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Master Thesis

To buy or not to buy? Investigating the influence of e-commerce determinants on customer purchase intention in cosmetics industry: a comparative study between Norway and China.

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Abstract

The study aimed to analyze several aspects of e-commerce determinants of websites and products factors as well as its influence on purchase intentions. Purchase intention itself is a substantial and comprehensive concept, and a number of factors may influence whether a customer decides to shop online or not. We decided to narrow our research to two main factors of website and product, and will investigate the following aspects: *website's reputation, usefulness, ease of use, transaction security and privacy* as well as *products price, quality, and product-related services.* In addition, we take the cultural aspect into our investigation, and compare how consumers from China and Norway are influenced by these e-commerce factors, and what the differences in their shopping behavior may be. We found there is a literature gap and lack of research studies in regard to the beauty and makeup industry, as well as lack of comparative studies on customers purchase intention between China and Norway. Findings from the multiple regression indicate that for Chinese consumers *product price* and *product-related services* would significantly influence their intention to purchase makeup online. Whereas for Norwegian consumers, the *website's security* and *product quality* had a significant influence. Overall, when comparing findings from both Chinese and Norwegian samples, we observe that aspects related to websites' usefulness, ease of use or security are of greater importance for Norwegian consumers. Taken together, these findings shed a light on the online makeup industry as well as cultural differences between the two cultures. Marketers should be more aware of the value in personalized marketing strategies when targeting different markets.

Keywords: e-commerce, beauty products, purchase intention, usefulness, ease of use, transaction security, product quality, product price

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1.0 Introduction

1.1 Problem Statement and Research Purpose

With the revolution of the Internet and rising popularity of social media platforms, consumers and businesses have become less committed to physical contact and have steadily moved towards electronic interactions. The low costs and wide availability of smartphones, computers and Internet access are one of the main reasons for the tremendous growth in e-commerce (Gupta, 2014). In today's society the Internet has become an essential channel for information exchange. People prefer to interact with each other through social media, to learn or to shop through a website, without the need of leaving their homes (Kabango and Asa, 2015). Companies realize that the use of the Internet as new trading methods has become an important and necessary tool for business operations (Sexton et al., 2002).

E-commerce has greatly transformed the retail landscape and is present in nearly every industry, being an inseparable part of the global retail framework. As more and more buyers have access to the Internet and other digital tools, the number of online buyers keeps rising every year (Statista, 2022-b). Back in 2014, there were about 1.32 billion online shoppers worldwide. Since then, the number has almost doubled and it is reported that until 2021, the number of online shoppers was around 2.14 billion. The retail e-commerce sales surpassed 4.2 trillion U.S dollars worldwide in 2020 (Statista, 2021-c). Customers are presented with enormous possibilities and choices when it comes to products, services, and providers. The process of evaluation of the alternatives has become more complex, and customers are being influenced by various sources such as friends, family, sales representatives, advertisements and more. Understanding customer behavior, attitudes and intentions are key factors to the success of a business. The world of retail is more competitive than ever, and brands and marketers must constantly analyze patterns of behavior and purchase intentions to win customers as all to be able to make predictions for the future.

Investigating factors that influences customer's intention to purchase or use a certain beauty product, might not be an easy task. Beauty and cosmetics products are rather intended to be sold in physical stores, due to their characteristics. They

are high-involvement products that mostly require physical, visual, and sensorial inspection before making a purchase. Products such as apparel bought online, might be tried on and returned. The same rules do not apply to cosmetics. Due to hygiene concerns, the regulations for returning a cosmetic product are much stricter, and testing before buying is not possible in the same way, as it is in physical boutiques. Consumers also face greater risk of purchasing counterfeit or unsafe products online. To reduce that risk, many companies try to provide customers with tutorials and reviews to make the decision process easier. L'Oreal and Amazon, for example, have begun to implement solutions involving augmented reality (AR) to allow customers to virtually try on different shades of makeup (Latitude Research, 2019). The use of AR technology is one of the newest strategies to attract customers to purchase makeup online. It is supposed to make the process easier, more engaging and fun.

1.2 Research Objectives

Consequently, the purpose of this research is to identify which factors affect the consumers' purchase intention for purchasing makeup products online. This study will also be examining the cultural differences among young Chinese and Norwegian women. The main objectives for this study are:

- To uncover the differences in general shopping behavior among young Chinese and Norwegian women.

- To examine the influence of proposed website's factors: *website's reputation, usefulness, ease of use, transaction security and user privacy*, as well as proposed product factors: *product price, quality and related- services*, on customer's online *purchase intention* for makeup products.

- To examine the differences in influence of the factors towards online purchase intention of makeup products, among young Chinese and Norwegian women.

2.0 Conceptual Background

In this section we present a review on past theoretical research, marketing theories and models that relate to the presented topic. This will ensure the understanding of core elements, definitions and explain the background of the framework for our study.

2.1 Cosmetics

The word “cosmetics” comes from the Greek “kosmetikos” which translates to “skilled in adornment or arrangement”. It also refers to “preparation for beautifying” (OED, n.d.). Cosmetics products have been used for thousands of years to enhance one’s well-being, protect health and boost self-esteem. Consumers often refer to cosmetics as makeup products. However, cosmetics is a general term for products of both personal and beautifying care. Cosmetic Europe (n.d) reports that there are seven different categories of cosmetics and personal care products which are: skin-, sun-, oral-, hair-, body care, perfumes, and decorative cosmetics.

As customers become more knowledgeable, they expect transparency in regard to how products are made and their ingredients. The industry works hard to provide necessary information and highlights the knowledge underpins customer’s confidence in the product’s quality. In addition, the European industry is strictly regulated by laws to ensure safety, and new products undergo extensive scientific safety assessments before they are allowed into the market (Cosmetic Europe, n.d).

2.2 Chinese Online Beauty

China is one of the biggest and fast-growing retail markets worldwide. It is reported that Chinese e-commerce sales surpassed the combined total sales of Europe and U.S. In 2006, the number of online shoppers was around 34 million and by 2020 the number was around 782 million (Statista, 2022-d). Meaning that China has the largest number of online shoppers in the world, making the country a leader in e-commerce retail by contributing more than half of the world’s e-commerce retail sales (Greeven et al, 2021; Statista, 2022-e). In 2019, the largest

group of online buyers in China was between 31 to 40 years old (33.3%) (Statista, 2019-l), and the second largest group of online buyers was between 26 to 30 years old (25.3%) (Statista, 2019-l). Ecosystems such as Alibaba, JD.com or Meituan are the main players in the market and drive the innovativeness and digitalization of services (Greeven et al, 2021).

China's beauty and personal care has successfully adapted digital and innovative marketing strategies to engage with consumers. Companies have established their presence on digital platforms such as WeChat, Weibo, or Little Red Book, which gave them the opportunity to open up to a new audience of younger generation of beauty consumers. It is reported that the Chinese beauty market is largely driven by female Gen-Z consumers. They are digital natives and heavy users of social media, Thus, are highly knowledgeable about beauty products and have rather low brand loyalty. This leads to increasing demand for product variety, innovation, and personalization (Culliney, 2021; Allen, 2022).

In addition, the Chinese beauty market is of great interest across borders due to its historical roots of ancient beauty rituals and skin treatments. Jade rollers or gua sha stones have been a growing trend, as more people are also showing interest in traditional Chinese medicine (Culliney, 2021). Allen (2022) in his article is also reporting that Chinese consumers are increasingly interested in how products work and which ingredients they contain. Daxue Consulting (2022) reports that the three major trends of the Chinese cosmetics market are: natural ingredients, environmentally friendly products, and functional skin care.

The value of beauty product retail sales through e-commerce made up 46.9% of the total value of beauty product retail sales in 2020 (Statista, 2022-g). By 2024, it is expected that China will have a penetration rate of online beauty product retail exceeding 55% due to growing Internet users (Statista, 2022-g).

2.3 Norwegian Online Beauty

Norwegian beauty standards are rather similar to other Western countries. Women like to have healthy, glowing skin with a tint of tan, without it looking overdone. The approach behind the Nordic beauty is simplicity, sustainability, and natural

ingredients. The concept of "less is more" has successfully transformed to other markets and has been trending in Northern America. Recently, the core focus in the beauty industry has been sustainability and avoiding depletion of natural resources. Brands have become more transparent, and customers may study almost the entire life cycle of products from the production to how the used packing may be recycled. In general Norwegians are perceived to have an effortless and minimalistic style (Fallon, 2021; London, 2020).

The trend of blogging has been thriving in Norway for many years, and so called "rosablogging" (pinkblog) has been the main source for young women to find makeup inspirations. "Rosablogging" is a definition for girly blogs that were mainly written by young women and focused on what they did on a daily basis, as well as fashion and makeup (blisynligpanett, 2020). Nowadays, with the boom of social media platforms, bloggers and their readers have slowly moved towards YouTube, Instagram and TikTok. Social media platforms' have made it easier and more convenient to create and share content (Halvorsen, 2019). The increased sharing frequencies has strengthened the relationship between the blog influencer and the follower. Influencer marketing is becoming an important tool for companies to increase its brand awareness, particularly in the cosmetics industry which is competitive (Halvorsen, 2019). Value for the cosmetic company is created through the online influencer's ability to maintain relationships with active consumers and further impact their shopping behaviors and purchase intentions (Halvorsen, 2019).

Overall, Norway generated $8 billion in e-commerce sales in 2021, ranking it as the 26th largest market worldwide (ecommerceDB, 2022). The Norwegian e-commerce market shows great revenue growth and potential, with an increase of 16% in 2021. The sales channels are gradually changing from offline to online, and in 2017, 73.3% of sales channels were reported to be offline and 26.7% of sales channels online. The cosmetic industry is also experiencing growth. It is reported that the revenues increased from $170 million to $230 million in just two years (2020-2022) (Statista, 2022-i). The two dominant players are Normal Norge AS with a revenue of NOK 1.445 billion in 2021, followed by Vita AS with a revenue of NOK1.227 billion (Statista, 2022-j).

2.4 Consumer Purchase Intention

Consumer purchase decision is a complicated procedure, and purchase intention typically relates with consumer behavior, perceptions, and attitudes (Mirabi et al., 2015). Data for purchase intention is frequently used by a company's marketing department to make strategic decisions about both new and existing products (Morwitz et al., 2007). The data is used to decide whether a concept needs further development, which customer groups and which geographic areas to target, as well as to predict future demand (Morwitz et al., 2007). Consumer purchase intention not only can predict future sales, but also can determine how the actions taken by the marketing managers will influence customers purchasing activities or shopping behaviors (Morwitz, 2014). Purchase intention can effectively anticipate the buying process, price or perceived quality and value may have an impact on changing the consumer purchase intention (Ghosh, 1990). According to Garcia et al. (2020) online consumer purchase intention defined as a consumer's willingness to purchase products from online e-tailers.

In terms of previous literature, many researchers and scholars have been investigating different factors that are affecting customer's purchase intentions. The previous research has investigated factors such as information quality, perceived risk, attributes related to website's design and performance and after sales experiences (Koufaris & Hampton, 2002; Park & Kim, 2003; Gefen et al., 2003; Kamalul Ariffin et al., 2018; Dimoka & Davis, 2008; ALrawimi & Aldukali, 2015).

A framework by Laudon and Traver (2009) presents new factors that should be considered when products are to be purchased online. The brand and characteristics of a product or service have a bigger influence on consumers purchasing online. In a study conducted by Anute et al. (2015), the influence of nine factors on consumer purchasing decisions towards cosmetics products was investigated. These factors include: price, packaging, celebrity, fashion, availability, brand, quality, promotion, and peer/family influence. Product quality was found to be the most important factor when customers purchased cosmetics products, while the packaging was the least important. Similarly, Eze et al. (2012) investigated effects of brand image, product knowledge, price promotion and product quality on consumer's purchase intentions for cosmetics products. They

emphasized the fact that consumers nowadays are well-educated and aware of requirements of a product they intend to purchase. Cosmetics industry is also getting more competitive. Thus, companies should consider the importance of delivering satisfactory product information, from having adequate product labeling and pictures to effective marketing campaigns.

2.5 Consumer Behavior

One of the most common models on consumer decision making process proposed by Cox et al. (1983) presents five stages a customer goes through when making a purchasing decision. These stages are: recognition of need/problem, information search, evaluation of the alternatives, purchase and post-purchase evaluation. The model has been reviewed and adjusted by numerous researchers such as Engel et al. (1995) and Kotler and Armstrong (2008). Although, the models and theories may vary, depending on the different factors investigated, they all lead to the same consensus of the process being complex, involving several stages.

The consumer decision-making process is very similar regardless of the consumer being offline or online. The major differences center on the shopping environment and marketing communications. Online shoppers still go through each of these stages, however the tools they may use are new and different. In the *search for information stage*, customers have the possibility to quickly search through different online channels, websites, or search engines. More information and knowledge are available in one place. Furthermore, one can compare the price for the same product from different sellers simultaneously (Katawetawaraks & Wang, 2011; Singh, 2002) as well as customers have the additional possibility to look for product or brand reviews and previous customer comments. The major advance of the Internet is that it gives significant support in the *pre-purchasing stages*, when comparing different options.

New factors such as website structure and design will influence the interest of customers in a particular product or a service. During the *purchasing stage,* information and service quality will be of essence in helping customers decide which product and provider they should choose. The *post-purchase evaluation* stage is even more important during online shopping. Customers may not be fully

satisfied with the product or wish to exchange sizes. Therefore, the return and exchange policies and services are of great importance at this stage (Katawetawaraks & Wang, 2011).

2.6 Risk and Trust

Each of the stages in the decision-making process for online consumers is greatly affected by the factors of risk and trust (Katawetawaraks & Wang, 2011). As Lee and Turban (2001) explains, trust is an essential factor, especially under conditions of uncertainty and risk. The concept is complicated but should not be overestimated. Internet shopping involves more uncertainty and risk than traditional shopping, as it has multiple sides that should be of concern (Lee & Turban, 2001; Kabango & Asa, 2015).

Generally, due to the nature of online shopping, trust is a vital factor. Customers are not able to see, touch, smell or try a product during online shopping (Katawetawaraks & Wang, 2011; Kabango & Asa, 2015). Products such as apparel, shoes or cosmetics are rather to be tried before making a purchase decision. In online shopping it is not possible to examine the products in order to assess their fit or quality. Therefore, customers may be more hesitant to make a decision when purchasing such products. Quality is one of the main factors which worries customers and low-quality products will not generate customer trust in online vendors (Katawetawaraks & Wang, 2011; Daroch et al., 2021). Likewise, when customers are in the search or evaluating alternatives, there is a risk that the source may contain inaccurate information or mistakes. This may possibly interfere with the decision-making process or lead to making wrong purchases by customers (Daroch et al., 2021).

Customers also face the risk while completing the payment process. They will be sharing personal information, such as addresses or credit card numbers. Therefore, customers expect that the website provides safe payment methods and stores their personal data securely, to minimize the possibility of misuse by other providers or any other third party (Daroch et al., 2021). The issues of information security, fraud and hacking have been recognized as major obstacles for e-commerce. Both experienced and inexperienced users of the Internet have recognized the risk of

Internet security as a concern (Kabango & Asa, 2015; Miyazaki & Fernandez, 2001). It is a topic that has been raised frequently in mainstream media in recent years, mainly because of Facebook data privacy scandals, where third party companies were able to gain access to personal data of users, due to Facebook´s inadequate safeguards and little oversight of developers (TechRepublic, 2020).

The perception of risk and trust while shopping online, will also be influenced by the consumer's knowledge in regard to website, product or functioning of online webshops (Laudon & Traver, 2009). Shoppers that have little internet knowledge are more likely to be reluctant, due to the fear of making the wrong purchase, but mainly due to the fear of online theft of their personal and financial information. Those customers will prefer the traditional in-store shopping, as it gives a known experience and it has the factor of physically examining the product and overall purchase process (Daroch et al., 2021).

2.7 Cultural Differences

Culture is a complex and multidimensional concept, which has been one of the most difficult to define. Schein, E.H. (2010) in his book on organizational culture and leadership presented a very extensive definition of culture “The culture of a group can now be defined as a pattern of shared basic assumptions learned by a group as it solved its problems of external adaptation and internal integration, which has worked well enough to be considered valid and, therefore, to be taught to new members as the correct way to perceive, think, and feel in relation to those problems.” (2010, p.18). Kroeber and Kluckhohn (1952) meant that “Culture consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols. […] ideas and their attached values: culture systems may be considered as products of action.” One of the most cited and valued authors in cultural studies, Hofstede defined culture as “[…] collective programming of the mind which distinguishes the members of one group or category of people from those of another.” (1991, p.5). Hofstede's cross-cultural study is one of the most exhaustive studies to this date. His framework is widely adopted, aiming to analyze the effects of culture´s values of its members, and how these values may relate to members behavior. The original theory is a result of his work with IBM in the 1970's and early 1980´s.

Hofstede (1991) distinguishes five universal dimensions of culture: power distance (PDI), individualism (IDV), masculinity (MAS), uncertainty avoidance (UAI) and long-term orientation (LTO). Power distance is defined as the extent to which the less powerful members of society accept that the power is distributed unequally and not all individuals in a society are equal (Hofstede, 1991). Individualism vs. Collectivism is related to how society's members integrate with primary groups (e.g., family, work colleagues) (Hofstede, 1991). Are the ties between individuals looser, everyone is expected to look after themselves (individualism) or are the individuals already from birth integrated into strong, cohesive in-groups (collectivism). The third dimension Masculinity vs. Femininity refers to the distribution of values between the genders (Hofstede, 1991). In masculine cultures there will be maximum emotional and social role differentiation between the genders. Values such as assertiveness and competitiveness are highly valued. On the contrary, in feminine cultures there will be minimum differentiation between genders. Both men and women should be modest and caring. Uncertainty avoidance relates to the level of stress in society when facing an unknown future (Hofstede, 1991). It indicates to what extent a member of a society deals with unstructured situations, and if they feel either uncomfortable or comfortable. Finally, long-term orientation relates to the people's choice of focus, whether they choose to focus on the future or the present and past (Hofstede, 1991).

The original theory of Hofstede presents five dimensions. However, the research of Michael Minkov led to redefining of some of the original dimensions. It also led Geert Hofstede to identify the last sixth dimension which is Indulgence vs. Restraint. The last dimension is related to the gratification vs. control of basic human desires of enjoying life. Indulgence society allows more gratification of basic human desires to enjoy life and have fun. On the contrary, restraint society controls gratification and regulates it through strict social norms (Minkov, 2007; Minkov & Hofstede, 2012).

Hofstede’s framework has been a victim of criticism and questions about its validity have been raised. One may argue that the findings may no longer be relevant or valid, due to the time passing and culture is an evolving concept.

However, the core theory is still applicable to numerous marketing researchers that have been investigating the influence of culture on consumer behavior and making comparisons between national groups.

2.8 Communication Differences

When investigating consumer behavior in the online sphere, it is worth taking into account communication differences among cultures. One of the dominant theoretical frameworks for interpreting intercultural communication was presented by Edward Hall. Hall´s theory proposed that communication culture can be divided into two groups: high context and low context (Hall, 1976).

High context cultures are defined by emphasizing interpersonal relationships. Typically, a high context culture will be described as more intuitive and collectivist. People tend to highly value the achievements of the group over the achievements of an individual. The members of the group are also a very close-knit community. Thus, establishing trust is of most importance and the first step to any business transactions. People from high context cultures are more governed by their intuition and feelings. In the essence of communication, this means that the words themself may not be as important as the context in which they are spoken. The context may be in regard to the tone of the speaker's voice, gestures or even the history and status of a person's family. The communication tends also to be more formal and indirect. Countries such as Japan, China and France are defined as a culture of high-context where the factors of interpersonal relationships and preventing losing face is an essential part of the culture (Hall & Hall, 1990).

On the opposite side, there are the low context cultures, where individuals are less close-knit and are communicating with fewer relational cues. People from low context cultures highly value and respond to logic, facts, and directness in communication with others. When facing a problem, they line up all the facts and evaluate each one. Decisions are less based on intuition but on the presented facts and evidence. Communication in low context cultures is expected to be clear, precise, and each word is intended to be taken literally. It should be a very efficient and straightforward process with less emphasis on the relationship and

feelings. Countries such as the USA and Germany are defined to be low context countries, as well as the countries of Scandinavia (Hall & Hall, 1990).

Looking at previous research in the context of cross-cultural studies, we find that researchers have examined the influence of factors such as online retailer reputation, motivations and interactivity with the websites, differences in perception of trust and risk, and perceived usefulness and ease of use of the online webshops (Kim et al., 2013; Ko et al., 2006; Park et al., 2012; Liao et al., 2009; Smith et al., 2013). The study of Smith et al. (2013) adopted the Technology Acceptance Model (TAM) to examine the role of culture and how it's influencing online shopping use. The research investigated consumers across Germany, Norway and the USA and uncovered differences in why and how customers shop online. Cyr (2008) investigated the influence of three components of website design on trust, satisfaction, and e-loyalty. The research examined consumers from Canada, Germany, and China, and it was found that design characteristics should be taken into account in website design across cultures.

