

## How to Customize Software Update Reminders: The Differential Impact of Emotional Arousal Elements on Status Quo Biased vs. Non-Status Quo Biased Users

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### **Abstract:**

The low software update rates have long been a critical issue that IT enterprises urgently need to address. Previous research has discussed enhancing software update rates by increasing emotional arousal through improving interface elements of update prompts. However, the differential impact of emotional arousal on various user groups remains unclear. This study conducted a software update behavior experiment using a modified RPD paradigm. Modeling the response process of participants' update decisions using the drift-diffusion model, the study compared the differences in response processes of participants with and without status quo bias under high and low emotional arousal conditions. It reveals the differential impact of emotional arousal on update decisions among different user groups and elucidates its mechanisms. The results show that high emotional arousal significantly promotes participants' update behavior, with a greater effect observed among those with status quo bias. This study provides IT enterprises with software update strategies to enhance update rates and contributes to a better understanding of user decision processes in information systems.

### **Keywords:**

IT enterprise; software update; emotional arousal; status quo bias; drift-diffusion model.