Associating Designed Information and Novelty with Purchase Intentions for Product Displays in Fashion Apparel Stores

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Abstract

Purpose : This paper aimed to synthesize designed information, novelty, perceived usefulness, involvement, attitude, and purchase intentions. Scholars developed a conceptual model and hypotheses to reinforce the literature review on these factors.

Methodology : This study used modified scales from earlier studies that have been published in journals. With 510 respondents, the data were gathered using the snowball technique. To assess the data set, structural equation modeling was employed.

Findings : The findings of this study indicated a significant relation between designed information and novelty with perceived usefulness and involvement. Furthermore, the relationship between perceived usefulness and involvement as mediators with attitude toward product display was investigated and found to be significant.

Practical Implications : The study's primary conclusion was that consumers' intentions to buy clothing in physical stores may be influenced by the way different conceptions are related to one another. The findings of this research offered valuable insights to retailers, visual merchandisers, and store managers regarding the significance of designed information and novelty in product displays within apparel brick-and-mortar stores, ultimately leading to purchase intentions. This research paper pioneered the study combining product display constructs.

Originality : This study is noteworthy because of its findings, which linked planned information, novelty, perceived usefulness, involvement, attitude, and purchase intentions, expanding the product display stimulus-organism-response (S-O-R) framework. Specifically, it identified perceived usefulness, involvement, and attitude toward product displays as a mediator in linking designed information, novelty, and purchase intentions.

Keywords : **product display, SEM, fashion apparel, brick-and-mortar stores, and mediation**

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Brick-and-mortar apparel stores are rapidly growing in India; online apparel retailers like Lime Road, FabAlley, Mytra, and Nykaa have also widened their presence in the brick-and-mortar format. When it came to shopping, 77.40% of people chose brick-and-mortar stores over internet retailers (Helm et al., 2020). In a brick-and-mortar store, visual merchandising—which is defined as the art and science of

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product display in a retail setting to increase sales—thus plays a crucial role. It is by nature that visual merchandising is described as "display" (Bell & Ternus, 2022, p.120). In order to stand out from the competitors in retail establishments, researchers stressed the significance of developing unique product displays (Grewal et al., 2017). Product displays aid in conveying information about the appropriate retail setting, including the variety and breadth of items offered, fashion trends, price range, store image, and brand philosophy. In a study, an international trade association, Point of Purchase Advertising International (2012), indicated that when visiting a retail store, individuals pay much attention to in-store product displays as the individual recall was around 86%. However, store managers continue to grapple with numerous challenges in optimizing in-store product displays for enhanced shopper experience and store performance. It's challenging to get people to notice product displays, especially during those critical first few seconds that they can easily overlook. Retail managers may also look for clarification regarding the effects of novelty and designed information in fashion apparel stores in order to increase their toplines. This study is unique as it is the first to examine designed information and novelty for product displays and adds to the existing knowledge of retailing through a proposed model.

Researchers discovered that the majority of current product display research is experimental and includes studies on product information and shelf placement (Grandi et al., 2021), complementary product display (Radon et al., 2021), various in-store display options (Han et al., 2022), display format comparison between by-brand and by-brand category (Zheng et al., 2019), decision between personal power and vertical product display (Wongkitrungrueng et al., 2018), display lighting (Reynolds-McIlnay et al., 2017), and fashion apparels (Wu et al., 2013). The researchers also identified a gap in the few behavioral studies (Garrido-Morgado et al., 2021; Han et al., 2022; Yim et al., 2021; Yoo & Kim, 2014). Thus, this study captures how product displays in apparel stores influence purchase intentions when designed information and novelty stimuli are provided to individuals.

The significance of product display in retail stores has been highlighted in recent advancements in retailing literature (Basu et al., 2022; Grewal et al., 2017). It emphasizes the crucial role that product presentation plays in attracting and engaging customers. These developments underscore the growing recognition of the impact of effective product display strategies on overall retail success.

This study uses the stimulus-organism-response (S-O-R) theory to examine product display in fashion apparel retail outlets in order to investigate the impact of intended information and novelty. The S-O-R theory has been extensively applied in various references like electric vehicles (Singh et al., 2023), natural products (Kumar et al., 2021), shopping malls (Elmashhara & Soares, 2022), omnichannel retailing (Lim et al., 2022), luxury hotel contexts (Kim et al., 2020), and augmented reality (Hsu et al., 2021).

First, the study investigates the relationship between designed information and novelty with involvement and perceived usefulness. Second, the objective is to study the effect of high involvement and perceived usefulness on attitude. Third, the aim is to explore the relationship between attitudes toward product displays and purchase intentions. Finally, the study aims to assess the potential mediation of involvement, perceived usefulness, and attitude toward product displays.