Overall, we see a tendency of cross-cultural studies to be examining mostly countries such as China, USA, Canada, Korea, and Germany. In addition, many research designs are based on customer experiences with a specific company e.g., Amazon or Alibaba, specific industry e.g., electronic devices, or on a very generic approach asking participants to base their answers to the most recent online company or a website they have used.

We believe researching the differences across China and Norway are of great interest. Based on the assumptions that those two cultures are quite different and therefore, customer's behavior, needs and demands in regard to online shopping will be different. The core purpose of this research is to uncover if the proposed factors are significantly influencing customer's purchase intention and if and how the factors' influence may differ across those two cultures.

Therefore, we believe that this study will make several contributions to the customer behavior literature as well as cross-cultural studies. We find there is a gap of research on the topic of the beauty and cosmetic industry, and this report will present new knowledge and information that will be useful. As the beauty

industry is experiencing a shift towards more online presence, companies are entering new markets and growing more internationally. Thus, it becomes more crucial for marketers to understand processes consumers are going through when making a purchase decision. Communication challenges and barriers are more likely to arise. Creating a suitable strategy that fits the culture of a specific market is crucial in order for companies to succeed when expanding towards new markets.

3.0 Conceptual framework

In the presented research model, there are two major perspectives that customers will consider when making purchase decisions through online shopping channels: one perspective is related to the website´s factors, whereas the other refers to product factors. We will argue and investigate whether user's decision to make an online purchase will be influenced by the set of these independent variables or not.

3.1. Website's Factors

An e-tailer's website is essentially the marketplace where consumers are able to search for products, services, or information. During their journey they will be exposed to the different elements of a website: pictures, colors, sounds and other aesthetics elements. However, their impressions may be affected by the website's design, page simplicity and usability, which in turn may influence their purchase decision (Cebi, 2013; Demangeot & Broderick, 2010). A website not only needs to be appealing to the consumers in terms of the aesthetics, but also in terms of usefulness, ease of use and security.

3.1.1 Website's reputation

Company's reputation represents a specific image of the brand in the minds of consumers, stakeholders, and even the whole market. Doney and Cannon (1997) defined reputation as the extent to which buyers believe that the organization is honest and concerned about their customers. According to Standifird (2001), online reputation is even more important than in traditional retailing, as it may directly improve customer´s attitudes towards a webstore, and indirectly affect the perception of risks associated with online shopping. Consequently, reputation is

composed and influenced by the product's attributes, qualities, and characteristics, as well as communication and services e-tailers are providing (Cretu & Brodie, 2007). It is likely to affect customers on several dimensions; their attitudes, perception of risk and eventually their willingness to purchase (Jarvenpaa et al., 1999). It is argued that reputation is an essential determinant of trust, as well as a determinant for a company's expertise and competence (Jarvenpaa et al., 1999; Doney & Cannon, 1997).

The importance of e-tailers' reputation may also differ in the context of cultural differences. Based on cultural dimensions of Hofstede's theory (1991), Asian countries are characterized as collectivist cultures, where the individuals are more sensitive to in- and out- group boundaries, will greatly rely on opinions from their closest circle (e.g., family, friends) and use external cues when evaluating websites (Jarvenpaa et al., 2000; Kim et al., 2013). In the study of Lee and Green (1991) it was found that the effect of reference groups on customer's purchase decisions was greater for Korean consumers (collectivists) than for American consumers (individualists). Contrary, in individualistic cultures, individuals are more obligated to self-interest and self- actualization (Hofstede; 1991, 1994). Consumers highly value the aspect of independence and autonomy, making their own mind and options about a certain website or e-tailer. They are also more likely to use internal cues in their evaluation process (Kim et al., 2013). Summarizing, the effect of a website's reputation on the decision-making process, and thus the intention to purchase through an e-commerce platform would be expected to be more significant for Chinese consumers than for Norwegian consumers. Hence:

H1: Website's reputation will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.

> ***H1a:*** Between Norwegian and Chinese consumers, the website's reputation will have a greater impact on purchase intention in Chinese consumers.

3.1.2 Website's usefulness

According to Venkatesh and Davis (2000), perceived usefulness measures how much a person thinks utilizing a technology will increase his/her productivity, effectiveness, performance, and make a task easier to complete. A well-recognized Technology Acceptance Model (TAM) by Davis (1989) presented new scales for the variables of perceived usefulness and perceived ease of use. The author argued that these variables are determinants of user acceptance of technology. Researchers have also successfully applied TAM to e-commerce. Paul A. Pavlou (2003) investigated how both the TAM and TRA models were the key drivers of customer's acceptance of e-commerce. Klopping and Mckinney (2004) found statistical evidence to support that the model could be used to predict online shopping activities, intentions to shop and the actual act of purchase. It is supported that when a customer is able to easily search and find desired information, it shines positively on their perception of the website's usefulness and enhances the degree of purchase intention (Chen & Teng, 2013; Davis, 1989).

In accordance with the cultural dimensions of Hofstede (1991) Norwegian consumers are more individualistic and are more likely to have stronger desires for personal convenience. Within these cultures, online shopping makes it easier to find great deals and provides greater transparency in terms of information and prices. Additionally, in accordance with Hall's classification (1976), Norway is described as a low-context culture (Hall, 1976; Hornikx & le Pair, 2017). In the context of online shopping, consumers will strive to make decisions as quickly and efficiently as possible, relying more on presented facts, figures, and the written word. The research of Ko et al. (2006) have proven that consumers from low-context cultures have higher degree of information and convenience motivation when using a website. Consequently, they are more likely to view online shopping as time saving, providing better comparison in terms of product prices and/or features (Hall, 1976; Smith et al., 2013).

On the contrary, China is a collectivist and high-context culture. The information is conveyed rather through the use of non-spoken cues, such as body language or gestures (Hall, 1976; Wurtz, 2005; Ko et al., 2006). High-context cultures tend to attach value to group identity, and therefore are more likely to be motivated by the factor of social interactions. Consumers from high-context cultures tend to have a

higher need for human-to-human interactions, in the online domena (Ko et al., 2006). Consequently, interpersonal interactions may be of a challenge in the context of online shopping, and therefore the perceived usefulness of a website may be lower for Chinese consumers than for Norwegian. Hence:

H2: Consumer's perception of the website´s usefulness will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.

> ***H2a:*** Between Norwegian and Chinese consumers, the website's usefulness will have a greater impact on purchase intention in Norwegian consumers.

3.1.3 Website's ease of use

Following definition for perceived ease of use was presented by Davis (1989) in which the concept refers to "the degree to which a person believes that using a particular system would be free of effort.". Previous research finds persistent support for the positive relationship between perceived ease of use and behavioral intention to use. Customers experience higher levels of pleasure and satisfaction while shopping online, when the websites are uncluttered and easy to navigate (Pastrick, 1997). However, if a website has slow navigation, complicated operation functions or systems, it will more likely have a negative influence on customers' shopping enjoyment. As a result, customers may feel impatient or frustrated and consequently, abandon their shopping carts. How easy customers find the website's systems and design, will influence how quickly they find their desired products, which again influences how companies are attracting customers (Koufaris & Hampton, 2002). Perceived ease of use has been proven to significantly impact consumer's attitude towards online shopping (Zuelseptia et al., 2018).

Similarly, to the concept of a website's usefulness, it is found that consumers from more individualistic cultures tend to value personal convenience. If using a website is free of effort and it makes the overall shopping experience easier,

consumers from individualistic cultures are more likely to perceive it as convenient and useful.

As mentioned previously, in accordance with Hall's classification (1976), Norway is described as a low-context culture. People value facts, logic, and directness when they communicate (Hall, 1976; Hornikx & le Pair, 2017). This will also apply in the online shopping sphere. Low-context culture values elements and information on a website that are clear and precise. They will also have a higher requirement for information quality when using a website (Ko et al., 2006). Hence:

H3: Consumer's perception of the website´s ease of use will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.

> ***H3a:*** Between Norwegian and Chinese consumers, the website's ease of use will have a greater impact on purchase intention in Norwegian consumers.

3.1.4 Transaction security and user privacy

The perception of security relates to the degree to which customers believe that the e-tailer is secure. As the trend of e-commerce and online shopping is growing, consumers face new challenges of how their personal information and credit card details are used and saved (Szymanski & Hise, 2000; Kamalul et al., 2018). It is found that issues of information security are a concern regardless of the experience of customers online, as well as it is a major obstacle to the growth of e-commerce (ALrawimi & Aldukali, 2015; Kabango &Asa, 2015; Miyazaki & Fernandez, 2001). The research of Szymanski and Hise (2000) argued that security is of foremost concern to consumers, when they are in the process of deciding whether to shop online or not. Other research investigating security risk and privacy concerns found significant evidence for the factor to have an impact on both e-satisfaction and online shopping behavior. Moreover, in the line of research on online purchase intention, perceived risk and security concerns will

negatively influence customers to purchase products online (Park & Kim, 2003; ALrawimi & Aldukali, 2015; Kamalul Ariffin et al., 2018; Ariff et al., 2014).

From the global perspective, the privacy issues are even more complex, because the customer's perception of privacy, trust and risk will depend on the country's government regulations. China has one of the largest populations of Internet users and has been one of the most fast-growing e-tails markets worldwide. However, considerable network security problems are still a concern in certain industries. Open network systems with poor security make customer's devices more vulnerable for misuse. Thus, Chinese consumers may be more hesitant to shop online and use online payment (Liao et al., 2009). Additionally, taking cultural dimensions of Hofstede (1991) into considerations, differences between Norway and China may be argued. Generally, Asian cultures are characterized as one of the highest uncertainty avoidance and collectivist cultures. Chinese consumers establish their trust on predictable behavior and first-hand knowledge (Doney et al., 1997). However, since online shopping is associated with more uncertainty and risks, it is more likely for the Chinese consumers to be more hesitant towards online shopping. Hence:

H4: Website transaction security/privacy will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.

> ***H4a:*** Between Norwegian and Chinese consumers, the website's transaction security/privacy will have a greater impact on purchase intention in Chinese consumers.

3.2 Product Factors

One of the great advantages of e-commerce is the possibility for consumers to compare products from different e-tailers, which happens almost simultaneously. Consumers are more knowledgeable and aware of the different prices offered for products and services, as well as the quality standards e-tailers should provide. Digital-native customers are generally perceived to have lower brand loyalty. Should an e-tailer fail to deliver a satisfactory product, customers may easily switch to another provider, without suffering considerable switching costs.

Consequently, customer's online purchase behavior and intentions may be influenced by factors such as price, quality, and related services.

3.2.1 Product price

From the consumer's perspective, the price of a product is one of the essential factors that influence their decision-making process (Levrini & Santos, 2021). One of the many advantages that e-commerce and online shopping presents is the possibility to compare offered prices for the same product on different websites. Additionally, it reduces the information asymmetry between e-tailers and their customers (Gajewski & Li, 2015). On the other hand, customers are becoming more rational and aware of the price competition online. Thus, due to the lowered searching cost, they become more price-sensitive than during traditional shopping.

In the study conducted by Lee et al., (2020) authors examined how the cultural dimension of power distance influences customer's price sensitivity. It is argued that cultures with high power distance characteristics are less price sensitive. Consumers have a stronger need for quick closure, and it motivates them to "seize the deal", thus they make purchase decisions quickly, rather than use time on searching for better prices. Additionally taking into consideration the cultural dimension of indulgence, Western cultures, such as Norway, seek gratification in life (Minkov & Hofstede, 2012). Customers are less concerned about the price of a product and rather concerned about the feeling of enjoyment a product serves them. (Sun et al., 2019; Pratesi et al., 2021).

When comparing cultural differences in perception of product price, demographic factors such as income could be taken into consideration. According to the data from National Bureau Statistics of China, in 2021, the annual disposable income per capita was 35,128 yuan, (nearly $5,360), and the total wage income per capita was 19,629 yuan, (nearly $2,995), accounting for 55.9 percent of disposable income. By comparison, in Norway, the annual disposable income per capita was $39,144, nearly 7.3 times more that of China. In sum, the price sensitivity levels may also be influenced by the average income of a country's citizens: statistically Norwegian consumers have on average higher disposable income than Chinese consumers. Thus, the given price represents a lower relative cost in the Norwegian

consumer's expenditure budget (Burgess & Steenkamp, 2006; Hult et al., 2000). Hence:

H5: When the same makeup product is available in both physical and online stores, higher product prices will significantly influence customers' purchase intentions towards an e-commerce platform.

> ***H5a:*** Between Norwegian and Chinese consumers, product price will have a greater impact on purchase intention in Chinese consumers.

3.2.2 Perceived product quality

The quality of a product is argued to be one of the essential factors influencing online purchasing decisions. Brata et al., (2017) defines quality of products as "the product's ability to perform its functions. Ability including durability, reliability, accuracy is generated, easy to operate and repair". The nature of online shopping complicates the process of evaluation of the quality, since customers are spoiled from the possibility to see, touch, feel or test a product psychically on the spot, unlike in traditional shopping (Jiang, 2004). The challenge relies on imaging the quality of a product, and the perceived quality may be different for each single customer depending on the dynamic situation or context (Snoj et al., 2004). In Zeithaml's (1988) article, perceived quality is defined as the estimation that consumers feel about the product's performance or advantageous degree. Some consumers, who are more conservative and careful, may doubt the quality and performance of products bought from online shopping channels, due to the uncertainty of product features (Katawetawaraks & Wang, 2011; Daroch et al., 2021).

To fight this, e-tailers provide a range of solutions to decrease the perception of risk associated with online shopping. Quality commitments include clausula for e-tailer to be responsible for possible quality problems within a certain period of time, offer a return, replacement, or a refund (Goutam & Gopalakrishna, 2018; Ziaullah et al., 2014). All these measures are proposed to increase consumers' perceptions of products' quality that again affects consumer's purchase intentions

for online shopping channels (Wells et al., 2011).

Due to the different cultural characteristics, consumers might understand the product's description or information, which has a purpose to convey the products' quality and reduce consumers' perceived risk, in various ways (Mavlanova et al., 2016; Hoehle et al., 2015). In the article of Rosillo-Diaz et al., (2019) authors find evidence that supports the argument that consumers from collectivist cultures and with high levels of uncertainty-avoidance have higher expectations of quality perceptions of products. Contrary to consumers from individualistic cultures and lower levels of uncertainty-avoidance. Thus, the product quality will be perceived differently by each consumer with its own cultural values (Rosillo-Diaz et al., 2019). Hence:

H6: The customer's perception of product quality will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.

> ***H6a:*** Between Norwegian and Chinese consumers, the perceived product quality will have a greater impact on purchase intention in Chinese consumers.

3.2.3 Product-related services

In order to gain customers' trust, e-tailers and operators work immensely to improve service quality and provide more direct and convenient services. Product-related services include three types of services. Pre-sales services include information search, information communication and consulting. In-sales services include product screening and payment. After-sales services include product transportation, problem handling, evaluation of service performance, and future purchasing intentions (Wisdomjobs.com, 2020).

As previously mentioned, when comparing cultural differences using Hofstede's theory (1991), Chinese consumers are showing higher uncertainty avoidance than Norwegian consumers. Chinese are more likely to be concerned about risks and have less trust in website stores when they are shopping online. They are more

likely to have the need of assistance in the form of beauty advisors or customer service employees, than Norwegians. Consumers from Norway tend to be more self-confident, more self-responsible, and more independent when making purchasing decisions, so they rarely expect to be assured by service employees (Furrer et al., 2000). Thus, may be less influenced by assistant services when buying makeup products online than Chinese customers.

Additionally, Chinese culture is considered as a high-power distance culture, while Norwegian culture is considered as a low power distance. Power distance is defined as "the extent to which the less powerful members of organizations and institutions expect and accept that power is distributed unequally" (Hofstede, 1991). Mattila's study in 1999 suggests that service employees in some industries such as retail, hotel, or restaurants have a lower power status compared with consumers, since such services do not require professional knowledge or skills. When the service relationship is in a high-power distance culture like China, powerful customers are inclined to expect excellent service treatment, and tend to focus more on service employees' attitudes, responsiveness, and reliability (Furrer et al., 2000). Moreover, Chinese culture is identified as high-context culture, meaning that the customers have a strong sense of communities and groups. Thus, stronger need for human-to-human contact. It will also imply that they will prefer to know a product through an implicit way, with the help of a beauty advisor or service assistant (Hall, 1976; Ko et al., 2006). Hence:

H7: The customer's perception of the product-related services will significantly affect the customer's purchase intentions towards makeup products through e-commerce platforms.

> ***H7a:*** Between Norwegian and Chinese consumers, the product-related services will have a greater impact on purchase intentions in Chinese consumers.

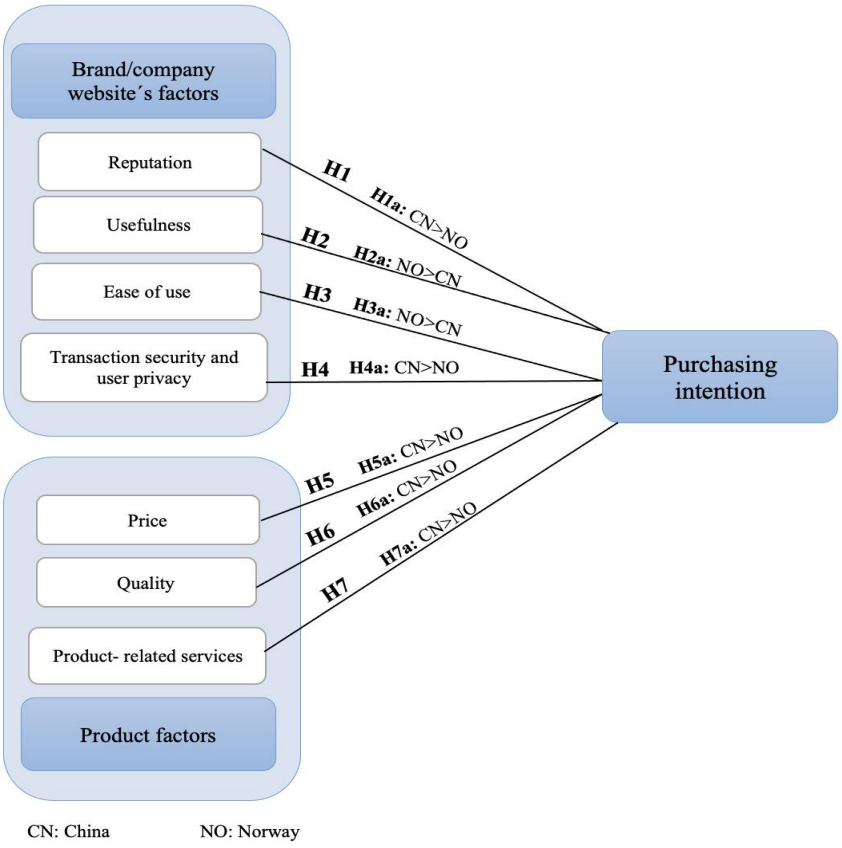
3.3 Summary of hypotheses

Hypotheses
Website's reputation
H1: Website's reputation will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.
H1a: Between Norwegian and Chinese consumers, the website's reputation will have a greater impact on purchase intention in Chinese consumers.
Website's usefulness
H2: Consumer's perception of the website´s usefulness will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.
H2a: Between Norwegian and Chinese consumers, the website's usefulness will have a greater impact on purchase intention in Norwegian consumers.
Website's ease of use
H3: Consumer's perception of the website´s ease of use will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.
H3a: Between Norwegian and Chinese consumers, the website's ease of use will have a greater impact on purchase intention in Norwegian consumers.
Transaction and user privacy
H4: Website transaction security/privacy will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.
H4a: Between Norwegian and Chinese consumers, the website's transaction security/privacy will have a greater impact on purchase intention in Chinese consumers.
Product price
H5: When the same makeup product is available in both physical and online stores, higher product prices will significantly reduce customers' purchase intentions towards an e-commerce platform.
H5a: Between Norwegian and Chinese consumers, product price will have a greater impact on purchase intention in Chinese consumers.
Perceived product quality
H6: The customer's perception of product quality will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.
H6a: Between Norwegian and Chinese consumers, the perceived product quality will have a greater impact on purchase intention in Chinese consumers.
Product- related services
H7: The customer's perception of the product-related services will significantly affect the customer's purchase intentions towards makeup products through e-commerce platforms.
H7a: Between Norwegian and Chinese consumers, the product-related services will have a greater impact on purchase intentions in Chinese consumers.

Table. 3.1 Summary of hypothesis

3.4 Research model

The model presents the conceptualization of the hypotheses presented in previous sections. As may be observed from the model, we propose that a *website's reputation, usefulness, ease of use, transaction security and privacy,* as well as *product price, quality* and *related-services* will have a direct effect on customer's purchase intentions. Additionally, we present in which culture a specific factor will have greater impact.



