AI-generated Fashion Models in Consumers' Own Size create Fit Fallacy

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Abstract

Retailers increasingly use AI-generated models to display clothing in different body sizes, allowing consumers to view products on a model matching their own size. However, these images are illustrative only and do not show actual garment fit. Across an online experiment, we examine whether consumers nonetheless use AI-generated own-size models to assess fit. Results show a body-size fit fallacy: own-size AI models increase perceived body-size similarity, which in turn inflates perceived product fit, even though the AI generated image provides no real fit information. An AI disclaimer lowers perceived similarity but does not eliminate this pathway, highlighting a need for future research to strengthen AI literacy and help consumers make more informed judgments when evaluating AI-generated product visuals.

Track: Retailing & Omni-Channel Management