

A
Major Project Report
on
**GENERATING AND BLOCKING THE PUSH
NOTIFICATIONS REQUIRED FOR E-COMMERCE APPS**

Submitted to
Jawaharlal Nehru Technological University, Hyderabad
in partial fulfillment of the requirements for the award of Degree of
Bachelor of Technology
in
Computer Science & Engineering
by

M.SATHWIKA
S. DEVISRI
M.TRIVEDHA
MD.REENA

(196Y1A0565)
(196Y1A0597)
(196Y1A0563)
(196Y1A0564)

Under the guidance
of

Mrs.T.SHRUTHI

Asst. Professor



Department of Computer Science & Engineering
SUMATHI REDDY INSTITUTE OF TECHNOLOGY for WOMEN

(Approved by AICTE, New Delhi; Affiliated to JNTU, Hyderabad)

Ananthasagar(Vill), Hasanparthy(M), Warangal – 506 371 (T.S.), Website : www.sritw.org

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Rajini

PRINCIPAL

Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
Warangal - 506 371 (T.S.)

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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING



CERTIFICATE

This is to certify that the project entitled “**GENERATING AND BLOCKING THE PUSH NOTIFICATIONS REQUIRED FOR E-COMMERCE APPS**” is submitted by **M.SATHWIKA (196Y1A0565)**, **S.DEVISRI (196Y1A0597)**, **M.TRIVEDHA (196Y1A0563)** and **MD.REENA (196Y1A0564)** in the partial fulfillment of requirement for the award of degree of Bachelor of Technology in Computer Science and Engineering during academic year 2022-23.

Mrs. T. SHRUTHI
Project Guide

Mr. E. SUDARSHAN
Head of the Department


External Examiner

PRINCIPAL
Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
WARANGAL - 506 371 (T.S.)

ABSTRACT

Firms can reach the consumers of their mobile apps directly with promotional messaging by utilizing push notifications. All of these alerts have the potential to enrich the user experience of a smartphone in one way or another, be it through enhanced content or the interruption of previously scheduled activities. As a result, it is crucial for marketers to comprehend the impact that communication frequency has on consumer response. Using the PRISMA methodology, the systematic review finds an initial pool of 18,725 possibly relevant scientific papers. The 17 studies analyzed for this qualitative synthesis all agree: push notifications are an effective tool for getting people to start using your app regularly. The more often an app is used, the more it is used, and the more active users can tolerate the app. However, it is also demonstrated that receiving too many notifications can be annoying, thus consumers should be given the option to control this setting. Particularly, studies that analyze the interaction of frequency, content, and appearance of notifications based on actual observed behaviors rather than conduct reported via questionnaires have been identified as a research gap.



Rijan

Principal

Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
WARANGAL - 506 371 (TS)