4.0 Methodology

The foundation of our research design and all the methodological procedures employed to answer our research question(s) and hypotheses are illustrated in the following section.

4.1 Research Design

The aim of our research is to investigate what and how the different factors of websites and products influence customer's intention to purchase makeup products through online channels. Additionally, we have the intention to investigate customer's experiences with purchasing makeup products online and how much of an experienced online shopper they are.

To achieve our goals and the stated objectives, we decided to proceed with quantitative research in the form of an online survey. Based on existing literature, mentioned theories and personal experiences, we believed the online survey would be an appropriate method to investigate the raised research question(s) and hypotheses. The results from our framework will provide a new perspective on customers behavior and attitudes towards online shopping. Furthermore, that would provide a cultural comparison of Chinese and Norwegian culture, which there is a lack of in previous literature.

4.1.1 Quantitative Research

The research was conducted through an online self-administered questionnaire. The decision was made to design two questionnaires, one in English adjusted for Chinese participants and one in Norwegian. This was done due to questions related to participants expenditure and income, where they needed to state specific numbers. To avoid asking participants to convert the values to US. dollars, we asked them to answer in their countries' respective currency and converted the values ourselves. By doing so, we avoided unnecessary misunderstandings and complexity, and made the questions easier to answer. The questionnaires were divided into four main parts, in addition to introduction and screening questions, which helped to verify if the respondents were eligible for our research and redirected them to the correct questionnaire based on their nationality.

4.1.2 Sampling Procedure

The quantitative research was designed using convenience sampling due to the time constraint and availability of the sample. Our sample was based on Chinese and Norwegian women who have purchased makeup products online at least once in the past 12 months. Additionally, the age of our respondents should be between 18 and 35 years old. It is reported that 79% of the Norwegian population in the age range 16 to 69 years old has purchased goods in the first quartal of 2021 (SSB, 2021). The largest group of online shoppers are women and consumers in the age group 25 to 34 years old. Similarly, Chinese customers who are the most frequent online shoppers are in the age group 31 to 40 years old (33.3%) and 26 to 30 years old (25.3%) (Statista, 2019-l). Thus, we find it satisfactory to base the sample of this research on consumers who have purchased makeup product online in the past 12 months and were in the age range of 18 to 35 years old.

4.1.3 Sample Size

It is of great essence for the research design that the sample is adequately large and representative of a population (Malhotra & Birks, 2006). Since we are doing research based on a global perspective by comparing Norway and China, we will design our sample size based on country levels. From Oberlo (2021), there were 2.05 billion global online shoppers in 2020, which is 26.28% of the whole population in the world. Furthermore, since we are investigating the cosmetics industry, we will focus on the population percentage who purchased cosmetics through online channels in 2020. It is reported that 47.4% of Chinese cosmetics consumers purchase makeup products on e-commerce platforms (Daxue Consulting, 2020). 39% of Norwegian consumers intended to continue purchasing cosmetics through e-commerce platforms in 2020 (Statista, 2022-m). Determining a representative sample size involves the estimation of population percentages or proportions (Zikmund, 2000). For calculations, we consider the following equation: $n = \frac{z^2 \times p\,(1-p)}{error^2}$, where *z* is the value according with the confidence level, p is the population percentage and *error* is the allowed error margin between sample fraction and true fraction.

Taherddost (2017) gives instruction that "p is the percentage occurrence of a state or condition." Therefore, we have population percentage for Chinese consumers

equal to 47.4% (p_c=0.474), and population percentage for Norwegian consumers being 39% (p_n=0.39). The confidence level is 95% (α = 0.05 and z = 1.96) and error margin is 10% (error = 0.1). Below we can find the results of sample size equations for both nationalities:

China:

$$n(c) = \frac{z^2 \times pc\ (1 - pc)}{error^2}$$

$$n(c) = \frac{1.96^2 \times 0.474\ \times\ (1 - 0.474)}{0.1^2}$$

$$n(c) \approx 96$$

Norway:

$$n(n) = \frac{z^2 \times pn\ (1 - pn)}{error^2}$$

$$n(n) = \frac{1.96^2 \times 0.39\ \times\ (1 - 0.39)}{0.1^2}$$

$$n(n) \approx 92$$

Based on the results, we estimated that a sufficient sample size for China would be at least 96 respondents. For Norway we calculated the value to be at least 92 respondents.

That being said, we have successfully managed to collect 242 responses from Chinese consumers and 198 from Norwegian, which indicates that the sample sizes obtained are adequately large and representative for our research design.

4.2 Research Context

As a framework for this research, we have chosen the Chinese and Norwegian makeup e-commerce industry. The participants were invited to complete an online questionnaire about their online shopping experiences and attitudes. Online questionnaires give the participants the possibility to answer the questions at any time, from any location and on different devices. We considered this an appropriate and acceptable context for the research as it corresponds with the nature of online shopping, where customers are able to purchase products at any time, from any location and on different devices. Appropriate context of a

research reduces the potential of a decreased readiness and responsiveness to react (Malhotra & Birks, 2007).

4.3 Survey Development and Data Collection

The questionnaire's design is mainly based upon established scales that have been proven to measure the desired constructs. These constructs include a *website's reputation, website's usefulness, website's ease of use, transaction security/privacy, product price, product quality, product-related services*, and *purchase intention* (see Appendix A). In addition, demographics questions, as well as general questions regarding online makeup shopping experience and online shopping behavior were included (see Appendix B).

Our research investigates two different cultures; thus, the decision was made to design the survey in two languages, Norwegian and English. The survey was, at first, constructed in English and adjusted to the Chinese respondents, then it was translated and adjusted to Norwegian language for the Norwegian respondents.

To make sure that we collect data from participants eligible for our chosen samples, two screening questions were added at the beginning of the survey. The first one being the establishment of which nationality they represent, Norwegian or Chinese. The second criteria that needed to be met was the purchase of makeup products online at least once in the past 12 months. Since this research concerns customers' online experience and purchase intentions for makeup, it was important to make sure that the participants have purchased makeup online before.

By having these two criteria met, we made sure that the participants were within our chosen sample and were redirected to the correct language version of the survey.

The constructs in the survey were measured by using Likert´s scale. By examining prior research and papers, we found that a 7-point scale was commonly used and thus, a 7-point Likert scale was adopted for all of the constructs, ensuring consistency and ease of comparison. For the constructs *website's reputation, website's usefulness, website's ease of use, transaction security/privacy, product*

price, product quality, product- related services, participants were asked to state to what extent they agree with the following statements in regard to shopping for makeup online. They indicated their agreement by selecting one of the 7 points, ranging from "strongly disagree" (1) to "strongly agree" (7). For the construct *purchase intention,* the participants were asked about the likelihood of them purchasing makeup online and could choose one of the 7 points ranging from "extremely unlikely" (1) to "extremely likely" (7).

It was also of great essence to ensure the security of the information that the respondents provide. In the introduction part of the survey the participants were presented with the context this survey was made in and the general or aim of our research project. We have highlighted that participation is completely voluntary, and information collection is done with the highest confidentiality and is to be analyzed only on our group level (Malhotra & Birks, 2007). To ensure that those conditions were read and understood, participants were asked if they wished to participate.

In total, 440 responses were collected, where 242 participants indicated that they were from China and 198 were from Norway. The online survey was designed in the online survey software Qualtrics. The survey was distributed by using social media accounts, random selection on campus and throughout our network of friends and family. All of the responses have been collected and registered using the Qualtrics software.

4.4 Measurement

All of the items of the mentioned constructs in the survey were acquired from existing research. Using already established scales from prior research ensures the quality and validity, since the scales have been proven to measure the desired constructs. Scales from previous research have been used for the following constructs: *website's reputation, website's usefulness, website's ease of use, transaction security/privacy, product price, product quality*, product- *related services* and *purchase intention.*

For the established scales, a range of alterations have been done. The established scales were often based upon a specific type of store or product. Thus, some of the scales had to be adjusted to fit with our thesis. Questions were customized towards shopping makeup online and towards participants' online store of choice. Additionally, the scales had to be translated from English to Norwegian. Translations of the scales were done as carefully as possible, to make sure that the essence of the questions was not lost and was corresponding with the original scales in English.

Before being exposed to the mentioned constructs in the questionnaire, the participants were asked to recall the website where they have most often purchased makeup products from in the past year, and to write the name of that specific website. Participants were then instructed to answer the following questions based on the website of their choice.

The three items to assess a website's reputation were adapted from the scale developed by Doney and Cannon (1997). The scale for reputation in their research was used in a questionnaire targeting companies involved in industrial manufacturing and examining the nature of trust in buyer-seller relationships. Only alteration to the scales implied changing the wording “supplier” to “website”.

To measure consumers' evaluation of websites' usefulness, five items developed by Dimoka and Davis (2008) were used. The framework of Dimoka and Davis (2008) suggested using the TAM scales originally adapted from David´s scales (1989) and they were adapted to an e-commerce context (Grefen et al., 2003). In general, the research examines the hidden processes associated with adoption of technology and intentions to use a system. The participants were exposed to an experiment in which they had to purchase a specific digital camera. The scales were shown to the participants under a fMRI session and in traditional paper format. Overall, the wording of the questions was quite neutral and the only alteration included changing the word “digital camera” to “makeup products".

To measure consumers' evaluation of a website´s ease of use, the five items from the framework of Dimoka and Davis (2008) were also used. In parallel to the

previous alteration, it included changing the word of the product from “digital camera” to “makeup products”.

Furthermore, to assess the website's transaction security and perceived user privacy, four item scale adopted by Liu et al., (2008) was used. The research focuses on identifying factors that may influence customer´s online shopping satisfaction, and the scale was used in a field and online survey. Thus, the wording of the questions was neutral and did not require any alterations.

To measure consumers’ evaluation of product price, three item scale developed by Vasic et al., (2019) were used. This research explored the influence of online shopping determinants on customer satisfaction. The wording of the questions was aimed to compare between online and traditional shopping. Therefore, the alternation included changing the word from general item to more specific one, from “online shopping” to “this website”.

To measure consumers’ evaluation of product quality, five item scale developed by Agarwal and Teas (2002) and Yoo and Donthu (2001) were used. The framework of Agarwal and Teas (2002) tested the standardizability of the Dodds et al. (1991) model, which explains consumers’ desire to purchase based on extrinsic signals and their judgments of quality and value. The test was examined by experiment. The purpose of Yoo and Donthu’s (2001) research was to create a scale to assess an online shopping website's perceived quality. The wording of the questions in each research was neutral and did not require any alterations.

To measure consumers’ evaluation of product-related services, seven items from the SERVQUAL dimensions to assess the product-related services were adopted from Furrer et al., (2000). In their research, the authors argued that the quality of service is viewed differently by different cultural groups. The wording of the questions under the SERVQUAL was quite neutral and minimally altered the sequences to fit with our research topic.

Lastly, to assess the construct of intention to purchase, three item scale by Kim et al., (2008) was adopted. In their research the authors investigated how trust and

risk influences customer's purchasing decision. And the items were used in an online survey. Thus, the wording of the questions was very neutral and was minimally altered to fit with our research topic. All items used in our research are to be found in Appendix A with their respective sources. The complete questionnaire in English and Norwegian is to be found in the Appendix B.

4.5 Reliability and Validity

We analyzed the survey's reliability and validity to check if the questionnaire is in an appropriate design method and guarantee that the data collected from the questionnaire is useful and free of serious errors.

4.5.1 Reliability

To test the scale of reliability, we performed a reliability analysis. Cronbach's alpha is a common measure of reliability or internal consistency (Cronbach, 1951). The internal consistency and the degree to which the items on a scale assess the same underlying dimension is determined by the reliability measure (Helms et al., 2006). Hair Jr et al., (2015) proposed a rule of thumb for the Cronbach alpha value: if the alpha value is smaller than 0.6, the questionnaire is unreliable; if the alpha value is larger than 0.6, the questionnaire is acceptable.

4.5.1.1 Reliability- China:

The examination of the reliability in the survey in English (for the Chinese participants) showed the following results. For the three website's factors, *usefulness, ease of use* and *transaction security/privacy* we found a satisfactory Cronbach's alpha of 0.855, 0.886 and 0.861 respectively (see Table C3-C5). Furthermore, we examined the "corrected item- total correction" for each of the constructs and found a satisfactory Pearson's correlation that is above 0.3 for all of the items (see Table C12-C14). A satisfactory correlation indicates the correct coding of the questions.

The construct *website's reputation* was also found to have a satisfactory Cronbach's alpha just above 0.600 (α = 0.633) (see Table C1). However, our further analysis revealed that one of the items *"This website has a bad reputation*

in the market" does not have a positive Pearson correlation and scored below 0.3. A low score (= 0.232) is a concern; thus, we removed the mentioned item and repeated the test (see Table C10). The new Cronbach's alpha of 0.821 yields a higher internal consistency and the Pearson correlation values are above 0.3. Thus, we may conclude that the coding of the items of the *website's reputation* is correct (see Table C2 and C11).

Assessing the three product factors: *price, quality,* and *related services* we have found a high internal consistency with Cronbach's alpha of 0.809, 0.862 and 0.852 respectively (see Table C6-C8). The results from Pearson correlation, had satisfactory correlations above 0.3 for all of the items in each of the constructs, indicating correct coding of the questions (see Table C15-C17). Lastly, assessing the reliability of the construct *purchase intention* we found a significant Cronbach's alpha of 0.866 and Pearson's satisfactory correlations above 0.3 (see Table C9 and C18).

4.5.1.2 Reliability- Norway:

The same process of analysis was conducted for the survey in Norwegian (for the Norwegian participants). Assessing the reliability of the three constructs of a website's; *usefulness, ease of use, and transaction security/privacy,* we discovered a satisfactory Cronbach's alpha of 0.764, 0.888 and 0.900 respectively (see Table C21-C23), indicating that each of the constructs have high internal consistency. Once again, we examined the "corrected item- total correction" and found satisfactory Pearson's correlations for all of the items in each of the constructs (see Table C30-C32).

When assessing the construct of the *website's reputation,* we found a non-satisfactory Cronbach's alpha of 0.450. This is quite a low score for reliability and would indicate that the construct does not measure what is supposed to measure (Malhotra, 2010) (see Table C19). Furthermore, we look at the results for Pearson's correlation and discover that the two questions *"This website is known to be concerned about customers."* and *"This website has a bad reputation in the market."* revealed values below 0.300 (0.153 and 0.287) (see Table C28). The reverse question *"This website has a bad reputation in the market."* have been recoded and the question *"This website is known to be concerned about*

customers." we have decided to remove. The new Cronbach's alpha test revealed a satisfactory alpha of 0.600 and the new Pearson's correlations revealed satisfactory correlations above 0.300 for the two items (see Table C20 and C29).

Assessing the three product factors: *price*, *quality*, and *related services*, we discovered once again a high internal consistency with a Cronbach's alpha of 0.873, 0.919 and 0.903 respectively (see Table C24-26). When examining the "corrected item- total correction" we also found satisfactory Pearson correlations values for all of the items in each of the constructs (see Table C33-C35). Lastly, the construct *purchase intention*, which is our dependent variable, revealed a satisfactory Cronbach's alpha of 0.871 (see Table C27) indicating that it has high internal consistency. The statistics for Pearson correlations revealed positive values all above 0.300 (see Table C36).

Since the survey has been translated to Norwegian, it may have had an effect on the items and weakened the original scales. However, the reliability analysis has revealed rather high internal consistency for all of the scales and items we have used for our survey. The Pearson correlations have revealed which of the items may be of a concern. Overall, we discovered that the coding of the questions was correct.

4.5.2 Validity

Validity refers to how accurately a method measures what it is intended to measure, or the extent to which a test measures what we actually want to assess (SPSS Tests, 2015). High validity would indicate that the produced results correspond to the real world, and its characteristics.

For this research, established scales from previous literature have been used. Meaning, that the content and the context of scales have been tested and assessed by experts and researchers to cover all aspects of the chosen construct. However, we have made adjustments to the scales in order for it to better fit with our topic, as well as the scales have been translated into Norwegian. We tried to keep the alterations to minimal and be careful with translation, to not affect the construct

validity of the scales. Thus, we believed the level of validity should be satisfactory for the scales used.

Additionally, we performed Pearson Product-Moment Correlation in SPSS to test the validity of the questionnaires both for Norwegian and Chinese. The Pearson Product-Moment Correlation test correlates each item questionnaire score with the total score. If the single item has a substantial correlation with the total score, indicating that the item is valid (SPSS Tests, 2015). To find the correlation between each question and its total value:
(a) If Sig. < 0.05 → the question is valid.
(b) If Sig. > 0.05 → the question is invalid.

We discovered that the values for 35 questions in the Chinese questionnaire were smaller than 0.05 except the question *"This website has a bad reputation in the market."* Therefore, we removed the question and reran the test. The significant values for the remaining 34 questions were all smaller than 0.05 now. Similarly, we discovered one question in the Norwegian questionnaire where the value was larger than 0.5; *"This website is known to be concerned about customers."*. This question has been removed and the test repeated. The significant values for the remaining 34 questions were all smaller than 0.05. Thus, we might have concluded that the questionnaires for both China and Norway were valid, after making those adjustments.

4.6 Pre-Test

Before starting with the data collection, the survey was pre-tested on a small and representative sample. Pre-testing a survey is important to avoid mistakes, misinterpretation of the questions, and to make sure that the questions and the flow is logical for the participants as well. Since our survey was in two languages, it was of great importance to make sure that the translations were understandable and that we would be able to compare the answers from participants from both countries. The feedback from the participants was of great value, as it allowed us to improve the questionnaire, and overall, the survey was tested on 14 participants where eight were Norwegian and six were Chinese. The participants for the pre-test were a combination of friends, family, and co-students, and they were also representative of our targeted sample.

After the pre-test was finished, we discussed the feedback and the possible improvements that should be made to the questionnaire. Some of the questions for *website´s usefulness* and *product price* were too confusing or too similar to other questions. Thus, the decision was made to find simpler scales with fewer items for those two constructs. Overall, the feedback was positive and quite similar among the participants.

4.7 Data Assessment and Analytical Procedures

The data collected in Qualtrics was transferred into Word Excel for further examination. Most of the questions had a "Forced Response" option on, which ensured that a participant would not miss a question and would not be able to skip or move onto the next section. Overall, the response rates were adequate and the uncompleted questionnaires were excluded from the data set.

The dataset included only the participants who have purchased the makeup products online in the past year. Additionally, since our defined target group was to be 18-35 years old women, participants falling outside of that age range were excluded. Six respondents indicated their gender as "Male" and thus, were not eligible for further analysis. Few of the respondents were excluded due to their incomplete or confusing answers, especially on questions *"How many times did you shop online in the past month?"* and *"On average, how much do you spend on shopping makeup online, every month?"*. We have used our common sense and filtered out answers with extreme high and low values. For example, if the answers indicated that a participant spent $1 or less, or that they have made 300 purchases online in the last month, they were excluded from the dataset. We perceived these values as unrealistic in regard to the questions that were asked. In addition, we recoded one question *"The website has a bad reputation in the market"*, since it included a reversed-scored statement.

Furthermore, questions where participants were asked to state, e.g., their income or use of money in their respective currency, were converted to US dollars. The exchange rates on June 2nd, 2022, were 1 NOK = 0.11 USD, and 1 CNY= 0.15 USD. The values have been converted and transformed to one currency, US

dollars. In some of the open questions participants gave answers in a range, e.g., “2 to 3 times”. Thus, the average of those values was calculated and used in the data set for that individual. Furthermore, the value of each independent variable and dependent variable was computed by taking the means of the questions under that variable. This ensures that the data is manageable and easier to interpret.

Once we completed the data adjustments and exclusion of invalid respondents, the data was cleaned and ready to be analyzed. First of all, we ran the descriptive statistics for both countries and all of the presented constructs. Secondly, we tested eight assumptions which were prerequisites for the multiple linear regression model. Lastly, we ran the multiple regression analysis to test the hypotheses for our research topic. The independent variables were: *website’s reputation, website’s usefulness, website’s ease of use, transaction security/privacy, product price, product quality,* and *product-related services*. The dependent variable was the customer's *purchase intention* towards makeup products on online websites.

5.0 Analysis and Results

5.1 Descriptive Statistics

5.1.1 Sample

Overall, 121 participants from China have completed the survey and were found eligible for our research. The participants' ages were within the established range of 18 to 35 year old, with an average of 25.5 years old. In terms of education, the majority of the participants have gotten a higher education, 40.5% of participants have completed a Bachelor's degree, and 45.5% of participants achieved a Master's degree. Half of the Chinese participants (50.4%) indicated their annual income to be below $25,000 and 36.4% stated their annual income to range from $25,000 to $50,000. Only a small proportion of participants (2.5%) have stated their annual income to be over $75,000 (see Table D. A. 1-4).

