Modeling fashion retail adoption of a virtual dressing room and crowd-wisdom technologies

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Abstract

This study aims to model the adoption of two technologies, virtual dressing room technologies (VDR) and crowd wisdom fitting services. VDR technologies are effective in reducing the risk of buying online, whereas crowd wisdom technology offers a selection of brands and garments that are more likely to fit consumers based on their individual experiences and other users' preferences. Despite the growing diffusion of VDR technologies, crowd wisdom technologies have failed to take off. This study formalizes the conditions for the adoption of virtual fitting technologies and explains why we observe a difference in the adoption patterns of these two technologies.