

Adoption of Facial Pattern Recognition Applications by Fashion Retailers

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Abstract

This study analyzes the adoption of facial pattern recognition technologies within the fashion digital retail sector. This technology utilizes computerized facial pattern recognition to customize product assortments offered to customers' socio-demographic, and physical profile that include identification of color of skin, hair and eyes, and weight. In addition to segmentation the technology is capable to identify mood states, thereby potentially influencing mood-based unplanned purchases. However, while better product matching - which is based on facial recognition - can reduce the likelihood of returns, the increased probability of un-planned and uncontrolled purchases due to emotional manipulation raises the risk of purchasing unneeded products, which in turn affects the quantity of product returns. To address this dynamic, the current study develops a theoretical model to analyze the effects of adopting facial recognition technology on consumer choices and retailer profitability.

Subject Areas: *Electronic Commerce and Internet Marketing, Retailing, Service Marketing*

Track: Digital Marketing & Social Media