Theoretical Underpinning

Stimulus-Organism-Response (S-O-R) Theory

The S-O-R theory comprises of three components: (a) stimulus, (b) organism, and (c) response. Stimulus refers to agents that can change an individual's internal state of mind and excites the individual (Kumar et al., 2021). An organism can be explained as the inner feeling of an individual and generally mediates the relationship between the organism and response (Fu et al., 2021). The response is the concluding outcome, which results in an approach

or avoidance (Bigne et al., 2020). The paradigm of the S-O-R theory has been witnessed in the context of retail (Manganari et al., 2009; Richard & Chebat, 2016; Wu et al., 2016).

Park et al. (2022) found in a study on the exhibition industry that different immersive displays (stimuli) were affected by the perception of the visitors (organisms) as a mediating factor and the outcome satisfaction (response). A recent study explained that the mediating effect of the desire to stay (O) in the mall between atmospheric cues (S) comprised of music, color lighting, and three outcomes as patronage intentions (R), shopper satisfaction (R), and positive word-of-mouth (R). In addition, shopper satisfaction (O) is a mediation between the desire to stay (S). It resulted in two outcomes, viz., positive word-of-mouth (R) and patronage intentions (R) (Elmashhara & Soares, 2022).

This study proposes that an individual experiences a cognitive reaction of perceived utility (O) and involvement (O) when exposed to stimuli (S)-designed content and novelty of product displays, and the resultant attitude (R) can be seen. Moreover, the link between stimulus perceived usefulness (S), involvement (S), and purchase intentions (R) is mediated by attitude toward the product displays (O).

Product Display

Product display is defined as showcasing items in a retail setting to their most significant advantage in order to inspire the customer. Retailers use creative product displays and informational cues to draw customers in. According to the signaling theory, information cues and signals clarify how consumers assess transmitted communication between two parties, whether they are communicated by audible, visible, or other conspicuous channels. Individuals' need for information is studied in a specific situation or context, but they are often unaware of what satisfies that need. It is equally applicable when individuals visit apparel retail stores. Merchandise information on the signage without price increases the purchase of a product. Although research has pointed out the positive relationship between visual attention signage with price and purchase intentions, an inverse result was established between purchase intentions and visual attention on signage with price information (Huddleston et al., 2015).

Research Model and Hypotheses Development

Designed Information

Designed information can be explained as an element of incomplete information. It is associated with incomplete information, where deliberate information is made available and difficult to decipher (Smith & Bush, 2002). Visual merchandisers deliberately plan to display products. Their efforts are made to communicate the brand's philosophy for which displays are planned. The entire collection of apparel is not chosen for product display. Instead, only a limited variety is generally chosen for a display to entice individuals to enter the store. A scholar analyzed that when the relevant information is displayed, it could improve individual involvement in the product.

Novelty

Novelty refers to visually stimulating, unique, and memorable product displays in apparel stores. Novelty refers to the appraisal of the visual characteristics as trendy, new, different, and unique product displays (Hung & Chen, 2012). Various studies in the past showed that identifying, attending, and memorizing novel events was a subject matter of inquisitiveness for individuals (Friedman et al., 2001; Ranganath & Rainer, 2003). When a chronological cue was provided to individuals, they were willing to pay a premium price for newness

(Jie & Li, 2022). Individuals desire novelty as a mental experience as the human brain responds to novel things compared to familiar things (Cordes, 2008).

Involvement

Involvement refers to motivation, a state of arousal evoked by product display stimulus. Involvement is regarded as a variable of intrinsic nature influenced by motives and initiated innate behavior to purchase. Thus, involvement is considered contextual and depends on the situation, like product display, merchandise attributes, and individuals who relate with others. When a product is considered personally significant, it falls under high involvement. In contrast, it is classified as low involvement when deemed low personal significance (Zaichkowsky, 2012). Nevertheless, when a product category hovers between high and low, it is deemed in the medium range. A recent study has acknowledged apparel as a medium-involvement merchandise category (Matušínská & Stoklasa, 2022).

Cognitive dissonance is likely to arise without involvement with the anxiety of making an erroneous decision (Awa et al., 2021). Subsequently, individuals urge for a particular product, and quality stipulates extra information before buying a product.

Attitude Toward Product Displays

Attitude is a specific observation of a topic regarding the assessment of like vs. dislike and interpreted the intellectual appraisal of matters for consistent valuation and inclination (Kaur et al., 2022). Attitude refers to an individual's constant and uniform inclination toward subjects and adjoining public situations, which is the explicit behavior of individuals. A study evaluated the positive relationship between perceived usefulness and attitude (Lai, 2017).