In total, 119 valuable participants from Norway completed the survey and were considered for analysis in our research. The participants' ages were also within the established range from 18 to 35 years old, with an average of 23.6 years old. In terms of education, 33.6% of participants indicated to have a high school or equivalent education, 48.7% have achieved a Bachelor's degree, and 17.6% of participants have completed a Master's degree. Furthermore, when asked about their annual income 57.1% of Norwegian participants indicated that their annual income is below $25,000, 22.7% stated their annual income to range from $25,000 to $50,000, and again only a small proportion of participants (2.5%) earned more than $75,000 (see Table D. B. 1-4).

5.1.2 Shopping Behavior: China

On average, the Chinese participants have indicated that they tend to shop online about eight times during a month (x = 7.83), and about 1.7 of those times they purchase makeup products online (x = 1.68). In other words, the number of times that Chinese consumers buy makeup products online in a month account for nearly 21.5% of the total online purchases they made. Moreover, Chinese young women wear makeup about nearly three times during a week (x = 2.92) (see Table D. A. 10-12). The top three websites that the consumers choose to buy makeup products from are Taobao, Sephora, and Jingdong. When asked about their

spending on makeup in a period of one month, the answers were quite distinguished from a minimum value of $1.5 to a maximum value of $750, with an average of $65.4. The answers from the participants about their biggest amount spent on shopping makeup products online at once ranged from $1.5 to $3,000, with an average value of $229.9. Lastly, the participants indicated that they spend, on average, 7.7 hours on the Internet (including work, study, and leisure) each day (see Table D. A. 6-8).

Further questions investigated the main reason for why the participants chose to purchase makeup products online and what type of makeup products they purchased the most. *Convenience*, *time saving* and *lower prices* were the three top choices and received the highest rank among Chinese participants. Furthermore, we discovered that the top three products that customers purchase were lip products (63.6%), concealer/foundation (32.2%) and eye shadow (32.2%) (see Table D. A. 13-14).

Since online shopping comes with the disadvantage of consumer's not being able to evaluate the products personally, the participants were asked how they evaluate a product before buying it. The majority (51.2%) indicated that they read online reviews and another 22.3% watched video reviews. 14.9% of participants will rather ask their friends about the makeup products before making decisions. Only 9.9% of participants preferred to go to physical shops to see and test the products before buying. Thus, we observed an indication towards online solutions for product evaluations for Chinese participants (see Table D. A. 9).

Lastly, we investigated what the participants were most and least satisfied with when shopping online. It was revealed that communication with customer service (69.4%), free delivery (50.4%) and product promotions (43%) gave them the biggest satisfaction. On the other hand, long delivery time (50.4%), shipping errors (36.4%) and uncompleted information (30.6%) were the factors that negatively influenced participants' satisfaction with online shopping (see Table D. A. 15-16).

5.1.3 Shopping Behavior: Norway

On average the Norwegian participants have indicated that they tend to shop online about 3.6 times during a month (x = 3.59), and about 0.8 of those times they shop for makeup products (x = 0.82). Meaning that, for Norwegian consumers, makeup purchases accounts for nearly 22.8% of the total online purchases they have made in a month. The top three websites that consumers choose to buy makeup products from were Blivakker, Kicks, and Lyko. Moreover, on average, Norwegian young women wear makeup about nearly five times during a week (x = 4.98) (see Table D. B. 10-12). When asked about their spending on makeup in a period of one month, the answers were again quite distinguished, ranging from $1.1 to $220, with an average value of $37.16. The answers from the participants about their biggest amount spent on shopping makeup products online at once also had a wide range, from $55 to $440, with an average value of $171.2. Lastly, Norwegians spend on average 7.9 hours on the Internet each day (including work, study, and leisure) (see Table D. B. 6-8).

When asked about the main reasons for why they shop makeup online, similar to the Chinese participants, *convenience*, *time saving* and *lower prices* were the highest ranked factors. However, Norwegians bought different types of makeup products online such as mascara (49.6%), concealer/foundation (43.7%) and contour powder/cream (35.3%) (see Table D. B. 13-14). Similar to Chinese, most of the Norwegian participants (45.4%) read online reviews when they tried to evaluate a makeup product. However, they relied more on their friends or family opinions and rather asked for their advice (24.4%) (see Table D. B. 9). Lastly, the participants indicated that they were most satisfied with promotions (70.6%), free delivery service (52.9%) and communication with customer service (41.2%). The most unsatisfactory factors have been long delivery (42%), uncomplete information (30.3%) and delivery fees (29.4%) (see Table D. B. 15-16).

Summarizing, we discovered both similarities and differences for why and how Chinese and Norwegian customers purchase makeup products. Norwegian women wear makeup more times during a week than Chinese (5 times vs. 3 times). However, the spending patterns have shown that, on average, Chinese women spend more money on makeup products. We also found differences in what types of products young women from both countries are purchasing and saw a slight

preference for online solutions in Chinese customers, when evaluating products before purchase. Additionally, it is interesting to highlight the differences in the factors that satisfy customers the most. For Norwegian customers product *promotions* were most important, but for Chinese customers *communication with customer service* was the most satisfactory factor of online shopping.

5.1.4 Website's factors: China

To complete the questionnaire, respondents were asked to state the name of a website where they have most frequently purchased makeup products from. Furthermore, the participants were asked to base their answers, regarding the website's constructs, on their experiences with their websites of choice. This was done based on previous research papers and articles. Additionally, many of the established scales were designed to target a certain retailer or website. Thus, we could keep the alternation to a minimum by simply changing the name of the retailer to "this/the website".

Examining the descriptive statistics for the four constructs of *website's reputation, usefulness, ease of use* and *transaction security/privacy*, we observed that the construct of *ease of use* had the highest mean (x = 5.709) followed by *transaction security/privacy* (x = 5.376) (see Table D. C. 1). Further examination of the frequencies for the construct of *ease of use* had shown, that about 76% of the participants overall found websites to be easy to use, (28.1%= Strongly Agree, 48.8%= Agree) and about 76% also found it easy to learn how to use a website, (36.4%= Strongly Agree, 39.7%= Agree). Half of the participants (50.4%) stated that they were able to get the necessary information about makeup products from a website (see Table D. C. 11-15).

Further, 70.3% participants stated that they perceived the website being useful, when purchasing makeup products (48.8%= Agree, 21.5%= Strongly Agree). On the other hand, surprisingly, 5.8% did not find it useful (4.1%= Strongly disagree, 1.7%= disagree). The majority stated that purchasing through a website enabled them to find and purchase products more quickly (55.4%= Agree, 19.0%= Strongly agree) (see Table D. C. 6-10).

When asked about participant's perception of a *website's security and privacy*, 47.1% stated that they felt safe in their transactions with the website, and another 44.6% felt they could trust the website (see Table D. C. 17-18). However, when asked to state their agreement to the statement "*I feel there are adequate security features.",* we observed a rise in the number of participants stating neutral (19.8%) and 5.8% that stated to somewhat disagree. Similarly, the statement "*I feel secure giving out credit card information."* also received more disagreement amongst participants (1.7%= Strongly disagree, 3.3%= Disagree, 4.1%= Somewhat disagree) and about 14.9% gave neutral answers (see Table D. C. 16 and D. C. 19).

5.1.5 Website's factors: Norway

Similar to the results from Chinese respondents, when examining the four constructs of a website, we found that the constructs of *ease of use* and *transaction security/privacy* indicate the highest means (x = 6.270 and x = 6.266) (see Table D. D. 1). Overall, the mean scores of all of the website's constructs for Norwegian participants, are higher than for the Chinese. For example, taking the mean score of the website's *transaction security/privacy*, we have the mean of x = 5.376 from Chinese respondents, and a mean of x = 6.266 from Norwegian. Nearly a one-point difference between the respondents from those two countries (see Table D. C. 1 and Table D. D. 1).

The further examination of the same questions in *website's usefulness* discovers that 92.5% of the Norwegian respondents find websites to be useful when purchasing makeup products (49.6%= Strongly agree, 42.9%= Agree). Opposite to Chinese respondents, there were no answers of disagreement to this statement and only 1.7% stated to somewhat disagree (see Table D. D. 6). Another 89% stated that using websites enables them to find and purchase products quickly, and only 4.2% stayed neutral when asked this question (see Table D. D. 7).

When the Norwegian participants were asked about their perception of a website's security and privacy, 53.8% stated strong agreement to the statement that they felt safe in their transactions with the website (see Table D. D. 17). Similarly, 51.3% strongly agreed with the *"I can trust this website"* statement (see Table D. D. 18).

The majority of participants, 87% (50.4%= Strongly Agree, 37.0%= Agree) felt safe to give credit card information and only 1.7% stated disagreement and 5.0% stayed neutral (see Table D. D. 16).

Overall, we found differences in the results from China and Norway. The mean scores of the website's constructs were higher from the Norwegian dataset. When examining the constructs further by looking at the frequency analysis results for each of the questions, we observed few patterns. Generally, Norwegians tend to give higher scores on questions, meaning that they indicate stronger agreement with the statements than the Chinese participants do. Furthermore, the answers of the Chinese participants displayed a full spectrum of the 7-point Likert scale, ranging from strongly disagree (1) to strongly agree (7). Even if there were few disagreements with the raised statements, that did not happen as often in the dataset from Norwegian participants. It may give indication of the cultural differences in online shopping we try to uncover.

All of the frequency statistics for the website's factors items may be found in Appendix D. C. for Chinese participants and Appendix D. D. for Norwegian participants.

5.1.6 Product's factors: China

To complete the next part of the questionnaire, respondents were presented with a short explanation of the product's constructs and that their answer should be based in regard to the products on their website of choice, which they stated at the beginning of the survey.

The results for the descriptive statistics for the three constructs of a *product price, quality* and *related-services* show that *product related-services* and *product quality* has scored the highest (x = 5.358 and x = 5.292). Whereas *product price* had a mean score of x = 4.639 (see Table D. C. 2). When presented with the statement *"I can save money when I buy makeup products on this website."* participants have not shown a significant agreement or disagreement with this statement. Indeed, 30.6% stated agreement, but 16,5% stayed neutral and another 11.6% stated somewhat disagree (see Table D. C. 20). Additionally, when asked

about *"The prices on this website are cheaper than elsewhere."* answers were divided quite equally between the choices of "neither agree nor disagree" (27.3%), somewhat agree (24.8%) and agree (23.1%). 11.6% of the participants stated that they disagreed with the statement, and another 1.7% strongly disagreed (see Table D. C. 21). We may observe some correlation with the results from *Shopping behavior* analysis, where we found that product promotions and lower prices were in the top three choices but were not the most important factors for why customers purchased makeup online.

In regard to the questions about the quality of the products, 61.1% of the participants believed that the products met the official standard policies and requirements (50.4%= Agree, 10.7%= Strongly agree) (see Table D. C. 25). 38% agreed that the products on their websites of choice were of good quality and another 10.7% strongly agreed to this statement (see Table D.C. 23). Half of the respondents (53.7%) also stated that they were able to evaluate the quality of the products they purchased (see Table D. C. 26). Overall, we saw the tendencies that customers are satisfied with the products they have purchased online and their quality.

Furthermore, 52.9% of the Chinese respondents indicated agreement when presented with the statement *"This website provides services at the promised time.",* meaning that they were satisfied with the delivery time. Another 53.7% believed that the services were provided correctly the first time (47.1%= Agree, 6.6%= Strongly agree) and 59.5% believed that they were provided as promised (48.8%= Agree, 10.7%= Strongly agree) (see Table D.C. 28-30).

5.1.7 Product's factors: Norway

While examining the results from the descriptive statistics for the three constructs of *product price, quality* and *related- services,* we observed different results than for the Chinese participants. The *product quality* has the highest mean score (x = 6.116) followed by *product related- services* (x = 5.909) and *product price* (x = 5.296) (see Table D. D. 2). Statistically, the quality of the products purchased was the most important factor for the Norwegian participants, while for the Chinese it

was the services related to product's purchase.

In regard to the questions of *product quality* construct, 79% of the participants stated that the products meet official standard policies and requirements (44.5%= Strongly agree, 34.5%= Agree). Another 88.3% stated that the products were of good quality and that the quality was guaranteed and reliable (84%) (39.5%= Strongly Agree, 44.5%= Agree) (see Table D. D. 23-25). Additionally, the majority (73.9%) believed they were able to evaluate the quality of the products they have purchased through a website (see Table D. D. 26). Overall, Norwegian participants indicated higher satisfaction with the product's quality and expressed less disagreement with the presented statements, than Chinese participants.

Examining the construct of *product related-services* we have that about 89% believe that e-tailers deliver services as promised, correctly on the first try, and in time. The results are very similar for those three questions, and there is also little to no disagreement. Only 3.4% of the participants stated neutral for statements *"This website provides services as promised."* and *"This website provides services correct in the first time."* 0.8% stated somewhat disagree with the question of *"This website provides services at the promised time."* (see Table D. D. 28-30).

For constructs of products, we observe similar differences between countries, like we observed for the construct of websites. Overall, Norwegians give higher scores on questions, meaning stronger agreement to the raised statement. We also observe a quite significant difference in the means for *product quality*. From the descriptive statistics, the quality of the product is the most important factor when customers are purchasing makeup online. And they indicate that the level of quality is satisfactory.

5.1.8 Purchase Intention

Examining the construct of *purchase intention* from the Chinese data set we observe a mean score of $x = 5.655$. Overall, 52.9% of participants indicated that they would likely purchase makeup products again from their website of choice. Surprisingly 2 participants (1.7%) stated "Unlikely" and 4 (3.3%) "Somewhat

unlikely". What asked if they would recommend the website, 54% stated that they would. However, 16 participants (13.2%) stated neutral for this question, and 2.5% would be unlikely to do so. 51.2% would likely make another purchase on their website of choice if they were in need of makeup products in the future.

On the other hand, the results from the Norwegian dataset indicate a mean score of $x = 6.462$ for construct of *purchase intention*. On a closer inspection of the questions, we have that 68.1% would be extremely likely to purchase products again from their website of choice. Additionally, 56.3% are extremely likely to recommend the website to other people and 71.4% would purchase makeup online when in need of makeup products.

5.2 Assumptions of Multiple Regression

In order for the analysis and results to be valid and reliable, we need to confirm that our data meets the eight assumptions before running the multiple regression.

The first assumption is: the dependent variable should be a continuous scale (Georgia State University, 2022). In both the Chinese and Norwegian data sets, the value of the dependent variable "Purchase Intentions" is the mean value of three 7-point Likert scale questions. Thus, it has a continuous scale, and we may conclude that the first assumption is fulfilled.

The second assumption is: there are two or more independent variables, which can be any level of measurement (Georgia State University, 2022). In each of the Chinese and Norwegian data sets, there are seven independent variables: *website's reputation, website's usefulness, website's ease of use, transaction security/privacy, product price, product quality,* and *product-related services*, which are measured by calculating the means of the 7-point Likert scale questions under each variable. These independent variables are on continuous scales. Therefore, the second assumption is also fulfilled.

The third assumption is: there is a linear relationship between the dependent variable and each of the independent variables (Osborne & Waters, 2002). The method to check the linear relationships is to produce scatterplots of the

relationships between each of the independent variables and the dependent variable, and then visually inspect the plots to see whether the linearity exists or not (Corporate Finance Institute, 2022-a). From the scatterplots in the Appendix D. E. and Appendix D. F., we can see that the relationship between each independent variable and the dependent variable, from both Chinese and Norwegian data sets, could be fitted by a straight line. Meaning, that the relationships between these variables are linear, and thus, the third assumption is fulfilled.

The fourth assumption is: there is no multicollinearity in the data. Multicollinearity, which happens when two or more independent variables are highly correlated with each other, must not be present in the data (Corporate Finance Institute, 2022-a). If there is multicollinearity, it will be problematic to figure out which independent variable contributes to the variance of the dependent variable (Mansfield & Helms, 1982). We will use Variance Inflation Factor (VIF) to test the severity of multicollinearity in the multiple regression. If the VIF value is larger than 10, then there is a significant multicollinearity problem (Corporate Finance Institute, 2022-b).

In Table 5.5, we can see the Coefficients table including the VIF values, for Chinese data, which are all less than 2, much lower than the testing value of 10. In Table 5.6, the VIF values, for Norwegian data, are also in a good range from 1.5 to 2.5, which is also lower than 10. Therefore, the fourth assumption is fulfilled.

The fifth assumption is: the observations' values are independent (Corporate Finance Institute, 2022-a). We will check this assumption by using Durbin-Watson statistics (Chatterjee & Simonoff, 2012). When the value equals to 2, indicating that no autocorrelation exists (Gujarati, 2003, p. 469). In Table 5.1 and Table 5.2, we can see the Model Summary table for Chinese and Norwegian data respectively. The Durbin-Watson statistic value for Chinese data is 1.849, and the Durbin-Watson statistic value for Norwegian data is 2.066, both values are close to 2. Therefore, we may conclude that the values of the residuals are independent, and the fifth assumption is also fulfilled.

The sixth assumption is: the variance of the residuals is constant (Osborne & Waters, 2002). The amount of error in the residuals is assumed to be similar at each point of the linear model in multiple linear regression, which refers to the term of homoscedasticity (Corporate Finance Institute, 2022-a). We can visually examine the assumption for homoscedasticity by plotting the standardized residuals against the regression standardized predicted value (Osborne & Waters, 2002). Graph D. F. 1 represents the Chinese scatterplot. As the predicted value is increasing along the X-axis, the dots spread in a more random and generic way, and the variation of the residuals is nearly constant. In addition, according to the Loess curve, we can see the relationship between standardized predictions and standardized residuals appears to be roughly linear around zero, and thus we can conclude that the residuals are randomly scattered around zero. Similarly, Graph D. F. 2 represents the Norwegian scatterplot, the residuals are located around zero, and the residuals' variation is virtually constant. The Loess curve shows that the relationship between the predicted value and the residual value appears to lie between -1 to 1, which is approximately linear along the X-axis. We conclude that the sixth assumption is fulfilled.

The seventh assumption is: the residuals are normally distributed in regression (Osborne & Waters, 2002; Barker & Shaw, 2015). In order to see the distribution of residual values, we will use the Normal Probability method (Corporate Finance Institute, 2022-a). If the dots lie closer to the diagonal line, the residuals are closer to normal distribution. From the Normal P-P plots of China and Norway, we can see most of the data points lie on the line, and the remaining data points are very close to the line, so the values of residuals are normally distributed (see Graph D. F. 3 and Graph D. F. 4). Therefore, the seventh assumption is fulfilled.

The eighth and last assumption is: there are no significant outliers biasing the model (ReStore, 2011). When performing a multiple regression analysis, outliers and influential points probably have a negative impact on regression analysis results or reduce the precision of regression coefficients, which lead to model failure (Blatná, 2006). We will use Cook's distance to detect the significant outliers in a set of predictable variables. Cook's distance is a method of identifying outliers that have a negative impact on the multiple regression model (Boussiala, 2020). The Cook's distance is calculated using the leverage and

residual values of each observation; the higher the leverage and residuals, the greater the Cook's distance (Boussiala, 2020).

In the data files, SPSS created a new column, called COO_CH, and COO_NO in each country's dataset. These two new columns contain the Cook's Distance statistic for each Chinese and Norwegian participant. No cases' values were found to be larger than one, neither in the Chinese nor the Norwegian dataset. The eighth assumption is thus fulfilled.

5.3 Multiple Linear Regression

In the previous section, we proved that the data for each country has already satisfied the eight assumptions for multiple regression to produce a valid and reliable result. Since none of the assumptions is violated, there is no need to make additional changes in the data. Therefore, we proceed to run the full multiple regression model for each of the countries to investigate our hypotheses. Furthermore, we will try to understand, analyze, and interpret the multiple regression results produced by SPSS. For this regression, the dependent variable is *purchase intention*, and the independent variables are *website's reputation, website's usefulness, website's ease of use, transaction security/privacy, product price*, *product quality*, and *product-related services.*

5.3.1 How well the multiple regression model fits the data

In Model Summary tables there are three values that we take into consideration: R, R Squared, and Adjusted R Squared. Based on the information given by IBM (2022) and Analysis INN (2020), R is the multiple correlation coefficient, which represents the linear correlation coefficient between the independent variable and the dependent variable. R can reflect the degree of regression fitting, and in general valuing from -1 to 1. The larger the value, the stronger the relationship. R Square measures the extent to which the dependent variable variation is explained by the independent variables in the regression model, ranging from 0 to 1. However, R Square is calculated by using sample data, which might overstate the degree to which independent variables explain the variation of the dependent variable if too many independent variables are included (Investopedia, 2022). By taking into account the effect of additional independent variables that might bias

the results of R Square measurements, the Adjusted R Square is more accurate and dependable than R Square because the Adjusted R Square is not constrained by the number of independent variables in the model (Investopedia, 2022).

