



Interactive Decision Aids in E-Commerce (Contributions to Management Science)

Jella Pfeiffer

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This book gives recommendations on which interactive decision aids to offer in webstores. Interactive decision aids are tools that help online shoppers to compare and evaluate product information. Consumers can, for instance, exclude products that do not meet certain criteria, they can highlight certain information or they can assign ratings of different kinds. Interactive decision aids are important, because finding the preferred product in a short amount of time increases both the customers' satisfaction and, in turn, the sales volume. This book includes a detailed description of decision aids, closely studies how decision aids are related to the decision behavior of customers, and develops a comprehensive system of decision aids, which is very flexible, increases both customer satisfaction and confidence, and can be used intuitively. The close link between typical behaviors and the decision aids allows webstores to learn about customers' decision-making behavior by using a simple click stream analysis. The book is written in an easy-to-read style and provides both practical recommendations and knowledge about consumer behavior

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