Past research on advertisements in print media indicated that designed information positively influenced involvement (Lu Hsu & Hsien-Chen Mo, 2009). Cheng et al. (2015) conducted a study on the positive impact of tourists' novelty-seeking behavior during the Yanshuei Fireworks festival in Taiwan. Vashist (2018) established that involvement positively influenced attitudes when studying online games in emerging markets. Furthermore, a positive relationship was witnessed between involvement and attitude toward online food delivery (Das & Ramalingam, 2022). A recent study emphasized the mediating role of involvement between social network site usage determinants and individual confidence in decisions (Lee, 2020). In a similar vein, involvement acted as a mediator between the intent to engage in online collective buying and the individual decision-making styles and behaviors of price-conscious, brand-loyal, habitual, hedonistic, recreational, and over-choice shoppers (Klein & Sharma, 2022). Thus, we propose the following hypotheses:

- **H01 :** Designed information does not positively influence involvement.
- **Ha1 :** Designed information positively influences involvement.
- **H02 :** Novelty does not positively influence involvement.
- **Ha2 :** Novelty positively influences involvement.
- **H03 :** Involvement does not positively influence attitude toward product display.
- **Ha3 :** Involvement positively influences attitude toward product display.
- **H03a :** Involvement does not mediate the relation between designed information and attitude toward product displays.

- **Ha3a :** Involvement mediates the relation between designed information and attitude toward product displays.
- **H03b :** Involvement does not mediate the relationship between novelty and attitude toward product displays.
- **Ha3b :** Involvement mediates the relationship between novelty and attitude toward product displays.

Perceived Usefulness

Perceived usefulness is the degree to which individuals believe in choosing the right apparel during their visit to a store. Perceived usefulness refers to individuals' probability of using a particular arrangement. Prior research established a positive relationship between designed information and perceived usefulness. The beneficial impact of novelty on perceived usefulness was demonstrated in the context of QR codes and virtual shelves (Tsao & Yang, 2017). The perceived utility has an impact on attitude, according to a UK study on social media acceptance of luxury hotels (tom Dieck et al., 2017). Another study on mobile payment among women determined similar results (José Liébana-Cabanillas et al., 2014). A researcher conducted two studies on service robots, indicating that perceived usefulness mediated the relationship between the theory of mind and perceived service quality (Söderlund, 2022). Thus, we are proposing the following hypotheses:

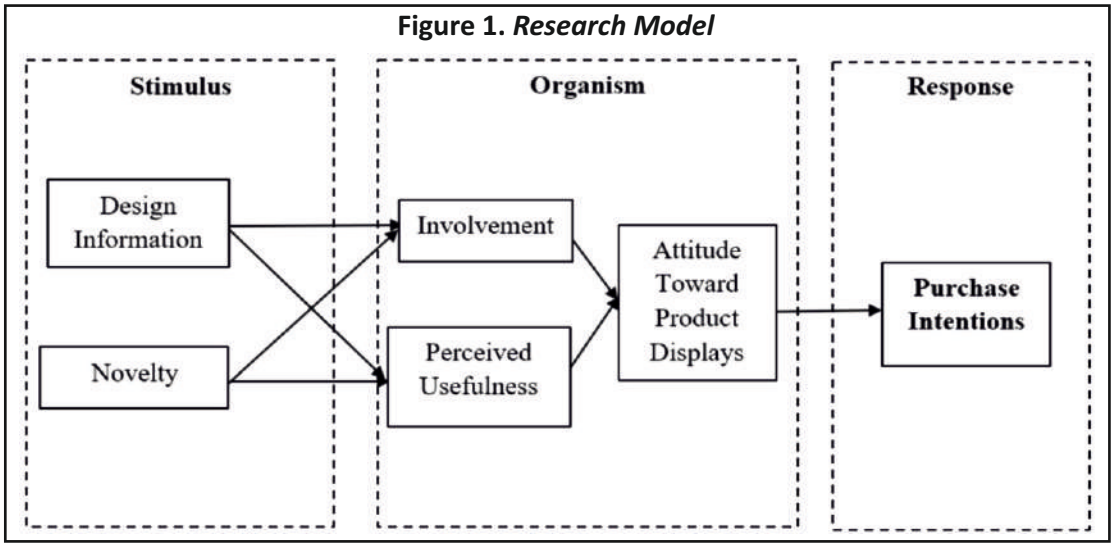
- **H04 :** Designed information does not positively influence perceived usefulness.
- **Ha4 :** Designed information positively influences perceived usefulness.
- **H05 :** Novelty does not positively influence perceived usefulness.
- **Ha5 :** Novelty positively influences perceived usefulness.
- **H06 :** Perceived usefulness does not influence attitude toward product display.
- **Ha6 :** Perceived usefulness influences attitude toward product display.
- **H06a :** Perceived usefulness does not mediate the relation between designed information and attitude toward product displays.
- **Ha6a :** Perceived usefulness mediates the relation between designed information and attitude toward product displays.
- **H06b :** Perceived usefulness does not mediate novelty and attitude toward product displays.
- **Ha6b :** Perceived usefulness mediates novelty and attitude toward product displays.