By looking at the Model Summary tables (see Table 5.1 and Table 5.2) of both China and Norway, we can see the R value for China is 0.623, and the R value for Norway is 0.700. Both values indicate medium - high correlation, which means they are in a good level of prediction. Furthermore, the Adjusted R Square value for China is 0.351, which means that the seven independent variables can explain 35.1% of the variability of the dependent variable - Chinese purchase intention. The Adjusted R Square value for Norway is 0.458, which means that the seven independent variables can explain 45.8% for the variability of the dependent variable - Norwegian purchase intention.

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.623[a]	.389	.351	.734686057945636	1.849
a. Predictors: (Constant), Product-Related Services, Website Usefulness, Product Price, Website Reputation, Trans Security, Website Ease of Use, Product Quality					
b. Dependent Variable: Purchase Intention					

Table 5.1 Model Summary: China

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.700[a]	.490	.458	.583333223321600	2.066
a. Predictors: (Constant), Product-Related Services, Product Price, Trans Security & Privacy, Website Reputation, Website Usefulness, Website Ease of Use, Product Quality					
b. Dependent Variable: Purchase Intention					

Table 5.2 Model Summary: Norway

5.3.2 Statistical significance of overall regression model

The ANOVA tables display the F-statistic and its significance value. The ratio of variance explained by the regression model to variance that is not explained is represented by the F-statistic (Sureiman & Mangera, 2020). The F-statistic for overall significance examines the combined importance of each independent variable (Sureiman & Mangera, 2020). As a result, the F-statistic purpose is to determine whether all of the independent variables are jointly significant or not (Sureiman & Mangera, 2020). The F-test's null hypothesis asserts that there is no population-wide relationship between the independent variables and the dependent variable (Siegel & Wagner, 2022). If the significance value is more than 0.05, then we cannot reject the null hypothesis, and the result is insignificant. On the contrary, if the significance value is less than 0.05, then we can reject the null hypothesis, and the result is significant. If the significance value is less than 0.01, then the overall regression is highly significant (Siegel & Wagner, 2022).

Table 5.3 shows that all of the independent variables can jointly significantly predict the dependent variable for the Chinese regression model, F (7, 113) = 10.261, $p < .001$. Similarly, we have in Table 5.4 that all of the independent variables can as well, jointly significantly predict the dependent variable for the Norwegian regression model, F (7, 111) = 15.220, $p < .001$. Therefore, we may conclude that the multiple regression models are a good fit of the data, for each country, and are statistically significant.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.770	7	5.539	10.261	<.001[b]
	Residual	60.993	113	.540		
	Total	99.763	120			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Product-Related Services, Website Usefulness, Product Price, Website Reputation, Trans Security, Website Ease of Use, Product Quality						

Table 5.3 ANOVA: China

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.253	7	5.179	15.220	<.001[b]
	Residual	37.771	111	.340		
	Total	74.024	118			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Product-Related Services, Product Price, Trans Security & Privacy, Website Reputation, Website Usefulness, Website Ease of Use, Product Quality						

Table 5.4 ANOVA: Norway

5.3.3 Multiple regression equations

In order to compare data and results between Norway and China, we are going to run the multiple regression for each country. Therefore, there will be two multiple regression equations. From the Coefficients tables 5.5 and 5.6, we can see:

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.928	.606		1.532	.128		
	Website Reputation	-.042	.063	-.058	-.672	.503	.721	1.386
	Website Usefulness	.074	.078	.084	.959	.340	.709	1.411
	Website Ease of Use	-.005	.086	-.006	-.064	.949	.593	1.686
	Trans Security	.106	.090	.112	1.176	.242	.593	1.686
	Product Price	.142	.061	.178	2.310	.023	.908	1.101

	Product Quality	.144	.096	.149	1.505	.135	.552	1.812
	Product-Related Services	.483	.123	.384	3.923	<.001	.566	1.768
a. Dependent Variable: Purchase Intention								

Table 5.5 Coefficients: China

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.357	.555		2.444	.016		
	Website Reputation	-.066	.063	-.089	-1.045	.298	.636	1.572
	Website Usefulness	.113	.099	.104	1.148	.253	.559	1.788
	Website Ease of Use	.090	.112	.079	.802	.424	.479	2.086
	Trans Security/ Privacy	.200	.088	.215	2.255	.026	.508	1.969
	Product Price	.018	.044	.029	.400	.690	.848	1.179
	Product Quality	.316	.103	.334	3.081	.003	.391	2.560
	Product-Related Services	.165	.090	.167	1.837	.069	.557	1.795
a. Dependent Variable: Purchase Intention								

Table 5.6 Coefficients: Norway

The general form of equation to predict Chinese purchase intention is:

Chinese Purchase Intention = 0.928 + (-0.042 × *Website's Reputation*) + (0.074 × *Website's Usefulness*) + (-0.005 × *Website's Ease of Use*) + (0.106 × *Website's Transaction Security/Privacy*) + (0.142 × *Product Price*) + (0.144 × *Product Quality*) + (0.483 × *Product-Related Services*)

The general form of equation to predict Norwegian purchase intention is:

Norwegian Purchase Intention = 1.357 + (-0.066 × *Website's Reputation*) + (0.113 × *Website's Usefulness*) + (0.090 × *Website's Ease of Use*) + (0.200 × *Website's Transaction Security/Privacy*) + (0.018 × *Product Price*) + (0.316 × *Product Quality*) + (0.165 × *Product-Related Services*)

These two equations are formed by using the unstandardized coefficients of independent variables in the Coefficients tables, as Table 5.5 and 5.6 display. Unstandardized coefficients, show how much the dependent variable varies with an independent variable while all other independent variables are held constant, are used to interpret the impact of each independent variable on the outcome (Goyal, 2021).

From the multiple regression model, (Table 5.5) we observe that *Product Price* and *Product-Related Services* are statistically significant constructs which have an impact on Chinese consumers' purchase intentions towards e-commerce shopping. Furthermore, when there is one unit increase in *Product Price* factor, the Chinese purchase intentions will increase by 0.142 units ($\beta = 0.142$, p-value = 0.023). For the *Product-Related Services* factor, when there is one unit increase in product-related services, we have that the Chinese purchase intentions will increase by 0.483 units ($\beta = 0.483$, p-value < 0.001). Thus, for Chinese consumers, we find statistical evidence to conclude that Hypothesis 5 and Hypothesis 7 are supported.

Interestingly, as Table 5.6 shows, constructs *Transaction Security/Privacy* and *Product Quality* were found to be statistically significant for the Norwegian consumers' purchase intentions towards e-commerce shopping. Meaning, that the independent variables that had statistical significance on customers purchase intention were different between Norwegians and Chinese customers. For *Transaction Security/Privacy*, we have that when there is one unit increase in

Transaction Security/Privacy, the Norwegian purchase intentions will increase by 0.2 units (β = 0.2, p-value = 0.026). Further, when there is one unit increase in *product quality*, the Norwegian purchase intentions will increase by 0.316 units (β = 0.316, p-value = 0.003). We may conclude that for Norwegian consumers, Hypothesis 4 and Hypothesis 6 are statistically supported.

5.3.4 Comparison between China and Norway

The purpose of our research is not only investigating which e-commerce factors are significantly influencing consumers' purchase intentions in the online makeup industry, but also comparing the different effects of e-commerce constructs on the consumers of the two countries: China and Norway. We will compare each construct by comparing the results for unstandardized coefficients (β) since all the constructs in both countries' questionnaires are in the same measurement scale: 7-point Likert scale (Goyal, 2021). In addition, we will also compare each construct's standardized coefficient (B), which is measured in units of standard deviation. Standardized coefficients eliminate the units of measurement of variables and are usually used to rank and compare the effects of independent variables on the dependent variable (Goyal, 2021; New Central Library, 2022).

For *website reputation*, although it cannot significantly influence either Chinese or Norwegian purchase intentions (p-value for China = 0.503, p-value for Norway = 0.298), website's reputation has a greater impact on purchase intention on Norwegian consumers (β = -0.066, B = -0.089) than on Chinese consumers (β = -0.042, B = -0.058). Thus, hypothesis ***H1a*** is not supported.

For *website usefulness*, the dependent variable in the multiple regression models, for both countries, were not found to be significantly influenced by website's usefulness (p-value for China = 0.340, p-value for Norway = 0.253), but it has a greater impact on purchase intention on Norwegian consumers (β =0.113, B = 0.104) than on Chinese consumers (β = 0.074, B = 0.084). Thus, ***H2a*** is supported.

For *website ease of use*, purchase intentions of both Chinese and Norwegian consumers are not significantly influenced by website's ease of use (p-value for China = 0.949, p-value for Norway = 0.424). By comparison, website's ease of

use can impact Norwegian consumers' purchase intentions (β = 0.090, B = 0.079) more than Chinese consumers' purchase intentions (β = -0.005, B = -0.006). Hypothesis ***H3a*** is supported.

The *transaction security/privacy* did not significantly influence Chinese purchase intention but we have that it statistically significantly influences Norwegian purchase intention (p-value for China = 0.242, p-value for Norway = 0.026). *Transaction security and privacy* therefore have a greater effect on Norwegian consumers' purchase intentions (β = 0.200, B = 0.215) than on Chinese consumers' purchase intentions (β = 0.106, B = 0.112). Thus, ***H4a*** is not supported.

For *product price*, the dependent variable - Chinese *purchase intention*, was found to be significantly influenced by *product price*, but the *purchase intention* for Norwegian customers was not (p-value for China = 0.023, p-value for Norway= 0.690). Consequently, we see that *product price* has a greater impact on purchase intentions in Chinese consumers (β = 0.142, B = 0.178) than in Norwegian consumers (β = 0.018, B = 0.029). Thus, ***H5a*** is supported.

For *product quality*, we see that Norwegian consumers' *purchase intention* is significantly influenced by *product quality*. On the other hand, the Chinese consumers' *purchase intention* is not sensitive to this factor (p-value for China = 0.135, p-value from Norway = 0.003). *Product quality* has a greater impact on purchase intention on Norwegian consumers (β = 0.316, B = 0.334) than on Chinese consumers (β = 0.144, B = 0.149). Thus, ***H6a*** is not supported.

Lastly, for *product-related services*, Chinese consumers' *purchase intention* was found to be strongly influenced by *product-related services*, the *purchase intention* of Norwegian customers is found to be slightly influenced by this factor (p-value of China: <0.001, p-value of Norway: 0.069). *Product-related services* have a greater impact on Chinese *purchase intentions* (β = 0.483, Beta = 0.384) than on Norwegian *purchase intentions* (β = 0.165, Beta = 0.167). Thus, ***H7a*** is supported

5.4 Hypotheses Summarization

Hypotheses	Results	Results
Website's reputation	**China**	**Norway**
H1: Website's reputation will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.	Not Supported Insignificant	Not Supported Insignificant
Website's usefulness		
H2: Consumer's perception of the website´s usefulness will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.	Not Supported Insignificant	Not Supported Insignificant
Website's ease of use		
H3: Consumer's perception of the website´s ease of use will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.	Not Supported Insignificant	Not Supported Insignificant
Transaction and user privacy		
H4: Website transaction security/privacy will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.	Not Supported Insignificant	Supported Significant
Product price		
H5: When the same makeup product is available in both physical and online stores, higher product prices will significantly reduce customers' purchase intentions towards an e-commerce platform.	Supported Significant	Not Supported Insignificant
Perceived product quality		
H6: The customer's perception of product quality will significantly affect customer's purchase intentions towards makeup products through e-commerce platforms.	Not Supported Insignificant	Supported Significant
Product- related services		
H7: The customer's perception of product-related services will significantly affect the customer's purchase intentions towards makeup products through e-commerce platforms.	Supported Significant	Not Supported Insignificant

Table 5.7: Main Hypotheses Summarization

Hypotheses	Results
Website's reputation	
H1a: Between Norwegian and Chinese consumers, the website's reputation will have a greater impact on purchase intention in Chinese consumers.	Not Supported
Website's usefulness	
H2a: Between Norwegian and Chinese consumers, the website's usefulness will have a greater impact on purchase intention in Norwegian consumers.	Supported
Website's ease of use	
H3a: Between Norwegian and Chinese consumers, the website's ease of use will have a greater impact on purchase intention in Norwegian consumers.	Supported
Transaction and user privacy	
H4a: Between Norwegian and Chinese consumers, the website's transaction security/privacy will have a greater impact on purchase intention in Chinese consumers.	Not Supported
Product price	
H5a: Between Norwegian and Chinese consumers, product price will have a greater impact on purchase intention in Chinese consumers.	Supported
Perceived product quality	
H6a: Between Norwegian and Chinese consumers, the perceived product quality will have a greater impact on purchase intention in Chinese consumers.	Not Supported
Product- related services	
H7a: Between Norwegian and Chinese consumers, the product-related services will have a greater impact on purchase intentions in Chinese consumers.	Supported

Table 5.8: Sub-hypotheses Summarization

6.0 Discussion

6.1 Conclusion

The purpose of our research is to investigate the influence of e-commerce determinants on customer purchase intention in the online cosmetics market. Additionally, to determine whether these determinants have different influence on purchase intention of Chinese consumers than on Norwegian.

Online shopping is becoming more popular in different countries and in different industries. However, examining the literature regarding customers' purchase intentions, we realized a lack of studies in regard to the e-commerce beauty market. In addition, there were no studies that were investigating the differences in customers' shopping behavior nor online purchase intentions between Norway and China.

As the number of Internet users rises, the scale of online shopping will continue to expand. More countries and companies will realize that use of the Internet as new trading channels has become an important strategy and crucial tool for future business plans. Nonetheless, if a company wants to increase its market share, attract more customers, and boost its sales, they need to learn and know what affects customer's behavior and consequently their purchase intentions. No two consumers are alike, and no two markets are the same. Consumers have become more demanding and expect seamless and convenient experiences. In the endless sea of options, brands and companies need to understand the characteristics of their consumers. This is of great importance, especially for the companies targeting different customer groups. They need to carefully align offering and marketing efforts that are personalized and align with customers' preferences, expectations, and cultural values. Companies also need to realize e-commerce trends shift quickly, thus in order to stay ahead, strategies and marketing plans should be continually revised and worked on. Customers' preferences, attitudes and demands will change with continuous news and more information.

By developing a framework based on previous research, we have been able to provide an overview over the differences between Chinese and Norwegian customer's online shopping behavior. Additionally, we provide a deeper

understanding of what affects the customer's purchase intention and how the influence of e-commerce determinants differ across Chinese and Norwegian customers.

6.1.1 Respondents Profile

Overall, we managed to collect a similar number of respondents from both countries (121= Chinese, 119= Norwegian). All of the respondents were women in the age between 18 and 35 years old. Comparing the respondent's profiles, they shared similar profiles in terms of income and average internet usage. However, we see a slight difference in education degrees, where 45.5% of Chinese participants achieved a Master's degree, and only 17.6% of Norwegian. This difference may not be significant since the average age of the respondents, where the average Chinese respondent is 25 years, and Norwegian is 23.

6.1.2 Shopping Behavior

For online shopping behavior, we found that Norwegian women wear more makeup during a week. Surprisingly though, Chinese women generally shop more online, and purchase makeup more often. Their average expenditures on makeup products are also significantly higher than for Norwegians. Customers differ also in terms of what type of makeup products they purchase. Chinese women prefer to purchase lip products, foundations, and eyeshadows, whereas Norwegians rather purchase mascara, foundations, and contour powders. It is an interesting difference that may be explained by the different standards and trends in perception of beauty, or in how e-commerce platforms succeed in presenting their products. Perhaps the implementation of AR technology and virtual try-on's makes it easier for Chinese customers to try and purchase lip products? Perhaps lip-products are a bigger beauty trend in China than in Norway?

In terms of why customers choose to shop online, no significant differences were found between the countries. The top three reasons were convenience, time saving and lower prices of the products. Overall, both Chinese and Norwegian women were most satisfied with customer service, the product promotions and free delivery service, when shopping online. We can highlight that the top factor for

Norwegian customers was product promotions, whereas customer service was the top choice for Chinese. This implied a good fit in regard to both Hofstede's (1991) and Hall's cultural classification (1976), where Chinese culture is described as collectivist, high-context culture with strong desires for human-to-human interactions. Lastly, we found that for both groups, mistakes and errors related to delivery were the most unsatisfactory factors of online shopping.

6.1.3 Impact Towards Online Purchase Intention

One of the objectives for our research was regarding the fact that the consumers' purchase intentions strongly depend on different e-commerce determinants, we will go deep into two questions. Firstly, we want to figure out which e-commerce determinants will significantly affect consumers' purchase intentions towards makeup products through online channels. Secondly, we want to understand how consumers from Norway and China will be influenced differently by the e-commerce determinants with their own cultural background. In order to investigate our research questions, we ran the multiple linear regression with seven independent variables (e-commerce determinants) and one dependent variable (consumer purchase intention) for each country.

In the multiple regression model for China, we discovered that for Chinese consumers, their online purchase intentions for makeup products will be significantly influenced by *product price* and *product-related services*. When Chinese consumers perceive that the product price in the cosmetics website is cheaper than elsewhere, or the total transaction cost is lower than in other websites, their purchase intention through this website will increase. When Chinese consumers feel that the website can provide service that is correct and as promised, and the workers in this website are helpful and courteous, their intention to purchase makeup products through this website will also increase. These findings support our hypotheses that both higher product prices and product-related services will significantly impact customers' purchase intention. It has been argued that customers place much more value on finding the absolute best price of the product they want (Retail Dive, 2017). In addition, e-tailers that provide excellent product-related services (pre-sales services, in-sales services, and after-sales services) are easier to gain customer's trust and improve

customer's attitude towards online shopping (Wisdomjobs.com, 2020).

In the multiple regression model for Norway, we found that for Norwegian consumers, their online purchase intentions for makeup products will be significantly influenced by *transaction security/privacy*, and *product quality*. When Norwegian consumers perceive shopping on the website as safe, their intention to purchase makeup products online will increase. Similarly, when the perceived quality of products purchased online is high, it has a positive impact on purchase intentions. These findings support two of our hypotheses and previous research of ALrawimi and Aldukali (2015) supports our results. The researchers found evidence that likelihood of online transactions (purchase) happening will be larger when consumers believe that the e-tailers protect their personal details and information during online transactions. Wells et al., (2011) found that the impact of consumer's perceived quality is significant on customers' purchase intention in the context of online shopping.

Furthermore, in order to provide a deeper understanding of cultural differences between Chinese and Norwegian consumers, we took the cultural dimension of Hofstede (1991) and Hall's cultural classification (1976) into account and argued how each e-commerce determinant would influence consumers' purchase intentions of these two countries differently. Examining the results, differences can be found, and some of our hypotheses were statistically supported. We observe that *website's reputation, website's usefulness, website's ease of use, transaction security/privacy*, and *product quality* have a greater impact on online purchase intentions for Norwegian consumers than for Chinese consumers. On the contrary, *product price* and *product-related services* have a larger influence on purchase intentions in Chinese consumers. In other words, Norwegian consumers pay more attention to how websites are functioning and find online shopping quite easy. Chinese consumers, however, pay much more attention to how e-tailers are connecting with customers and delivering their services.

In summary, based on the performed analysis we find evidence that product price and product-related services are the most important e-commerce factors for Chinese consumers. E-tailers should pay more attention to these concepts when creating online strategies. For companies in Norway or companies trying to

establish their presence in the Norwegian market, we found that the concepts of transaction security and product quality are the most influential. These two e-commerce factors need to be guaranteed by e-tailers in order to build trust which furthermore increases satisfaction with online purchasing experience and the overall intention to purchase products online in the future.

6.2 Managerial Implications

Based on the findings from our research, there are some managerial implications regarding factors influencing customers purchase intentions and cultural differences that managers could take into consideration.

The same brand and the same product may be available to consumers across the globe. However, we argue that the strategy for how the brand and products will be presented should be personalized to each county and its customers. Our findings present that there is a difference in how consumers perceive online shopping and factors related to websites and products. Managers should clarify which market they are targeting and what are the characteristics and attitudes of the customers, as well as what are the trends in the specific market. The results suggest that the e-tailers would benefit, in terms of increased customers' purchase intentions, if they can modify their company strategies to the different target countries. It should be of great advantage to take the cultural factors into account since the retail landscape becomes more competitive, and e-tailers fight for the attention of each customer (Kabango & Asa, 2015; Gupta, 2014).

Factors of transaction security and product quality were found to have significant impact on purchase intentions of Norwegian customers. Our results suggest that Norwegian consumers expect online stores to be trustworthy and overall feel secure giving out personal details and credit card information, hence it is crucial for e-tailers to meet these expectations. Managers should make sure that their websites appear safe, provide secure payment solutions, and protect personal data. By not meeting those expectations, e-tailers will have difficulty establishing trust, which is an essential factor in e-commerce (Katawetawaraks & Wang, 2011; Kabango & Asa, 2015).

