



Persuasive location-based messaging to attract consumers to a physical store

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Research objective

Investigate the effectiveness of different persuasion techniques in terms of their ability to influence location-based message recipients' experiences and thereby stimulate them to visit the retailer's physical store.

Practical implications

- 1) Retailers would benefit more from sending messages that stress that a particular product or service is in limited supply or large demand than from sending messages that focus on the behavior or opinions of other customers.
- 2) Recommended to adapt the location-based message content to the individual recipient's interests and lifestyle.