Purchase Intentions

Purchase intentions refer to the degree to which individuals are willing to buy apparel (Panda et al., 2020). Purchase is the outcome and generally closes at the point of sale with the transaction. Prior research has widely witnessed it as a dependent variable (Bulsara & Vaghela, 2022; Gupta & Jain, 2019; Pasricha & Jain, 2019; Pasricha et al., 2020).

The theory of reasoned action (TRA) explains the relationship between attitude and behavioral intentions. The theory discussed positive as well as negative behavioral outcomes. The positive attitude of the subject towards a product can be summarized as purchase intentions (Wang & Sun, 2010). Additionally, attitude plays a mediator between hedonic and environmental motivations for young people's intentions to use biodegradable plastic

Figure 1. ***Research Model***



(Moshood et al., 2022). A recent study on need-based goods confirmed the positive association between attitude and purchase intentions (Kulshrestha et al., 2022). Based on the discussion, we propose the following hypotheses:

- **H07 :** Attitude toward product displays does not positively influence purchase intentions.
- **Ha7 :** Attitude toward product displays positively influences purchase intentions.
- **H07a :** Attitude toward product displays does not mediate the relation between involvement and purchase intentions.
- **Ha7a :** Attitude toward product displays mediates the relation between involvement and purchase intentions.
- **H07b :** Attitude toward product displays does not mediate the relation between perceived usefulness and purchase intentions.
- **Ha7b :** Attitude toward product displays mediates the relation between perceived usefulness and purchase intentions.

The research model (see Figure 1) summarizes each of the claims as different hypotheses. The S-O-R model is applied, postulating that engagement, perceived utility, and attitude toward product displays will lead to purchase intents and that novelty and design information will serve as the stimulus for product displays. Additionally, it makes assumptions about the mediating function of attitudes toward product displays, involvement, and perceived utility.

Methodology

This study is carried out using a cross-sectional quantitative method of survey. We used the non-probabilistic snowball sampling technique because of its economical, quick, and accessible data collection. To corroborate the eligibility of the study's participants, the filter question was asked, "Did you notice product displays at apparel stores?" To reinforce, the participants were asked to recall one brand where they noticed product displays during their visit to an apparel store last month.

Previous research used a well-established scale to measure the constructs for developing the conceptual model.

The study used the 5-point Likert scale where 1 *was for Strongly Disagree*, 2 *for Disagree*, 3 *for neither Agree nor Disagree*, 4 *for Agree*, and 5 *for Strongly Agree*. The research instrument was distributed to those individuals who visited apparel stores in Delhi, NCR.

The questionnaire was divided into two sections. The first section consisted of seven questions to determine the demographic profile of the participants. Profile questions related to gender, age, highest qualification, marital status, occupation, family income, and frequency of visiting apparel stores were asked of the participants. The second section included questions related to the conceptual model, a four-item scale adapted from Lu Hsu and Hsien-Chen Mo (2009) for measuring designed information, and a four-item scale to measure novelty adapted from Dinh and Mai (2015). Furthermore, a five-item scale used to measure high involvement was adapted from Barbosa and Añaña (2023), a four-item scale was adapted to measure perceived usefulness using Juntongjin (2022), and three items were adapted for attitude towards product displays using a scale provided by Milaković et al. (2020). Finally, Yan et al. (2019) modified three questions to evaluate the purchasing intentions.

The data were collected only once from the participants from January to March 2022. We distributed 600 printed questionnaires to individuals, received 550 questionnaires, and eliminated 40 unresponsive questionnaires. Finally, data are analyzed using 510 responses. We have analyzed the data in SPSS version 27 and AMOS 28.

Analysis and Results

Demographic Profile of the Respondents

The information related to the individual profiles of the participants was gathered for gender, age, highest qualification, marital status, occupation, family income, and frequency of visiting apparel stores. According to the data evaluation, 45.1% of the respondents were men and 54.9% were women. The participants' ages are as follows: 46.3% were between the ages of 18 and 22; 23–27; 32.0%; 28–32; 10.2%; 33–37; 4.3%; 38–42; 1.4%; 43–47; 2.0%; 48–52 and above 52 years; 2.0%. The participants were asked about their highest qualification; the results show that 25.9% passed the school, 51.6% passed graduation, 21.2% passed post-graduation, and 1.4% passed the doctorate level. The marital status depicted that most participants were unmarried (75.1%), married – 21.2%, and others 2.0%. The participants' results revealed that 62.4% were students, 25.7% were in private service, 5.9% were in government service, 3.5% were in business, and 2.5% were self-employed. The annual family income data disclosed that 31.2% earned less than ₹ 500,000 per year, 35.1% earned between ₹ 500,000 and ₹ 1,000,000, 15.5% earned between ₹ 1,000,000 and ₹ 1,500,000, 8.8% earned between ₹ 1,500,000 and ₹ 2,000,000, 7.6% between ₹ 2,000,000 and ₹ 2,500,000, and 1.8% above ₹ 2,500,000. The data regarding the frequency of visits to apparel stores discovered that most participants visited monthly (48.6%), followed by 20.4% visiting weekly, 15.3% visiting fortnightly, 14.1% visiting quarterly, and 1.6% visiting annually (refer to Table 1).