On the other hand, factors of product price and service were found to have the greatest impact on Chinese customer's purchase intention. The results indicated that consumers choose to purchase makeup products online due to their perception of saving money and getting the best deal. Managers should carefully consider the type of price strategy they implement, as consumer's price sensitivity is one of the top e-tailer's challenges. E-commerce gives customers the advantage of easy comparison between offerings and thus, they may easily switch to another supplier. Having competitive prices contributes to how the company engages and keeps its customers (CXL, 2019)

6.3 Limitations and Further Research

Our study has some limitations. We argued and developed hypotheses based on the theory of cultural dimensions of Hofstede (1991) and cultural classification of Hall (1976). Hofstede's theory (1991) stated that Asian countries are characterized more as collectivist cultures with higher uncertainty avoidance, while Western countries are characterized more as individualist and indulgence cultures. Based on the theory, we proposed that e.g., reputation and perception of security will have a greater impact on Chinese consumers than on Norwegians. However, these hypotheses were not supported in our research.

The inconsistency with Hofstede's theory may be caused by the chosen industry, which created a bias in the results. It may also be caused by the countries not being representative of Asian or Western cultures. We used the theory for the purpose of supporting theoretical arguments. However, the dimensions themselves have not been tested by our research. Meaning, that we have not tested whether the Norwegian or Chinese participants from our samples in fact possess the cultural patterns that are assigned to them. Future research could include the cultural factors and extend the research model.

Further, when assessing the reliability and validity of the construct of the *website's reputation* we either found an unsatisfactory Cronbach's alpha or insufficient correlation below 0.3. The insufficiency might be due to the transaction barriers when the items were translated from English to Norwegian. However, it might have also been due to the fact that reputation is a complicated concept which is

not easy to define. Three questions might not have been sufficient to establish how customers perceive reputation and how important it is when they shop online. Future research could focus more in depth, on investigating the impact of reputation on purchasing intentions.

The participants were asked to think of a website where they most frequently purchased makeup products from while answering the questions. This might have influenced the results, as the participants might not have experienced all the different situations while online shopping. We saw in the feedback from the pre-test that few of the participants indicated to not have experience with customer service employees on their website of choice. Perhaps they never had the need to contact customer service before. Thus, they may have answered untruly to their actual experiences or stated natural to irrelevant statements.

Despite some limitations, we believe this study provides a wider understanding of customers purchase intention, and what affects customers to purchase makeup products online. We extend the theoretical knowledge of cultural differences, and present useful managerial insights. We have developed a representative model, which has been statistically tested. Future research may add other factors to the model to extend the understanding of cultural differences in the context of e-commerce.

We would suggest that it could be interesting for future researchers to assess our model to other foreign markets, as other cultural and international differences might be found. Or to design a comparative study on a larger scale, comparing consumers from several different Asian and Western cultures. In addition, we have taken the approach of investigating a specific industry of beauty and makeup. Thus, it could be interesting to apply this research model to other industries or to a specific brand.

Lastly, we acknowledge the extensive level of the study, as the model consists of seven independent variables. Further research could divide the model in two and dive further into either the factors of websites or products or take other factors into consideration such as manufacturer size, third-party cooperation, product design, or online advertising.

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8.0 Appendix

Appendix A: Scale development

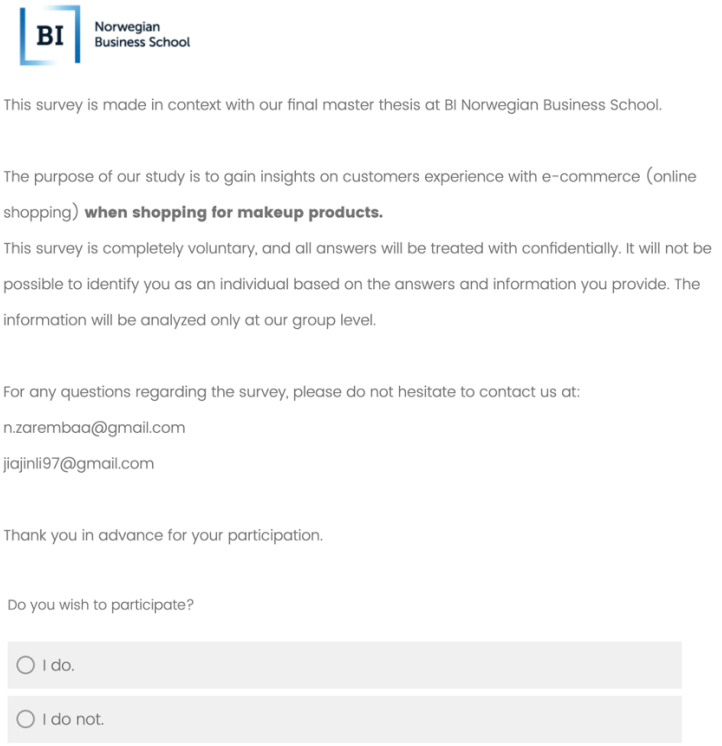
Questions	References
Websites reputation	
This supplier has a reputation for being honest.	Doney and Cannon (1997)
This supplier is known to be concerned about customers.	Doney and Cannon (1997)
This supplier has a bad reputation in the market. (R)	Doney and Cannon (1997)
Website's usefulness	
Website X was useful in purchasing this digital camera.	Dimoka and Davis (2008)
Website X was useful for getting valuable information about this digital camera.	Dimoka and Davis (2008)
Using Website X enabled me to find information about this digital camera quickly.	Dimoka and Davis (2008)
Website X improved my performance in searching this digital camera.	Dimoka and Davis (2008)
Using Website X enhanced my effectiveness in learning about this digital camera.	Dimoka and Davis (2008)
Websites ease of use	
Learning to use Website X would be easy for me.	Dimoka and Davis (2008)
My interaction with Website X would be clear and understandable.	Dimoka and Davis (2008)
Getting information about this digital camera from Website X would be easy.	Dimoka and Davis (2008)
It was easy to become skillful at using the Website X.	Dimoka and Davis (2008)
Overall, I found Website X to be easy to use.	Dimoka and Davis (2008)
Website's transaction security and user privacy	
I feel secure giving out credit card information at this site	Liu et al., (2008)
The website had adequate security features	Liu et al., (2008)
I feel I can trust this website	Liu et al., (2008)
I feel safe in my transaction with this website.	Liu et al., (2008)
Product price	

Online shopping saves money in comparison to traditional shopping.	Vasic et al., (2019)
Online shopping is cheaper than traditional shopping.	Vasic et al., (2019)
Online shopping significantly reduced experiences per transaction in comparison to traditional shopping.	Vasic et al., (2019)
Product quality	
This product is likely to be of: (very good quality to very poor quality).	Agarwal and Teas (2002)
The likelihood that this product would be reliable is: (very high to very low).	Agarwal and Teas (2002)
The likelihood that this product is dependable is: (very high to very low).	Agarwal and Teas (2002)
I can evaluate the quality of the merchandise.	Yoo and Donthu (2001)
I can be sure of the quality of products.	Yoo and Donthu (2001)
Product- related services	
Providing services as promised.	Furrer et al., (2000)
Performing services right the first time	Furrer et al., (2000)
Providing services at the promised time.	Furrer et al., (2000)
Willingness to help customers.	Furrer et al., (2000)
Readiness to respond to customers' request.	Furrer et al., (2000)
Employees who are consistently courteous	Furrer et al., (2000)
Having the customer's best interest at heart.	Furrer et al., (2000)
Intention to purchase	
I am likely to purchase the products(s) on this site.	Kim et al., (2008)
I am likely to recommend this site to my friends.	Kim et al., (2008)
I am likely to make another purchase from this site if I need the products that I will buy.	Kim et al., (2008)

Appendix B: Questionnaire

Questionnaire in English adjusted for Chinese participants.

Introduction:



BI Norwegian Business School

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n.zarembaa@gmail.com
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- ◯ I do.
- ◯ I do not.

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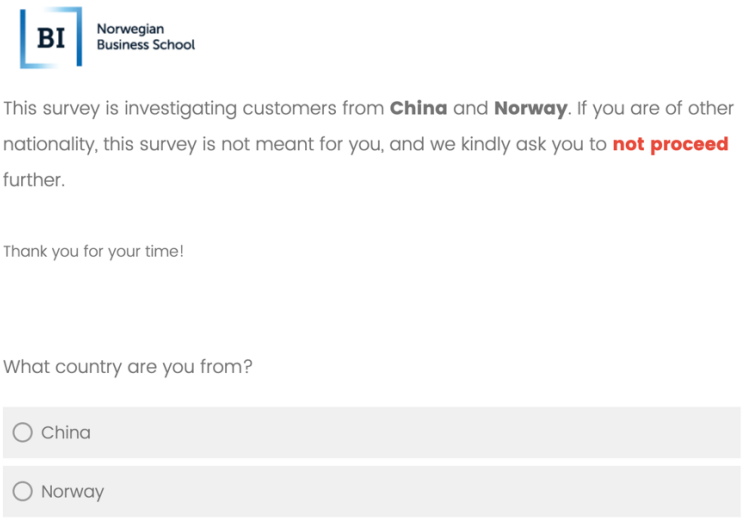

BI Norwegian Business School

This survey is investigating customers from **China** and **Norway**. If you are of other nationality, this survey is not meant for you, and we kindly ask you to **not proceed** further.

Thank you for your time!

What country are you from?

- ◯ China
- ◯ Norway

In our study we wish to learn about your experience with online shopping for makeup products.

We define **makeup products** as cosmetics products used to color and beautify the face.

Examples of such products are: **mascara, eye shadow, lipstick or foundation.**

Have you purchased makeup products online in the past year?

- ◯ Yes
- ◯ No

→

General questions regarding online shopping behavior and consumption:

In the past month, how many times did you shop online?

(in general; cosmetics, clothes, electronics. etc)

In the past month, how many times did you shop **makeup** online?

How many times **a week** do you wear makeup?

→

What are the main reasons for you to shop makeup online?

(please rank 1-8 from from most to least)

- Convenience
- Time saving
- Lower prices
- Larger products variety
- Unique products
- Better discounts
- Ability to compare prices
- Ability to read customer reviews

What makeup products do you most often purchase online?

(multiple answers possible, max. 3)

- [ ] Rouge/blush
- [ ] Highlighter
- [ ] Contour powder or creams; bronzer
- [ ] Concealer/foundation
- [ ] Face powder
- [ ] Mascara
- [ ] Eyeliner
- [ ] Lip products; lipgloss, lip-balms, liners etc.
- [ ] Eye shadow
- [ ] Eyebrow; pencil, gel

→

On average, how much do you spend on shopping makeup online, **every month**?

What is the biggest amount you spent on shopping makeup online **at once**?

How do you evaluate a makeup product before buying it online?
(choose **one** that you normally do)

- ◯ Read online reviews
- ◯ Watch video reviews
- ◯ Go to the shop to test first
- ◯ Ask your friend
- ◯ Other (please specify)

What were you most **most satisfied** with, when you shopped makeup online in the past?
(multiple answers possible, max. 3)

- ☐ Promotions
- ☐ Easy return policy
- ☐ Free delivery service
- ☐ Communication with customer service
- ☐ Convenience (time and place)
- ☐ Provided information: product details, pictures, customers reviews
- ☐ Other (please specify)

What were you **most unsatisfied** with, when you shopped makeup online in the past?

(multiple answers possible, max. 3)

- [ ] Return policy conditions
- [ ] Delivery fee
- [ ] Privacy invasion
- [ ] Difficulty to communicate with seller
- [ ] Uncompleted information; product details, pictures, reviews
- [ ] Shipping error
- [ ] Long delivery period
- [ ] Other (please specify)

On average, how many hours do you spend on the Internet **per day**?

(both personal and work/school related use)

→

Recall of a website to base the remaining questions upon:

Please write the name of the website you **most often** have purchased makeup products from **in the past year.**

Having that store in mind, please answer the following questions.

Some questions may seem very similar to each other. Please **read carefully** and try to answer to your best of ability and as honestly as possible.

Website's reputation:

Website's usefulness:

Website's ease of use:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Learning how to use this website was easy to me.	○	○	○	○	○	○	○
My interactions with this website are clear and understandable.	○	○	○	○	○	○	○
Getting information about makeup from this website is easy.	○	○	○	○	○	○	○
It is easy to become skillful at using this website.	○	○	○	○	○	○	○
Overall, I find this website to be easy to use.	○	○	○	○	○	○	○

Website's transaction security/privacy:

Based on my previous experiences with this website, I feel...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
secure giving out credit card information.	○	○	○	○	○	○	○
safe in my transactions.	○	○	○	○	○	○	○
I can trust this website.	○	○	○	○	○	○	○
there are adequate security features.	○	○	○	○	○	○	○

Introduction to next section:

BI Norwegian Business School

In this section you will be asked questions about **the products** on your website of choice.

Having the name of your online store in mind, answer the following questions.

Product price:

Based on my previous experiences, I believe..

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I can save money when I buy makeup products on this website.	○	○	○	○	○	○	○
the prices on this website are cheaper than elsewhere.	○	○	○	○	○	○	○
the cost per transaction is smaller in comparison to other websites.	○	○	○	○	○	○	○

Product quality:

Based on my previous experiences with this website, I believe...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
products are of good quality.	○	○	○	○	○	○	○
the quality of products is guaranteed and reliable.	○	○	○	○	○	○	○
the quality of products meets the official standard policies and requirements.	○	○	○	○	○	○	○

I can...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
evaluate the quality of products purchased on this website.	○	○	○	○	○	○	○
be sure of the quality of products on this website.	○	○	○	○	○	○	○

→

Product related- services:

With **services** we mean e.g: consulting and communication with employees, payment options, delivery options/time, return policies. etc.

Based on my previous experiences, this website provides services...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
as promised.	○	○	○	○	○	○	○
correct in the first time.	○	○	○	○	○	○	○
at the promised time.	○	○	○	○	○	○	○

Based on my previous experiences, I believe this website's service employees...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
are willing to help customers.	○	○	○	○	○	○	○
are ready to respond to customer's requests.	○	○	○	○	○	○	○
are consistently courteous.	○	○	○	○	○	○	○
put customer's interest at front.	○	○	○	○	○	○	○

Purchase intention:

How likely is that you would...

	Extremely unlikely	Unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Likely	Extremely likely
purchase makeup products in this shopping website?	○	○	○	○	○	○	○
recommend this shopping website to your friends?	○	○	○	○	○	○	○
make another purchase in this shopping website if you need makeup products again?	○	○	○	○	○	○	○

Demographic questions:

How old are you?

What is your gender?

- ◯ Female
- ◯ Male
- ◯ Non- binary
- ◯ Prefer not to answer

What is your highest level of education achieved?

- ◯ High school or equivalent
- ◯ Bachelor´s degree
- ◯ Master´s degree
- ◯ Doctoral degree
- ◯ Other

What is your annual income?

- ◯ Less than ¥50,000
- ◯ ¥50,000 - ¥99,999
- ◯ ¥100,000 - ¥199,999
- ◯ ¥200,000 - ¥299,999
- ◯ ¥300,000 - ¥399,999
- ◯ ¥400,000 - ¥499,999
- ◯ ¥500,000 - ¥599,999
- ◯ More than ¥600,000

Questionnaire in Norwegian for Norwegian participants.

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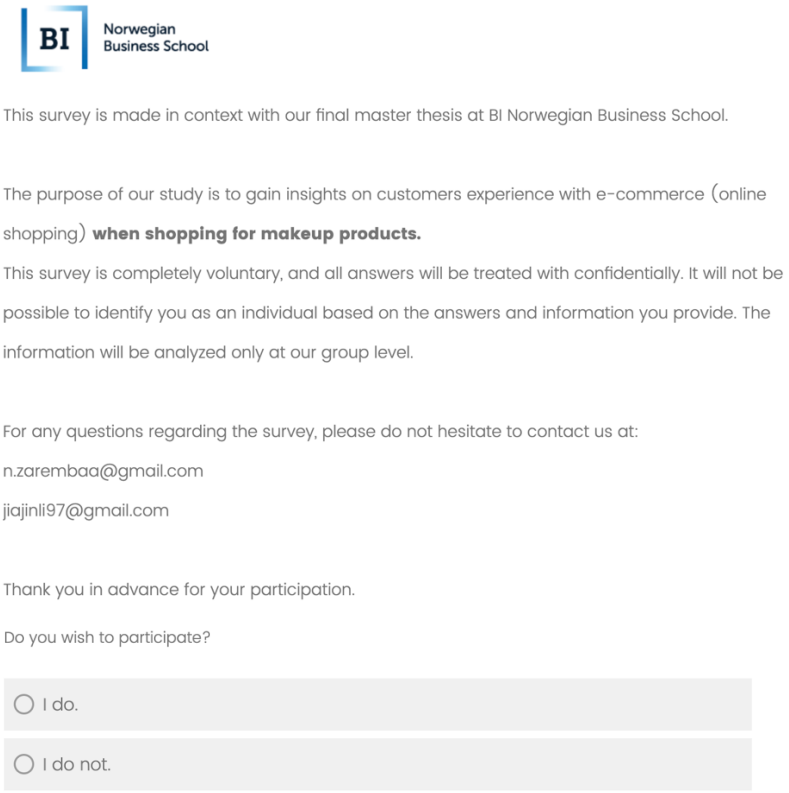

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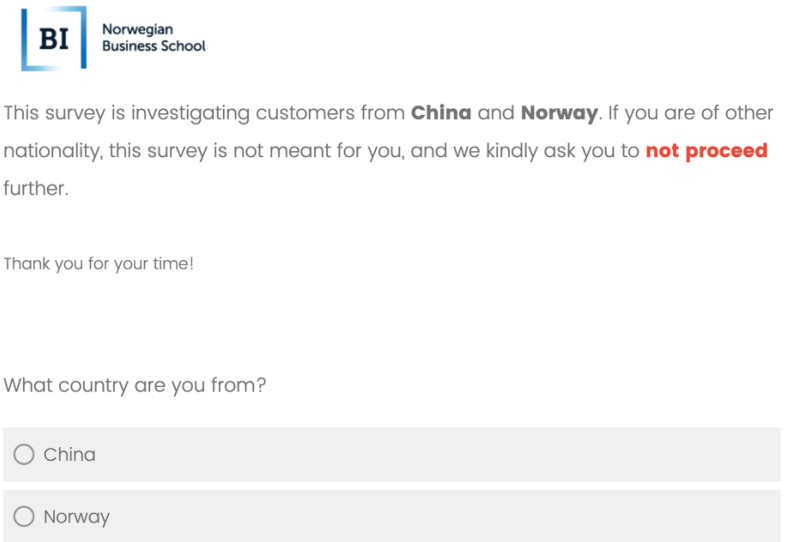

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Thank you for your time!

What country are you from?

- ◯ China
- ◯ Norway

I vår undersøkelse ønsker vi å lære mer om din erfaring med å handle sminke på nett.

Vi definerer **sminke** som kosmetikkprodukter som brukes til å farge og forskjønne ansiktet.
Produkter som f.eks.: **mascara, øyenskygge, leppestift og foundation.**

Har du kjøpt sminkeprodukter på nett i løpet av det siste året?

- ◯ Ja
- ◯ Nei

General questions regarding online shopping behavior and consumption:

Hvor mange ganger har du handlet på nett, i løpet av den **siste måneden**?
(generelt; kosmetikk, klær, elektronikk osv.)

Hvor mange ganger har du handlet **sminke** på nett, i løpet av den **siste måneden**?

I løpet av **en uke**, hvor ofte bruker du sminke?

Hva er hovedårsakene til at du handler sminke på nett?

(vennligst ranger 1-8 fra størst til minst)

- Bekvemmelighet
- Sparer tid
- Lavere priser
- Større utvalg
- Unike produkter
- Bedre rabatter
- Muligheten til å sammenligne priser
- Muligheten til å lese kundeanmeldelser

Hvilke sminkeprodukter kjøper du **oftest** på nett?

(flere svar mulig, maks. 3)

- [ ] Rouge/blush
- [ ] Highlighter
- [ ] Solpudder/bronzer
- [ ] Concealer/foundation
- [ ] Pudder
- [ ] Mascara
- [ ] Eyeliner
- [ ] Leppe produkter; lipgloss, leppestift osv.
- [ ] Øyenskygge
- [ ] Øyenbryn; pencil, gel

Hvor mye penger bruker du på å handle sminke på nett, **hver måned**?

(gjennomsnittlig)

Hva er det største beløpet du har brukt på å handle sminke på nett **på en gang**?

Hvordan evaluerer du et sminkeprodukt før du kjøper det på nett?

(velg det du vanligvis gjør)

- ◯ Leser anmeldelser på nett
- ◯ Ser videoanmeldelser
- ◯ Går i butikken for å teste først
- ◯ Spør venner
- ◯ Annet (vennligst spesifiser)

Hva var du **mest fornøyd** med, når du handlet sminke på nett tidligere?

