

## How Does Information Overload Affect Consumers' Online Decision Process? An Event-Related Potentials Study

This resource is a study about the issue of decision-making found with the excess of choice from online retailers which paralyzes the consumer's decision-making skills, and the consumer ends up having regrets about the decision made. It also concludes that after the decision-making process had appeared to be completed, it had not been fully completed, as the subjects were more likely to search for additional information after the product had been purchased.

## Decision-making's impact on organizational learning and information overload.

This source explores the relationship between decision-making and organizational information processing. Specifically, it looks at incremental and comprehensive decision-making. Incrementalism involves small, gradual decisions that focus on limited scenarios, leading to minimal organizational change. Comprehensive decision-making considers all possible scenarios, leading to significant organizational shifts. Each approach has different effects on the variety and volume of information processed, as well as on organizational learning and potential information overload

## The Impact of Information Overload of E-Commerce Platform on Consumer Return Intention: Considering the Moderating Role of Perceived Environmental Effectiveness.

This article explores the effect of information overload on consumer behavior in the e-commerce industry, by focusing on the relationship between information overload, the consumers' perceived environmental impact, and product returns. Consumers are overwhelmed by excessive amounts of information such as reviews and product descriptions on e-commerce platforms causing negative emotions such as frustration and cognitive strain. This results in uncertainty regarding product purchases and an increased

likelihood of product returns. However, if consumers believe that returning products negatively impacts the environment, their likelihood of product returns decreases.

### Works Cited

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