Table 1. ***Demographic Profile***

Item	Responses	Count (*N*)	Percentage
Gender	Male	230	45.1
	Female	280	54.9
Age	18 – 22	236	46.3
	23 – 27	163	32.0
	28 – 32	52	10.2
	33 – 37	22	4.3

	38 – 42	7	1.4
	43 – 47	10	2.0
	48 – 52	10	2.0
	Above 52	10	2.0
Highest Qualification	School	132	25.9
	Graduate	263	51.6
	Post-Graduate	108	21.2
	Doctorate	7	1.4
Marital Status	Unmarried	383	75.1
	Married	108	21.2
	Others	19	3.7
Occupation	Student	318	62.4
	Private Service	131	25.7
	Govt. Service	30	5.9
	Business	18	3.5
	Self-employed	13	2.5
Annual Family Income	Less than ₹ 500,000	159	31.2
	₹ 500,000 – ₹ 100,000	179	35.1
	₹ 100,000 – ₹ 150,000	79	15.5
	₹ 150,000 – ₹ 200,000	45	8.8
	₹ 200,000 – ₹ 2,500,000	39	7.6
	More than ₹ 2,500,000	9	1.8
Frequency of Visiting an	Weekly	104	20.4
Apparel Store	Fortnightly	78	15.3
	Monthly	248	48.6
	Quarterly	72	14.1
	Annually	8	1.6

Normality Test

The normality for the range related to the skewness–kurtosis value is ±2.58. The dataset for the sample is found to be normally distributed, and skewness ranges between –0.759 to –2.034 and kurtosis –0.026 to 2.161 (refer to Table 2).

Table 2. ***Descriptive Statistics of the Constructs***

	Mean	Std. Deviation	Skewness	Kurtosis
Designed Information	4.018	0.869	–2.034	2.161
Novelty	3.859	0.788	–1.245	1.365
Involvement	3.590	0.842	–0.759	0.011
Perceived Usefulness	3.671	0.767	–0.801	–0.026
Attitude Toward Product Displays	3.765	0.939	–1.183	0.441
Purchase Intentions	3.633	0.877	–0.844	–0.235

Assessment of the Measurement Model

The Cronbach's alpha value for designed information is 0.85; it is 0.87 for novelty, 0.86 for involvement, 0.78 for perceived usefulness, 0.82 for attitude toward product displays, and 0.74 for purchase intentions, which meet the minimum standard of 0.7 suggested by Hair Jr. et al. (2021). As shown in Table 3, every construct has an AVE greater than 0.5 and a composite reliability (CR) greater than 0.7. Awang et al. (2015) stated that factor loading for items greater than .601 is taken into account, and all items are taken into account for confirmatory factor analysis (see Table 4). Convergent validity is the measure of related constructs, and discriminant validity is the measure of

Table 3. ***Cronbach, Average Variance Extracted, and Composite Reliability***

Constructs	Cronbach's Alpha	AVE	Composite Reliability	Square of AVE
	>=0.7	>=0.5		
Designed Information	0.85	0.54	0.83	0.74
Novelty	0.87	0.54	0.85	0.73
Involvement	0.86	0.56	0.86	0.75
Perceived Usefulness	0.78	0.54	0.82	0.73
Attitude Toward Product Displays	0.82	0.61	0.82	0.78
Purchase Intentions	0.74	0.54	0.78	0.74

