

Getting consumers to learn more about the product – The Effect of informative return labels on information processing and return rates

Sergey Turlo
Goethe University Frankfurt
Katharina Kessing
University of Wuppertal

Cite as:

Turlo Sergey, Kessing Katharina (2025), Getting consumers to learn more about the product – The Effect of informative return labels on information processing and return rates. *Proceedings of the European Marketing Academy*, 54th, (126111)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Getting consumers to learn more about the product – The Effect of informative return labels on information processing and return rates

Abstract:

Product returns pose a significant challenge for both online retailers and the environment. Despite a wide range of interventions aiming to provide consumers with additional product information, the challenge persists. This article analyzes online retailers' latest proposal to provide return information by, e.g., labelling "frequently returned items", and derives conditions under which such a strategy can encourage deeper consumer engagement with product information. Based on a multi-method approach using an analytical model and an experiment, this article demonstrates how providing return information influences customers' information processing efforts, conditional on their subjective prior beliefs that the product matches their individual taste, which in turn affects customers' product returns. It also proposes alternative interventions (e.g., hassle costs of product return) to increase consumer information processing.

Keywords: Product returns, Consumers' information processing effort, Informative return labels

Track: Retailing & Omni-Channel Management