(flere svar mulig, maks. 3)

- ☐ Tilbud/kampanjer
- ☐ Enkel retur
- ☐ Gratis levering
- ☐ Kommunikasjon med kundeservice
- ☐ Bekvemmelighet (tid og sted)
- ☐ Produktdetaljer, bilder, kundeanmeldelser
- ☐ Annet (vennligst spesifiser)

Hva var du **mest misfornøyd** med, når du handlet sminke på nett tidligere?

(flere svar mulig, maks. 3)

- ☐ Returvilkår
- ☐ Prisen for levering
- ☐ Invasjon av personvernet
- ☐ Vanskelig å kommunisere med selger
- ☐ Ufullstendig informasjon; produktdetaljer, bilder, kundeanmeldelser
- ☐ Feil ved forsendelse
- ☐ Lang leveringstid
- ☐ Annet (vennligst spesifiser)

Hvor mye tid bruker du på Internett **hver dag**?

(både privat og jobb/skolemessig bruk)

Recall of a website to base the remaining questions upon:

Vennligst skriv navnet på nettbutikken du **oftest** har kjøpt sminkeprodukter fra, i løpet av det **siste året**.

Ha denne nettbutikken i tankene, mens du svarer på følgende spørsmål.

Noen spørsmål kan virke veldig like. Vennligst, **les nøye** og prøv å svare så godt og så ærlig som mulig.

Website's reputation

Denne nettsiden...

	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
har et rykte for å være ærlig.	○	○	○	○	○	○	○
er kjent for å være bekymret for kunder.	○	○	○	○	○	○	○
har et dårlig rykte i markedet.	○	○	○	○	○	○	○

Website's usefulness

Denne nettsiden...

	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
er nyttig når jeg skal kjøpe sminke.	○	○	○	○	○	○	○
gjør det mulig for meg å finne og kjøpe sminkeprodukter raskt.	○	○	○	○	○	○	○
er nyttig for å få informasjon om sminkeprodukter.	○	○	○	○	○	○	○
forbedrer ytelsen min når jeg leter etter sminke.	○	○	○	○	○	○	○
forbedrer min effektivitet når jeg skal lære om sminkeprodukter.	○	○	○	○	○	○	○

Website's ease of use

	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
Det var enkelt for meg å lære å bruke denne nettsiden.	○	○	○	○	○	○	○
Mine interaksjoner med denne nettsiden er tydelige og forståelige.	○	○	○	○	○	○	○
Det er enkelt å få informasjon om sminke fra denne nettsiden.	○	○	○	○	○	○	○
Det er lett å bli flink til å bruke denne nettsiden.	○	○	○	○	○	○	○
Totalt sett, synes jeg denne nettsiden er enkel å bruke.	○	○	○	○	○	○	○

Website's transaction security/privacy

Basert på mine tidligere erfaringer med denne nettsiden, jeg føler..

	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
meg trygg ved å gi ut kredittkortinformasjon.	○	○	○	○	○	○	○
meg trygg i mine transaksjoner med denne nettsiden.	○	○	○	○	○	○	○
jeg kan stole på denne nettsiden.	○	○	○	○	○	○	○
det er tilstrekkelige sikkerhetsfunksjoner.	○	○	○	○	○	○	○

Introduction to next section:

BI Norwegian Business School

I denne delen vil du bli stilt spørsmål om **produktene** på din valgte nettside.

Fortsett å ha nettbutikken din i tankene mens du svarer på følgende spørsmål.

Product price

Basert på mine tidligere erfaringer, synes jeg at...

	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
jeg sparer penger når jeg handler sminke fra denne nettbutikken.	○	○	○	○	○	○	○
prisene på denne nettsiden er lavere enn andre steder.	○	○	○	○	○	○	○
kostanden per transaksjon er mindre, sammenlignet med andre nettsteder.	○	○	○	○	○	○	○

Product quality

Basert på mine tidligere erfaringer med denne nettsiden, synes jeg at...

	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
produktene er av god kvalitet.	○	○	○	○	○	○	○
kvaliteten på produktene er pålitelig.	○	○	○	○	○	○	○
kvaliteten på produktene oppfyller de offisielle retningslinjene og kravene.	○	○	○	○	○	○	○

Jeg kan...

	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
evaluere kvaliteten av produktene som er kjøpt på denne nettsiden.	○	○	○	○	○	○	○
være sikker på kvaliteten av produktene på denne nettsiden.	○	○	○	○	○	○	○

Product related- services

Med **tjeneste**r menes det f.eks: rådgivning og kommunikasjon med ansatte, betalingsalternativer, leveringsmuligheter/tidspunkt, returvilkår. o.l.

Basert på mine tidligere erfaringer, leverer denne nettbutikken tjenester ...

	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
som lovet.	○	○	○	○	○	○	○
riktig den første gangen.	○	○	○	○	○	○	○
til avtalt tid.	○	○	○	○	○	○	○

Basert på mine tidligere erfaringer med denne nettbutikken, synes jeg at servicemedarbeidere...

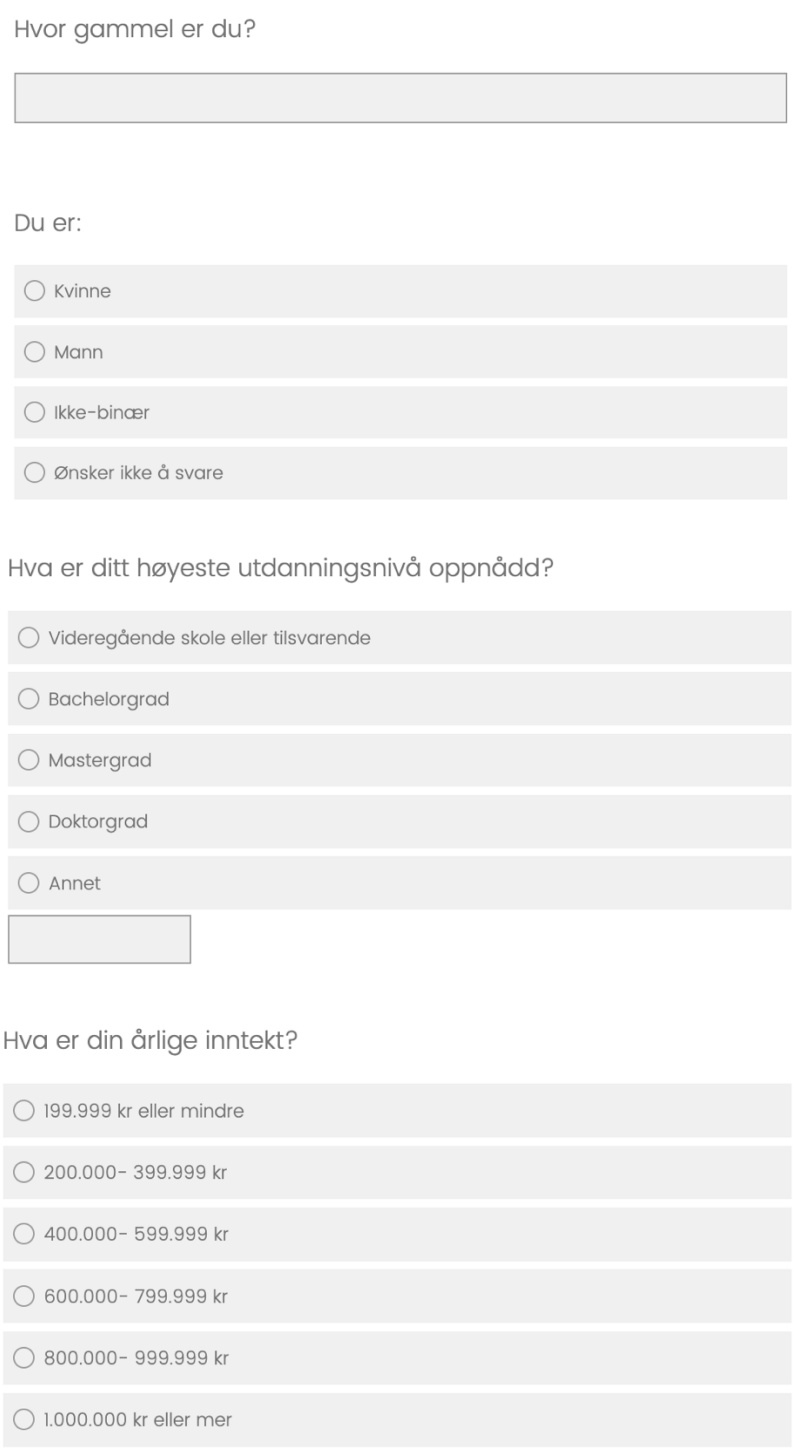
	Veldig uenig	Uenig	Noe uenig	Verken eller	Noe enig	Enig	Veldig enig
er villige til å hjelpe kundene.	○	○	○	○	○	○	○
er klare til å svare på kunders forespørsler.	○	○	○	○	○	○	○
er konsekvent høflige.	○	○	○	○	○	○	○
setter kundens interesser først.	○	○	○	○	○	○	○

Purchase intention

Hvor sannsynlig er det at du vil...

	Svært usannsynlig	Usannsynlig	Litt usannsynlig	Verken eller	Litt sannsynlig	Sannsynlig	Svær sannsyı
kjøpe sminkeprodukter på nett?	○	○	○	○	○	○	○
anbefale denne nettbutikken til vennene dine?	○	○	○	○	○	○	○
handle fra denne nettbutikken igjen hvis du trenger sminkeprodukter?	○	○	○	○	○	○	○

Demographic questions:



Appendix C: Outputs- Methodology

Reliability- SPSS outputs: **China**

Table 1: Website's reputation

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.633	.643	3

Table 2: Website's reputation, after reduction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.821	2

Table 3: Website's usefulness

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.856	5

Table 4: Website's ease of use

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.886	.887	5

Table 5: Website's transaction security and user privacy

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.861	.866	4

Table 6: Product price

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.812	3

Table 7: Product quality

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.862	.862	5

Table 8: Product – related services

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.854	7

Table 9: Purchase Intention

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.868	3

Item- Total Statistics- SPSS outputs: **China**

Table 10: Website's reputation

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This website has a reputation for being honest.	10.17	4.872	.575	.491	.344
This website is known to be concerned about customers.	10.31	4.967	.567	.489	.358
This website has a bad reputation in the market. (R)	10.38	6.304	.232	.054	.821

Table 11: Website's reputation, after reduction

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This website has a reputation for being honest.	5.12	1.837	.697	.485	.

This website is known to be concerned about customers.	5.26	1.879	.697	.485	.

Table 12: Website's usefulness

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This website is useful when I'm buying makeup products.	21.23	16.729	.679	.558	.822
This website enables me to find and buy makeup products quickly.	21.17	17.895	.629	.548	.835
This website is useful for getting information about makeup products.	21.37	17.286	.765	.591	.801
This website improves my performance when I'm searching for makeup.	21.70	17.427	.697	.595	.817
This website enhances my effectiveness in learning about makeup products.	21.89	18.213	.584	.522	.846

Table 13: Website's ease of use

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Learning how to use this website was easy to me.	22.61	16.523	.762	.667	.852

My interactions with this website are clear and understandable.	22.93	17.303	.677	.587	.872
Getting information about makeup from this website is easy.	23.02	17.741	.654	.477	.877
It is easy to become skillful at using this website.	22.97	15.966	.753	.619	.855
Overall, I find this website to be easy to use.	22.65	17.112	.783	.646	.849

Table 14: Website's transaction security and user privacy

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I feel secure giving out credit card information.	16.27	8.267	.663	.473	.849
I feel safe in my transactions.	15.93	9.053	.765	.599	.803
I feel I can trust this website.	16.03	8.666	.767	.611	.799
I feel there are adequate security features.	16.28	9.254	.660	.477	.842

Table 15: Product price

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I can save money when I buy makeup products on this website.	9.11	5.297	.662	.440	.738
The prices on this website are cheaper than elsewhere.	9.50	5.435	.684	.468	.711

The cost per transaction is smaller in comparison to other websites.	9.22	6.541	.643	.415	.762

Table 16: Product quality

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Products are of good quality.	21.20	14.094	.761	.701	.813
The quality of products is guaranteed and reliable.	21.21	13.349	.810	.747	.799
The quality of products meets the official standard policies and requirements.	21.03	14.732	.704	.552	.828
I can evaluate the quality of products purchased on this website.	21.15	15.211	.568	.352	.863
I can be sure of the quality of products on this website.	21.26	16.046	.577	.365	.858

Table 17: Product – related services

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This website provides services as promised.	32.04	18.823	.609	.552	.832
This website provides services correct in the first time.	32.15	19.944	.526	.551	.844
This website provides services at the promised time.	32.04	20.240	.587	.463	.835

Website's service employees are willing to help customers.	32.11	18.813	.731	.662	.815
Website's service employees are ready to respond to customer's requests.	32.21	18.882	.649	.588	.826
Website's service employees are consistently courteous.	32.13	19.466	.643	.533	.827
Website's service employees put customer's interest at front.	32.40	19.275	.565	.418	.839

Table 18: Purchase Intention

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
How likely is that you would purchase makeup products in this shopping website?	11.43	3.122	.773	.598	.787
How likely is that you would recommend this shopping website to your friends?	11.39	3.232	.736	.545	.822
How likely is that you would make another purchase in this shopping website if you need makeup products again?	11.24	3.613	.734	.543	.826

Reliability- SPSS outputs: **Norway**

Table 19: Website's reputation

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.450	.484	3

Table 20: Website's reputation, after reduction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.600	.609	2

Table 21: Website's usefulness

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.764	.786	5

Table 22: Website's ease of use

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	.892	5

Table 23: Website's transaction security and user privacy

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	.917	4

Table 24: Product price

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.872	3

Table 25: Product quality

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.923	5

Table 26: Product – related services

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.900	7

Table 27: Purchase Intention

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.879	3

Item- Total Statistics- SPSS outputs: **Norway**

Table 28: Website's reputation

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This website has a reputation for being honest.	9.98	4.576	.435	.224	.126
This website is known to be concerned about customers.	11.56	4.604	.153	.044	.600
This website has a bad reputation in the market. (R)	10.05	4.319	.287	.193	.331

Table 29: Website's reputation, after reduction

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This website has a reputation for being honest.	5.75	1.953	.438	.192	.
This website has a bad reputation in the market. (R)	5.82	1.271	.438	.192	.

Table 30: Website's usefulness

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This website is useful when I'm buying makeup products.	23.00	9.949	.492	.591	.738
This website enables me to find and buy makeup products quickly.	23.02	9.847	.559	.649	.722
This website is useful for getting information about makeup products.	23.39	8.648	.628	.420	.689
This website improves my performance when I'm searching for makeup.	23.76	8.554	.614	.411	.693
This website enhances my effectiveness in learning about makeup products.	24.24	7.775	.473	.398	.770

Table 31: Website's ease of use

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Learning how to use this website was easy to me.	24.97	7.948	.785	.649	.853
My interactions with this website are clear and understandable.	25.14	7.734	.668	.484	.880
Getting information about makeup from this website is easy.	25.28	7.863	.665	.462	.880
It is easy to become skillful at using this website.	25.10	7.464	.790	.689	.850
Overall, I find this website to be easy to use.	24.92	8.104	.765	.642	.858

Table 32: Website's transaction security and user privacy

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I feel secure giving out credit card information.	18.79	6.506	.825	.760	.852
I feel safe in my transactions.	18.66	7.245	.854	.854	.853
I feel I can trust this website.	18.70	6.857	.887	.846	.837
I feel there are adequate security features.	19.06	6.378	.635	.447	.945

Table 33: Product price

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I can save money when I buy makeup products on this website.	10.18	8.254	.687	.484	.881
The prices on this website are cheaper than elsewhere.	10.74	6.771	.823	.689	.757
The cost per transaction is smaller in comparison to other websites.	10.86	7.564	.765	.630	.812

Table 34: Product quality

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Products are of good quality.	24.29	12.341	.813	.697	.900
The quality of products is guaranteed and reliable.	24.41	11.939	.818	.745	.897

The quality of products meets the official standard policies and requirements.	24.48	11.201	.755	.669	.908
I can evaluate the quality of products purchased on this website.	24.57	11.213	.761	.697	.907
I can be sure of the quality of products on this website.	24.57	10.501	.847	.753	.889

Table 35: Product – related services

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This website provides services as promised.	35.11	25.912	.663	.568	.897
This website provides services correct in the first time.	35.03	26.889	.501	.522	.909
This website provides services at the promised time.	35.18	26.423	.466	.393	.913
Website's service employees are willing to help customers.	35.68	20.948	.859	.854	.871
Website's service employees are ready to respond to customer's requests.	35.71	21.345	.838	.834	.873
Website's service employees are consistently courteous.	35.72	20.948	.853	.817	.871
Website's service employees put customer's interest at front.	35.79	21.472	.829	.769	.875

Table 36: Purchase intention

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

How likely is that you would purchase makeup products in this shopping website?	12.93	2.504	.726	.572	.851
How likely is that you would recommend this shopping website to your friends?	13.04	2.651	.724	.571	.847
How likely is that you would make another purchase in this shopping website if you need makeup products again?	12.80	2.857	.836	.698	.764

Appendix D: Results and Analysis

D.A. Sample characteristics & shopping behavior

Descriptive statistics- **China**

Table 1: Age

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
How old are you?	121	18	35	25.54	3.950	15.601

Table 2: Gender

Frequency					
What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	121	100.0	100.0	100.0

Table 3: Education

Frequency					
What is your highest level of education achieved?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	High school or equivalent	11	9.1	9.1	9.1
	Bachelor's degree	49	40.5	40.5	49.6
	Master's degree	55	45.5	45.5	95.0
	Doctoral degree	5	4.1	4.1	99.2
	Other	1	.8	.8	100.0
	Total	121	100.0	100.0	

Table 4: Income

Frequency					
What is your annual income?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than $25,000	61	50.4	50.4	50.4
	$25,000 - $50,000	44	36.4	36.4	86.8
	$50,000 - $75,000	13	10.7	10.7	97.5
	$75,000 - $100,000	2	1.7	1.7	99.2
	More than $100,000	1	.8	.8	100.0

Table 5: Screening question

Frequency					
Have you purchased makeup products online in the past year?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	121	100.0	100.0	100.0

Table 6: Spending

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
On average, how much do you spend on shopping makeup online, every month?	121	1.5	750.00	65.441	96.03349	9222.431

Table 7: Spending 2

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
What is the biggest amount you spent on shopping makeup online at once?	121	1.5	3000.00	229.857	332.6784	110674.901

Table 8: Internet usage

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
On average, how many hours do you spend on the Internet per day?	121	1	20	7.68	3.813	14.537

Table 9: Product evaluation

Frequency					
How do you evaluate a makeup product before buying it online?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Read online reviews	62	51.2	51.2	51.2
	Watch video reviews	27	22.3	22.3	73.6
	Go to the shop to test first	12	9.9	9.9	83.5
	Ask your friend	18	14.9	14.9	98.3
	Other (please specify)	2	1.7	1.7	100.0
	Total	121	100.0	100.0	

Table 10: Shopping online frequency

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
In the past month, how many times did you shop online?	121	0	36.0	7.826	6.8098	46.374

Table 11: Shopping makeup online

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
In the past month, how many times did you shop makeup online?	121	0	10	1.68	1.872	3.504

Table 12: Makeup usage

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
How many times a week do you wear makeup?	121	0	7	2.917	2.0375	4.151

Table 13: Main reasons to shop makeup online

Ranking								
What are the main reasons for you to shop makeup online: Rank 1-8								
China	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8
Convenience	53.7%	9.9%	12.4%	10.7%	1.7%	8.3%	2.5%	0.8%
Time Saving	21.5%	37.2%	11.6%	9.9%	3.3%	7.4%	5.0%	4.1%
Lower Prices	8.3%	14.9%	18.2%	12.4%	7.4%	14.9%	17.4%	6.6%
Larger Products Variety	9.1%	9.9%	16.5%	14.9%	5.8%	17.4%	9.1%	17.4%
Unique Products	3.3%	11.6%	11.6%	18.2%	14.0%	15.7%	19.0%	6.6%
Better Discounts	2.5%	6.6%	14.0%	14.0%	13.2%	16.5%	18.2%	14.9%
Ability to Compare Prices	1.7%	7.4%	9.9%	12.4%	23.1%	13.2%	17.4%	14.9%
Ability to Read Customer Reviews	0.0%	2.5%	5.8%	7.4%	31.4%	6.6%	11.6%	34.7%

Table 14: Makeup products most often purchase online

Frequency		
What makeup products do you most often purchase online? max 3 choices		
Products	Frequency	Percent
Rouge/Blush	17	14%
Highlighter	11	9.1%
Contour powder or creams	20	16.5%
Concealer/Foundation	39	32.2%
Face powder	32	26.4%
Mascara	8	6.6%
Eyeliner	22	18.2%
Lip products	77	63.6%
Eye shadow	39	32.2%
Eyebrow	34	28.1%