Table 4. ***Factor Loading of the Items***

Construct	Measurement Items	CFA	SEM
Designed Information *(DI)*	***DI1:*** I think product displays at apparel stores encourage me to purchase.	0.763	0.762
	DI2: I think product displays at apparel stores present a selected few clothes of a brand and not the entire range of products.	0.751	0.753
	DI3: I think product displays at apparel stores are designed in a manner such that people visit the store.	0.786	0.782
	DI4: I think product displays at apparel stores convey the philosophy of the brand.	0.758	0.761
Novelty *(NO)*	***NO5:*** I find product displays at apparel stores to be original.	0.806	0.805
	NO6: I find product displays at apparel stores different during each visit.	0.736	0.737
	NO7: I find product displays at apparel stores memorable.	0.724	0.724
	NO8: I find product displays at apparel stores visually attractive.	0.746	0.746
	NO9: I find product displays at apparel stores unique.	0.767	0.767
Involvement *(IN)*	***IN10:*** I pay attention to the content of displays at the apparel store.	0.769	0.767
	IN11: I concentrate/focus on the content of displays at the apparel store.	0.776	0.774
	IN12: I think about the content of displays at the apparel store.	0.768	0.769
	IN13: I make an effort to look at the content of displays at the apparel store.	0.696	0.696
	IN14: I carefully read the content of displays at the apparel store.	0.672	0.671
Perceived Usefulness *(PU)*	***PU15:*** I find product displays improve my task of choosing the right product during a shopping trip to an apparel store.	0.752	0.750
	PU16: I find product displays at an apparel store increase my efficiency in choosing the right product during my shopping.	0.740	0.742
	PU17: I find product displays at an apparel store enhance my shopping effectiveness.	0.656	0.649

	PU18: I find product displays at apparel stores helpful during my shopping.	0.602	0.601
Attitude Toward Product	***ATI19:*** It is much fun to watch product displays at an apparel store.	0.777	0.773
Displays *(ATI)*	***ATI20:*** I like to watch product displays at an apparel store.	0.805	0.794
	ATI21: I am attracted to watching product displays at an apparel store.	0.762	0.759
Purchase Intentions *(PI)*	***PI22:*** The likelihood of my purchasing at an apparel store is high.	0.683	0.690
	PI23: The probability that I would consider buying from apparel stores is high.	0.760	0.760
	PI24: My willingness to buy from apparel stores is high.	0.667	0.656

Table 5. ***Details of Convergent Validity and Discriminant Validity***

Constructs	Convergent Validity		Discriminant Validity				
	AVE	CR	MSV	ASV CAL	ASV	MSV < AVE	ASV < AVE
Designed Information	0.54	0.82	0.230	0.402	0.162	Yes	Yes
Novelty	0.54	0.85	0.230	0.362	0.131	Yes	Yes
Involvement	0.56	0.86	0.152	0.354	0.125	Yes	Yes
Perceived Usefulness	0.54	0.82	0.185	0.352	0.124	Yes	Yes
Attitude Toward Product Displays	0.61	0.82	0.303	0.418	0.175	Yes	Yes
Purchase Intentions	0.54	0.78	0.303	0.408	0.166	Yes	Yes

Table 6. ***Discriminant Validity***

Constructs	Designed Information	Novelty	Involvement	Perceived Usefulness	Attitude Toward Product Displays	Purchase Intentions
Designed Information	**0.736**					
Novelty	.403**	**0.732**				
Involvement	.317**	.326**	**0.748**			
Perceived Usefulness	.247**	.265**	.244**	**0.735**		
Attitude Toward Product Displays	.351**	.263**	.316**	.336**	**0.779**	
Purchase Intentions	.340**	.237**	.261**	.329**	.433**	**0.736**

unrelated constructs (refer to Table 5). All the diagonal values are highest from the corresponding vertical values in the discriminant validity table (refer to Table 6). The variance inflation factor (VIF) and tolerance are used to examine multicollinearity. The VIF and tolerance values are as follows: designed information (1.33,0.75), novelty (1.29,0.77), involvement (1.24,0.81), perceived usefulness (1.19,0.84), and attitude toward product displays (1.29,0.78). All the values are within the suggested limit; VIF values are below 5, and tolerance is above 0.1 (Hair et al., 2011).

Confirmatory factor analysis shows the acceptable model fit results: CMIN/*df* = 1.664; *p*-value = .000; CFI = .969; GFI = 0.939; AGFI = .0923; RMSEA = 0.036; and SRMR = .040.

Assessment of the Structural Model

The proposed hypotheses are evaluated through SEM estimations. The findings of the structural model reveal : CMIN/*df* = 1.890; *p*-value = 0.000; CFI = .957; GFI = 0.929; AGFI = 0.0913; RMSEA = 0.042; SRMR = 0.071.

The results meet the minimum cut-off values (Schreiber et al., 2006). Since every value falls within the suggested range, the model fit indices indicate that the analyzed data fit the model. This validates the direct relationships of the S-O-R-based conceptual model for clothing shop product displays.

The association between designed information and involvement (Ha1: $\beta = 0.277$, $p < 0.001$) confirms the positive relationship, and the results confirm the positive association between novelty and involvement (Ha2: $\beta = 0.297$, $p < 0.001$). Furthermore, the output analysis confirms the positive influence of involvement on attitude toward product displays (Ha3: $\beta = 0.310$, $p < 0.001$).

