

Do you agree to receive push notifications? The influence of framing
Opt-in requests

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Abstract

The use of push notifications is one of the most relevant strategies to proactively communicate with a user from within various apps. Europe has adopted an opt-in requirement wherein users have to explicitly express that they agree to receive push notifications from apps. This paper examines the influence of framing this opt-in request based on the likelihood of the user accepting it, focusing on the social proof influence, i.e. the behaviour of the majority of app users (moderated by the user's susceptibility to interpersonal influence). The results indicate the importance of the method in which this explicit authorisation is requested, improving the quality of the information provided to the user as well as assisting firms in attaining higher levels of user's participation. This research deepens the understanding of the consumer decision process in the context of mobile advertising, which is a critical area of research.

Keywords: *opt-in; frame request; push notifications*

Track: Digital Marketing & Social Media