

# Facial Pattern Recognition in Retailing: Acceptance by shoppers personal targeting and profits of fashion retailers

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## **Abstract**

This study analyzes the adoption of facial pattern recognition (FPR) technologies within the fashion retail sector. FPR technologies enable retailers to personally target product assortments offered to customers' socio-demographic, and physical profiles. In addition to segmentation, the technology is capable of identifying mood states, thereby potentially influencing mood-based unplanned purchases. While better product matching, which is based on FPR, can reduce the likelihood of returns, the increased probability of unplanned and uncontrolled purchases due to emotional manipulation increasing the number of product returns. The current study develops a theoretical model to analyze the effects of adopting FPR on consumer choices and retailer profitability.

**Subject Areas:** *Diffusion of Innovations; Digital & Mobile Marketing; Electronic Commerce and Internet Marketing*