Likewise, the result confirms the positive effect of designed information on perceived usefulness (Ha4: $\beta = 0.152$, $p < 0.001$). The result confirms the positive association between novelty and perceived usefulness (Ha5: $\beta = 0.182$, $p < 0.001$). The result also indicates the significant effect of perceived usefulness and attitude toward product displays (Ha6: $\beta = 0.559$, $p < 0.001$) and the significant effect of attitude toward product displays on purchase intentions (Ha7: $\beta = 0.547$, $p < 0.001$). Table 7 summarizes all the results of direct relations.

Table 7. ***Path Coefficient***

Path	Estimate ***	S.E.	C.R.	Decision
Ha1: Designed Information → Involvement	0.277	0.060	4.634	Supported
Ha2: Novelty → Involvement	0.297	0.064	4.672	Supported
Ha3: Involvement → Attitude Toward Product Displays	0.31	0.051	6.051	Supported
Ha4: Designed Information → Perceived Usefulness	0.152	0.044	3.433	Supported
Ha5: Novelty → Perceived Usefulness	0.182	0.047	3.838	Supported
Ha6: Perceived Usefulness → Attitude Toward Product Displays	0.559	0.084	6.625	Supported
Ha7: Attitude Toward Product Displays → Purchase Intentions	0.547	0.06	9.184	Supported

Note. ***All the values of standardized path coefficient estimates are significant for $p < .001$; SE – Standard Error; CR – Critical Ratio.

Table 8. ***Mediation Effects Model***

Path	Estimate	95% Bias-Corrected Bootstrap Confidence Interval	SE	Bias	*p*-value	Mediation Result
Ha3a: Designed Information --> Involvement --> Attitude Toward Product Displays	0.072	0.036 – 0.123	0.022	0.001	0.000	Supported
Ha3b: Novelty --> Involvement --> Attitude Toward Product Displays	0.084	0.045 – 0.137	0.023	0.001	0.000	Supported
Ha6a: Designed Information --> perceived Usefulness --> Attitude Toward Product Displays	0.066	0.036 – 0.110	0.018	0.001	0.000	Supported
Ha6b: Novelty --> Perceived Usefulness --> Attitude Toward Product Displays	0.076	0.044 – 0.124	0.019	0.000	0.000	Supported
Ha7a: Involvement --> Attitude Toward Product Displays --> Purchase Intentions	0.123	0.079 – 0.179	0.024	0.001	0.000	Supported
Ha7b: Perceived Usefulness --> Attitude Toward Product Displays --> Purchase Intentions	0.122	0.084 – 0.174	0.023	0.001	0.000	Supported

Table 9. ***Direct, Indirect, and Total Effects***

Path	Standardized Estimate (Direct)	*p*-value	Standardized Estimate (Indirect)	*p*-value	Standardized Estimate (Total)	*p*-value	Mediation Result
Ha3a: Designed Information --> Involvement --> Attitude Toward Product Displays	0.279	0.001	0.072	0.001	0.351	0.001	Supported
Ha3b: Novelty --> Involvement --> Attitude Toward Product Displays	0.179	0.005	0.084	0.006	0.263	0.001	Supported
Ha6a: Designed Information --> Perceived Usefulness --> Attitude Toward Product Displays	0.286	0.001	0.066	0.001	0.351	0.001	Supported
Ha6b: Novelty --> Perceived Usefulness --> Attitude Toward Product Displays	0.187	0.001	0.076	0.002	0.263	0.001	Supported
Ha7a: Involvement --> Attitude Toward Product Displays --> Purchase Intentions	0.137	0.004	0.123	0.013	0.261	0.001	Supported
Ha7b: Perceived Usefulness --> Attitude Toward Product Displays --> Purchase Intentions	0.207	0.001	0.122	0.015	0.329	0.001	Supported

Table 8 depicts the results of the mediation effect of the proposed hypotheses. It shows that involvement mediates between designed information and novelty on attitude toward product displays, supporting Ha3a and Ha3b. Furthermore, the relationship between two constructs (designed information and novelty) and attitude toward product displays is mediated by perceived usefulness, thus supporting Ha6a and Ha6b. Finally, the relation of involvement and perceived usefulness with purchase intentions is mediated by attitude toward the product displays. Hence, it supports Ha7a and Ha7b.

The direct, indirect, and total effects are examined using bootstrapping to understand the potential mediating relationships. Table 9 recapitulates the results. It indicates the significant direct and indirect path results and supports Ha3a, Ha3b, Ha6a, Ha6b, Ha7a, and Ha7b.

Discussion

By investigating the impact of stimulus-designed information and novelty on individuals' involvement, perceived usefulness, and attitude toward product displays, this study contributes valuable insights to the existing research. Furthermore, it sheds light on the significant influence of these factors on purchase intentions. Moreover, this research provides insights to visual merchandisers of apparel stores for designing the blueprint of product displays and props.

