

## Innovative Decision Aids in the Context of Online Size Selection

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### **Abstract**

Due to the extreme growth of online purchases in recent years, which also increased during the COVID-19 pandemic, the number of returns, especially in the clothing sector, has also increased accordingly. Consumers are unable to try on products and therefore often order garments in two different sizes. Various innovative decision aids for size selection are supposed to counteract these double orders. Therefore, this paper deals with the use of innovative decision support for sizing in online shopping and refers to innovation resistance theory, complexity theory and the IKEA effect. By conducting an online survey (N=131), we found that innovativeness of decision aids for size selection reduces the intention to use them. In addition, an ambivalent effect of the two mediators, perceived complexity of the aid and perceived involvement in the decision process was measured, identifying a negative influence of complexity and positive influence of involvement.

**Keywords:** *online decision aids; innovativeness; online retailing*

**Track:** Retailing & Omni-Channel Management