *et al.*, 2019) Push notifications are a key feature of mobile app and browser Looking both notifications at mobile browser ingeneral, the literature repeatedly emphasizes the importance of personalized, time-sensitive, and relevant push messaging (Ahrholdt *et al.* 2018) Mehrotra *et al.* the notification cations from software in general, but also from smartphone

apps in particular, can be perceived as annoying. App users do appreciate a certain amount of entertainment value and react very quickly to received notifications (Alsayed *et al.*, 2018).

Research Methodology

Descriptive and analytical research includes surveys and findings enquiries of different types. The main purpose of description of the state affairs that exist at present.

Sampling Area

The study was conducted in Coimbatore city.

Sampling Size

The sample size considered for the research is 100 respondents.

Data Collection Survey Method

The sources of data pertaining to the study are primary data as well as secondary data.

Primary Data

Structure questionnaire is used for collection of data.

Secondary Data

Secondary data is collected from Company records, Magazines and business journals, Internet, Text book.

Tools for Analysis

Percentage analysis and Chi-square test are used for analyzing the data collected.

Analysis and Interpretation

Table 1: Demographic profile of the respondents

Age/ buying behavior	Highly satisfied	Satisfied	Neutral	dissatisfied	highly dissatisfied	Total
Below 25 Years	0	3	1	1	2	7
26-35	19	16	4	1	2	42
36-45	5	14	1	0	3	23
46-55	3	5	1	1	1	11
Above 55 Years	6	1	4	2	4	17
Total	33	39	11	5	12	100

Table 2: Chi-Square

O	E	O-E	(O-E)2	(O-E)2/E
24	23.76	0.24	0.058	0.0024
33	28.08	4.92	24.21	0.8621
6	7.92	-1.92	3.69	0.4659
2	3.6	-1.6	2.56	0.7111
7	8.64	-1.64	2.69	0.3113
9	9.24	-0.24	0.058	0.0063
6	10.92	-4.92	24.21	2.2170
5	3.08	1.92	3.69	1.1981
3	1.4	1.6	2.56	1.8286
5	3.86	1.64	2.69	0.8006
			Total	x2 = 8.40

Chi- Square Calculation

$$\sum = \frac{(O-E)^2}{E}$$

$$= \frac{262.968}{100}$$

Calculated value = 2.6

Degree of Freedom

$$(R-1)*(C-1)$$

$$= (4-1)*(4-1)$$

$$= 9$$

Table value = 3.325

Result and Discussion

From the table value with degree of freedom at 9 level of significance at 0.05, the critical value 2.6, which is higher than value hence, the Null hypothesis (h0) is accepted and there is no significant relationship between Age and the impact of push notification on buying behavior of the consumers

- 31% of respondents belong to the age group of 18-25 years.
- Majority of 72% respondents are female.
- Majority 65% of the respondents are unmarried.
- Majority shows 55% of the respondents are said yes frequently used the mobile
- 38% of the respondents are using Android mobile.
- Majority of 63% of the respondents are aware about push message smart phones.
- 31% of the respondent is said sometimes with push message pop- up ads are useful.
- 31% of the respondent are said news kinds of push message ads frequently seen
- 43% of the respondents said yes tried to entering the ads.
- Majority 63% of the respondents said that they watch the ratings & reviews given for push message.
- Majority 73% of the respondents agreed that they purchase with the influence of push message.
- 31% of the respondents are satisfied with purchasing made by the influence of push message.

Suggestions

- It is found from the study that majority of people who are aware of these Add purchases are adults. Therefore it is suggested that the developer should focus on creating awareness to the minority people in order to reach a successful advertising strategy.
- Around 49% of people have found these pop-up ads to be annoying. So it is suggested to develop interesting ads in order to attract more people into buying these ads.

Majority of the people conveyed that pop-up ads oriented to fashion is frequent than others such as games, news etc., Hence, it is suggested that the developers of ads of these categories should promote these ads in a customer perspective

Conclusion

This paper has investigated the attitude of consumers towards push notifications as a marketing tool for the promotion of marketing related material directly to smartphone users. Our findings pose that this marketing practice brings plenty of benefits with it such as the ability to reach consumers directly and, at times, evoke impulsive buying behaviour. However, marketers should keep in mind that, if not used correctly, push notifications may have an adverse and often irreversible effect. Therefore it is concluded that the maturity of mobile commerce and its acceptance, or adoption, amongst consumers as an established retailing practice is still a crucial determinant in its expected expansion amongst the modern and connected consumers of today.

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