

- APA Citation: Ying, B., Duan, Y., Zheng, S., & Zheng, X. (2025). Impact of information overload on consumer Decision-Making in the Agri-Food sector: A Stimulus-Organism-Response theory perspective. *The Journal of Consumer Affairs*, 59(4), n/a.

Link: <https://onlinelibrary-wiley-com.ezaccess.libraries.psu.edu/doi/full/10.1111/joca.70031>

Summary: This article discusses how consumers face an overwhelming amount of information and choices when it comes to buying agricultural products online. This issue impacts the way consumers make purchasing decisions. Despite this, there is not enough information and knowledge discussing how and why information overload affects consumers in their purchasing decisions of agricultural products. This study tries to address the issue by using the stimulus – organism - response framework to inspect how information overload affects consumer choices in agri–food market.

- APA Citation: Robson, G. J. (2017). The threat of comprehensive overstimulation in modern societies. *Ethics and Information Technology*, 19(1), 69–80.
<https://doi.org/10.1007/s10676-016-9414-0>

Link: [The threat of comprehensive overstimulation in modern societies - ProQuest](#)

Summary: The article explains that in modern society we are constantly surrounded by information from news, social media, ads, and screens, and while each source might be helpful on its own, together they can become overwhelming. This overload breaks up our attention and makes our thinking choppy, which can hurt our ability to slow down, focus and think things through. When too much information is competing for our attention, we are more likely to react to whatever is most eye catching or emotional instead of carefully weighing options. This can lead to rushed or shallow decisions rather than well-reasoned ones. Over time, constant distraction can make it harder to concentrate and evaluate information critically.

- APA Citation: Eppler, M. J., & Mengis, J. (2004). The concept of information overload: A review of literature from organization science, accounting, marketing, MIS, and related disciplines. *The Information Society*, 20(5), 325-344.

Link: <https://research-ebSCO-com.ezaccess.libraries.psu.edu/c/gylilm/viewer/pdf/jszBK53gkf>

Summary: This article explains what happens when people get too much information at once. When there is more information than the brain can handle, people take longer to decide, feel more stressed and make more mistakes. The research shows that having more information does not always help. In many cases, it actually makes decisions worse, especially in jobs where people use computers and information systems all day. This is relevant because understanding information overload helps businesses design better systems that give people the right information at the right time, so decisions are clearer and more effective.