The designed information is found to affect involvement and perceived usefulness significantly. Thus, it confirms the acceptance of alternate hypotheses Ha1 and Ha4. Individuals show high involvement when the displays are designed carefully with only selected products and not the entire range of apparel. Individuals find perceived usefulness in a product display when only carefully chosen merchandise is displayed, communicating a brand's ethos. Novelty influences involvement and perceived usefulness and confirms the acceptance of alternate hypotheses Ha2 and Ha5. Individuals perceive displays as helpful when the product displays are creative, unique, and visually attractive. It improves their efficiency in choosing the right product in an apparel store and leads to

high involvement. Involvement and perceived usefulness positively influence attitudes toward the product displays, corroborating the acceptance of alternate hypotheses Ha3 and Ha6. Finally, the attitude toward product displays positively influences purchase intentions. Hence, it approves the acceptance of alternate hypothesis Ha7. Subsequently, the findings confirm that, on the one hand, the mediating role of involvement and perceived usefulness between designed information and attitude toward product displays confirms the acceptance of alternate hypotheses Ha3a and Ha6a. These results reinforce that designed information at apparel stores can induce a positive attitude toward product displays in the presence of high involvement and perceived usefulness. On the other hand, the mediation of perceived usefulness and involvement between novelty and attitude toward product displays confirms the acceptance of alternate hypotheses Ha3b and Ha6b. In addition, the study certifies how the attitude toward product displays mediates between two organisms' involvement and perceived usefulness and response purchase intentions, confirming the acceptance of alternate hypotheses Ha7a and Ha7b.

Theoretical Implications

There are various theoretical implications associated with this study. First, the present study adds to the existing literature on the S-O-R theory in the context of designed information and novelty cues and approach response of purchase intentions through involvement, perceived usefulness, and attitude toward product displays. Second, the mediation effect of involvement, perceived usefulness, and attitude have been studied in different contexts, but no prior study provided insights regarding designed information and novelty. Third, this study contributes significantly to the literature on fashion apparel.

Managerial Implications

This study synthesizes the constructs based on the S-O-R model and discusses designed information, novelty, perceived usefulness, involvement, attitude toward product display, and purchase intentions for the apparel brick-and-mortar stores. Understanding the direct relationship between designed information and novelty with consumer involvement holds significant implications for marketing strategies. By recognizing that consumers are more engaged when presented with innovative and well-designed information, marketers can tailor their communication and promotional efforts to leverage these factors. Thus, this study provides directions to decision-makers, retailers, visual merchandisers, and store managers. This would finally help improve the sales of the apparel brick-and-mortar stores. The designed information findings establish a relationship between involvement and perceived usefulness. It implies that conveying the right message regarding the brand through product display engages the individuals involved, potentially developing positive attitudes and improving purchase intentions. Novelty product display in apparel retail stores influences involvement. The visual merchandiser should cautiously select merchandise for a display to communicate designed information so that individuals can find perceived usefulness in that product display. When presented, the novelty merchandise should discover perceived usefulness that helps improve their efficiency of selecting the right product in minimum time. The outcome of involvement and perceived usefulness is a positive attitude toward the product displays. This will help the store manager achieve multiple sales and efficiently achieve the sales target.

Conclusion

This study examines the individual purchase intentions for product displays in fashion apparel stores. A well-established S-O-R-based theoretical framework conceptualized the basis of this paper. The data were collected from Delhi NCR and were evaluated using AMOS. This research examines how designed information

and novelty of product displays influence purchase intentions in the presence of involvement, perceived usefulness, and attitude toward product displays.

Limitations of the Study and Scope for Future Research

We recognized a few limitations in the study. First off, age, gender, qualification, income, and occupation are not used as mediators or moderators in this study. Second, because the non-probabilistic snowball technique was utilized for sampling, it isn't easy to generalize the study's findings. Third, this research provides insights only in the Indian context, and results may differ across different countries. Fourth, this study does not give results if a construct is manipulated. Future research may incorporate moderation to explore a deeper understanding of individuals. The same study may be replicated in other countries to generalize the findings. This paper explains only high involvement, so manipulating a construct like involvement (high vs low) may provide more information.

Authors' Contribution

In the collaborative effort of this research paper, Shweta Saini played a pivotal role, specializing in the conception of ideas, meticulous data collection, and the crafting of original drafts. Her expertise contributed to the foundational elements of the study. On the other hand, Dr. Sanjeev Bansal's role focused on the critical stages of validation, meticulous editing, and providing overarching supervision. His contribution ensured the accuracy, coherence, and overall quality of the research content. Ms. Saini and Dr. Bansal formed a synergistic partnership, blending their distinct skills to enrich the publication's depth, reliability, and scholarly value.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

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