Table 15: Most satisfied when shopping makeup online

Frequency		
What were you most satisfied with, when you shopped makeup online in the past: max 3 choices		
	Frequency	Percent
Promotions	52	43%
Easy return policy	34	28.1%
Free delivery service	61	50.4%
Communication with customer service	84	69.4%
Convenience	40	33.1%
Provided information	3	2.5%
Other	19	15.7%

Table 16: Most unsatisfied when shopping makeup online

Frequency		
What were you most unsatisfied with, when you shopped makeup online in the past: max 3 choices		
	Frequency	Percent
Return policy conditions	30	24.8%
Delivery fee	36	29.8%
Privacy invasion	20	16.5%
Difficulty to communicate with seller	34	28.1%
Uncompleted information	37	30.6%

Shipping error	44	36.4%
Long delivery period	61	50.4%
Other	2	1.7%

D.B. Sample characteristics & shopping behavior

Descriptive statistics: **Norway**

Table 1: Age

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
How old are you?	119	18	35	23.61	3.176	10.087

Table 2: Gender

Frequency					
What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	119	100.0	100.0	100.0

Table 3: Education

Frequency					
What is your highest level of education achieved?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	High school or equivalent	40	33.6	33.6	33.6
	Bachelor's degree	58	48.7	48.7	82.4
	Master's degree	21	17.6	17.6	100
	Total	121	100.0	100.0	100

Table 4: Income

Frequency					
What is your annual income?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than $25,000	68	57.1	57.1	57.1
	$25,000 - $50,000	27	22.7	22.7	79.8
	$50,000 - $75,000	21	17.6	17.6	97.5
	$75,000 - $100,000	3	2.5	2.5	100.0

	More than $100,000	0	0.0	0.0	100.0

Table 5: Screening question

Frequency					
Have you purchased makeup products online in the past year?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	119	100.0	100.0	100.0

Table 6: Spending

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
On average, how much do you spend on shopping makeup online, every month?	119	1.1	220.00	37.160	28.4152	807.422

Table 7: Spending 2

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
What is the biggest amount you spent on shopping makeup online at once?	119	55.0	440.0	171.221	96.5248	9317.029

Table 8: Internet usage

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
On average, how many hours do you spend on the Internet per day?	119	1	16	7.92	3.221	10.367

Table 9: Product evaluation

Frequency					
How do you evaluate a makeup product before buying it online?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Read online reviews	54	45.4	45.4	45.4
	Watch video reviews	25	21.0	21.0	66.4
	Go to the shop to test first	6	5.0	5.0	71.4
	Ask your friend	29	24.4	24.4	95.8
	Other (please specify)	5	4.2	4.2	100.0

Table 10: Shopping online frequency

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
In the past month, how many times did you shop online?	119	0	40.0	3.592	4.3282	18.733

Table 11: Shopping makeup online

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
In the past month, how many times did you shop makeup online?	119	0	10	0.82	1.162	1.350

Table 12: Makeup usage

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
How many times a week do you wear makeup?	119	1	7	4.98	1.626	2.644

Table 13: Main reasons to shop makeup online

Ranking								
What are the main reasons for you to shop makeup online: Rank 1-8								
China	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8
Convenience	22.7%	24.4%	20.2%	18.5%	1.7%	6.7%	4.2%	1.7%
Time Saving	10.1%	25.2%	22.7%	16.8%	2.5%	10.1%	5.9%	6.7%
Lower Prices	10.1%	16.8%	17.6%	20.2%	10.1%	12.6%	6.7%	5.9%
Larger Products Variety	9.2%	7.6%	11.8%	20.2%	14.3%	14.3%	11.8%	10.9%
Unique Products	12.6%	7.6%	13.4%	9.2%	16.0%	14.3%	15.1%	11.8%
Better Discounts	11.8%	5.0%	10.1%	11.8%	17.6%	22.7%	12.6%	8.4%
Ability to Compare Prices	10.1%	6.7%	3.4%	1.7%	22.7%	15.1%	23.5%	16.8%

Table 14: Makeup products most often purchase online

Frequency		
What makeup products do you most often purchase online?: max 3 choices		
Products	Frequency	Percent

Rouge/Blush	16	13.4%
Highlighter	11	9.2%
Contour powder or creams	42	35.3%
Concealer/Foundation	52	43.7%
Face powder	27	22.7%
Mascara	59	49.6%
Eyeliner	8	6.7%
Lip products	38	31.9%
Eye shadow	17	14.3%
Eyebrow	23	19.3%

Table 15: Most satisfied when shopping makeup online

Frequency		
What were you most satisfied with, when you shopped makeup online in the past: max 3 choices		
	Frequency	Percent
Promotions	84	70.6%
Easy return policy	6	5%
Free delivery service	63	52.9%
Communication with customer service	49	41.2%
Convenience	45	37.8%
Provided information	3	2.5%
Other	3	2.5%

Table 16: Most unsatisfied when shopping makeup online

Frequency		
What were you most unsatisfied with, when you shopped makeup online in the past: max 3 choices		
	Frequency	Percent
Return policy conditions	29	24.4%
Delivery fee	35	29.4%
Privacy invasion	1	0.8%
Difficulty to communicate with seller	19	16%
Uncompleted information	36	30.3%
Shipping error	19	16%
Long delivery period	50	42%
Other	7	5.9%

D.C. Website's, Product factors and Purchase intention

Descriptive statistics- **China**

Table 1: Website factors: China

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Website's reputation	121	5.190	1.2554	1.576
Website's usefulness	121	5.368	1.0276	1.056
Website's ease of use	121	5.709	1.0142	1.029
Website's transaction security/privacy	121	5.376	.96724	.936
Valid N (listwise)	121			

Table 2: Product factors: China

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Product price	121	4.639	1.1463	1.314
Product quality	121	5.292	.94199	.887
Product-related Services	121	5.358	.72424	.525
Valid N (listwise)	121			

Table 3: Purchase intentions: China

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Purchase Intention	121	5.655	.91178	.831
Valid N (listwise)	121			

Table 4: Website's reputation-1

Frequency		
This website has a reputation for being honest.		
	Frequency	Precent
Strongly disagree	3	2.5%
Disagree	2	1.7%
Somewhat disagree	10	8.3%
Neither agree nor disagree	12	9.9%
Somewhat agree	29	24.0%
Agree	48	39.7%
Strongly agree	17	14.0%

Table 5: Website's reputation-2

Frequency		
This website is known to be concerned about customers.		
	Frequency	Precent

Strongly disagree	3	2.5%
Disagree	2	1.7%
Somewhat disagree	8	6.6%
Neither agree nor disagree	23	19.0%
Somewhat agree	29	24.0%
Agree	41	33.9%
Strongly agree	15	12.4%

Table 6: Website's usefulness-1

Frequency		
This website is useful when I'm buying makeup products.		
	Frequency	Precent
Strongly disagree	5	4.1%
Disagree	2	1.7%
Somewhat disagree	3	2.5%
Neither agree nor disagree	5	4.1%
Somewhat agree	21	17.4%
Agree	59	48.8%
Strongly agree	26	21.5%

Table 7: Website's usefulness-2

Frequency		
This website enables me to find and buy makeup products quickly.		
	Frequency	Precent
Strongly disagree	4	3.3%
Disagree	1	0.8%
Somewhat disagree	4	3.3%
Neither agree nor disagree	5	4.1%
Somewhat agree	17	14.0%
Agree	67	55.4%
Strongly agree	23	19.0%

Table 8: Website's usefulness-3

Frequency		
This website is useful for getting information about makeup products.		
	Frequency	Precent
Strongly disagree	3	2.5%
Disagree	1	0.8%
Somewhat disagree	3	2.5%
Neither agree nor disagree	11	9.1%
Somewhat agree	30	24.8%
Agree	57	47.1%
Strongly agree	16	13.2%

Table 9: Website's usefulness-4

Frequency		
This website improves my performance when I'm searching for makeup.		
	Frequency	Precent
Strongly disagree	2	1.7%
Disagree	5	4.1%
Somewhat disagree	4	3.3%
Neither agree nor disagree	19	15.7%
Somewhat agree	32	26.4%
Agree	51	42.1%
Strongly agree	8	6.6%

Table 10: Website's usefulness-5

Frequency		
This website enhances my effectiveness in learning about makeup products.		
	Frequency	Precent
Strongly disagree	1	0.8%
Disagree	6	5.0%
Somewhat disagree	10	8.3%
Neither agree nor disagree	21	17.4%
Somewhat agree	34	28.1%
Agree	41	33.9%
Strongly agree	8	6.6%

Table 11: Website's ease of use-1

Frequency		
Learning how to use this website was easy to me.		
	Frequency	Precent
Strongly disagree	3	2.5%
Somewhat disagree	3	2.5%
Neither agree nor disagree	5	4.1%
Somewhat agree	18	14.9%
Agree	48	39.7%
Strongly agree	44	36.4%

Table 12: Website's ease of use-2

Frequency		
My interactions with this website are clear and understandable.		
	Frequency	Precent
Strongly disagree	2	1.7%
Disagree	1	.8%
Somewhat disagree	5	4.1%
Neither agree nor disagree	12	9.9%

Somewhat agree	16	13.2%
Agree	62	51.2%
Strongly agree	23	19.0%

Table 13: Website's ease of use-3

Frequency		
Getting information about makeup from this website is easy		
	Frequency	Precent
Strongly disagree	2	1.7%
Disagree	2	1.7%
Somewhat disagree	3	2.5%
Neither agree nor disagree	12	9.9%
Somewhat agree	24	19.8%
Agree	61	50.4%
Strongly agree	17	14.0%

Table 14: Website's ease of use-4

Frequency		
It is easy to become skillful at using this website.		
	Frequency	Precent
Strongly disagree	3	2.5%
Disagree	1	.8%
Somewhat disagree	6	5.0%
Neither agree nor disagree	9	7.4%
Somewhat agree	24	19.8%
Agree	50	41.3%
Strongly agree	28	23.1%

Table 15: Website's ease of use-5

Frequency		
Overall, I find this website to be easy to use		
	Frequency	Percent
Strongly disagree	2	1.7%
Disagree	1	.8%
Somewhat disagree	6	2.5%
Neither agree nor disagree	2	1.7%
Somewhat agree	20	16.5%
Agree	59	48.8%
Strongly agree	34	28.1%

Table 16: Website's transaction security and privacy-1

Frequency		
I feel secure giving out credit card information.		
	Frequency	Percent

Strongly disagree	2	1.7%
Disagree	4	3.3%
Somewhat disagree	5	4.1%
Neither agree nor disagree	18	14.9%
Somewhat agree	31	25.6%
Agree	46	38.0%
Strongly agree	15	12.4%

Table 17: Website's transaction security and privacy-2

Frequency		
I feel safe in my transactions		
	Frequency	Percent
Strongly disagree	1	.8%
Somewhat disagree	4	3.3%
Neither agree nor disagree	11	9.1%
Somewhat agree	30	24.8%
Agree	57	47.1%
Strongly agree	18	14.9%

Table 18: Website's transaction security and privacy-3

Frequency		
I feel I can trust this website		
	Frequency	Percent
Strongly disagree	1	1.7%
Disagree	1	.8%
Somewhat disagree	3	2.5%
Neither agree nor disagree	10	8.3%
Somewhat agree	36	29.8%
Agree	54	44.6%
Strongly agree	15	12.4%

Table 19: Website's transaction security and privacy-4

Frequency		
I feel there are adequate security features.		
	Frequency	Percent
Strongly disagree	1	.8%
Somewhat disagree	7	5.8%
Neither agree nor disagree	24	19.8%
Somewhat agree	29	24.0%
Agree	51	42.1%
Strongly agree	9	7.4%

Table 20: Product price-1

Frequency		
I can save money when I buy makeup products on this website.		
	Frequency	Percent
Strongly disagree	2	1.7%
Disagree	8	6.6%
Somewhat disagree	14	11.6%
Neither agree nor disagree	20	16.5%
Somewhat agree	30	24.8%
Agree	37	30.6%
Strongly agree	10	8.3%

Table 21: Product price-2

Frequency		
The prices on this website are cheaper than elsewhere.		
	Frequency	Percent
Strongly disagree	2	1.7%
Disagree	14	11.6%
Somewhat disagree	11	9.1%
Neither agree nor disagree	33	27.3%
Somewhat agree	30	24.8%
Agree	28	23.1%
Strongly agree	3	2.5%

Table 22: Product price-3

Frequency		
The cost per transaction is smaller in comparison to other websites.		
	Frequency	Percent
Strongly disagree	1	.8%
Disagree	5	4.1%
Somewhat disagree	7	5.8%
Neither agree nor disagree	44	36.4%
Somewhat agree	27	22.3%
Agree	34	28.1%
Strongly agree	3	2.5%

Table 23: Product quality-1

Frequency		
Products are of good quality.		
	Frequency	Percent
Strongly disagree	2	1.7%
Somewhat disagree	6	5.0%
Neither agree nor disagree	20	16.5%
Somewhat agree	34	28.1%

Agree	46	38.0%
Strongly agree	13	10.7%

Table 24: Product quality-2

Frequency		
The quality of products is guaranteed and reliable.		
	Frequency	Percent
Strongly disagree	2	1.7%
Somewhat disagree	8	6.6%
Neither agree nor disagree	20	16.5%
Somewhat agree	32	26.4%
Agree	43	35.5%
Strongly agree	16	13.2%

Table 25: Product quality-3

Frequency		
The quality of products meets the official standard policies and requirements.		
	Frequency	Percent
Strongly disagree	1	0.8%
Disagree	1	0.8%
Somewhat disagree	6	5.0%
Neither agree nor disagree	16	13.2%
Somewhat agree	23	19.0%
Agree	61	50.4%
Strongly agree	13	10.7%

Table 26: Product quality-4

Frequency		
I can evaluate the quality of products purchased on this website.		
	Frequency	Percent
Strongly disagree	1	0.8%
Disagree	6	5.0%
Somewhat disagree	3	2.5%
Neither agree nor disagree	15	12.4%
Somewhat agree	23	19.0%
Agree	65	53.7%
Strongly agree	8	6.6%

Table 27: Product quality-5

Frequency		
I can be sure of the quality of products on this website.		
	Frequency	Percent
Disagree	1	0.8%
Somewhat disagree	9	7.4%

Neither agree nor disagree	19	15.7%
Somewhat agree	36	29.8%
Agree	48	39.7%
Strongly agree	8	6.6%

Table 28: Product related-services-1

Frequency		
This website provides services as promised.		
	Frequency	Percent
Strongly disagree	1	0.8%
Disagree	2	1.7%
Somewhat disagree	2	1.7%
Neither agree nor disagree	14	11.6%
Somewhat agree	30	24.8%
Agree	59	48.8%
Strongly agree	13	10.7%

Table 29: Product related-services-2

Frequency		
This website provides services correct in the first time.		
	Frequency	Percent
Disagree	2	1.7%
Somewhat disagree	4	3.3%
Neither agree nor disagree	15	12.4%
Somewhat agree	35	28.9%
Agree	57	47.1%
Strongly agree	8	6.6%

Table 30: Product related-services-3

Frequency		
This website provides services at the promised time.		
	Frequency	Percent
Somewhat disagree	4	3.3%
Neither agree nor disagree	13	10.7%
Somewhat agree	33	27.3%
Agree	64	52.9%
Strongly agree	7	5.8%

Table 31: Product related-services-4

Frequency		
I believe this website's service employees are willing to help customers.		
	Frequency	Percent
Somewhat disagree	4	3.3%

Neither agree nor disagree	18	14.9%
Somewhat agree	33	27.3%
Agree	57	47.1%
Strongly agree	9	7.4%

Table 32: Product related-services-5

Frequency		
I believe this website's service employees are ready to respond to customer's requests.		
	Frequency	Percent
Disagree	2	1.7%
Somewhat disagree	4	3.3%
Neither agree nor disagree	17	14.0%
Somewhat agree	39	32.2%
Agree	50	41.3%
Strongly agree	9	7.4%

Table 33: Product related-services-6

Frequency		
I believe this website's service employees are consistently courteous.		
	Frequency	Percent
Disagree	1	0.8%
Somewhat disagree	2	1.7%
Neither agree nor disagree	18	14.9%
Somewhat agree	38	31.4%
Agree	53	43.8%
Strongly agree	9	7.4%

Table 34: Product related-services-7

Frequency		
I believe this website's service employees put customer's interest at front.		
	Frequency	Percent
Disagree	3	2.5%
Somewhat disagree	5	4.1%
Neither agree nor disagree	23	19.0%
Somewhat agree	40	33.1%
Agree	44	36.4%
Strongly agree	6	5.0%

Table 35: Purchase intention-1

Frequency		
How likely is that you would purchase makeup products on this shopping website?		
	Frequency	Percent
Unlikely	2	1.7

Somewhat unlikely	4	3.3
Neither likely nor unlikely	12	9.9
Somewhat likely	23	19.0
Likely	64	52.9
Extremely likely	16	13.2

Table 36: Purchase intention-2

Frequency		
How likely is that you would recommend this shopping website to your friends?		
	Frequency	Percent
Unlikely	1	.8
Somewhat unlikely	3	2.5
Neither likely nor unlikely	16	13.2
Somewhat likely	16	13.2
Likely	66	54.5
Extremely likely	18	14.9

Table 37: Purchase intention-3

Frequency		
How likely is that you would make another purchase on this shopping website if you need makeup products again?		
	Frequency	Percent
Somewhat unlikely	2	1.7
Neither likely nor unlikely	10	8.3
Somewhat likely	23	19.0
Likely	62	51.2
Extremely likely	24	19.8

D. D. Website's, Product factors and Purchase intention

Descriptive statistics- SPSS outputs: **Norway**

Table 1: Website's factors: Norway

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Website's reputation	119	5.782	1.0729	1.151
Website's usefulness	119	5.870	.72700	.529
Website's ease of use	119	6.270	.68967	.476
Website's transaction security/privacy	119	6.266	.85168	.725
Valid N (listwise)	119			

Table 2: Product factors: Norway

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Product Price	119	5.296	1.3303	1.770
Product Quality	119	6.116	.8371	.701
Product-Related Services	119	5.909	.80013	.640
Valid N (listwise)	119			

Table 3: Purchase intention: Norway

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Purchase Intention	119	6.462	.79203	.627
Valid N (listwise)	119			

Table 4: Website's reputation-1

Frequency		
This website has a reputation for being honest.		
	Frequency	Percent
Disagree	1	0.8%
Somewhat disagree	2	1.7%
Neither agree nor disagree	17	14.3%
Somewhat agree	15	12.6%
Agree	47	39.5%
Strongly agree	37	31.1%

Table 5: Website's reputation-2

Frequency		
This website has a bad reputation in the market. (R)		
	Frequency	Percent
Strongly disagree	38	31.9%
Disagree	52	43.7%
Somewhat disagree	9	7.6%
Neither agree nor disagree	8	6.7%
Somewhat agree	6	5.0%
Agree	5	4.2%
Strongly agree	1	0.8%

Table 6: Website's usefulness-1

Frequency		
This website is useful when I'm buying makeup products.		
	Frequency	Percent

Somewhat disagree	2	1.7%
Neither agree nor disagree	4	3.4%
Somewhat agree	3	2.5%
Agree	51	42.9%
Strongly agree	59	49.6%

Table 7: Website's usefulness-2

Frequency		
This website enables me to find and buy makeup products quickly.		
	Frequency	Percent
Neither agree nor disagree	5	4.2%
Somewhat agree	8	6.7%
Agree	48	40.3%
Strongly agree	58	48.7%

Table 8: Website's usefulness-3

Frequency		
This website is useful for getting information about makeup products.		
	Frequency	Percent
Somewhat disagree	3	2.5%
Neither agree nor disagree	6	5.0%
Somewhat agree	23	19.3%
Agree	48	40.3%
Strongly agree	39	32.8%

Table 9: Website's usefulness-4

Frequency		
This website improves my performance when I'm searching for makeup.		
	Frequency	Percent
Disagree	1	0.8%
Neither agree nor disagree	20	16.8%
Somewhat agree	25	21.0%
Agree	53	44.5%
Strongly agree	20	16.8%

Table 10: Website's usefulness-5

Frequency		
This website enhances my effectiveness in learning about makeup products.		
	Frequency	Percent
Disagree	5	4.2%
Somewhat disagree	9	7.6%
Neither agree nor disagree	27	22.7%

Somewhat agree	23	19.3%
Agree	36	30.3%
Strongly agree	19	16.0%

Table 11: Website's ease of use-1

Frequency		
Learning how to use this website was easy to me.		
	Frequency	Percent
Neither agree nor disagree	4	3.4%
Somewhat agree	8	6.7%
Agree	45	37.8%
Strongly agree	62	52.1%

Table 12: Website's ease of use-2

Frequency		
My interactions with this website are clear and understandable.		
	Frequency	Percent
Somewhat disagree	2	1.7%
Neither agree nor disagree	6	5.0%
Somewhat agree	8	6.7%
Agree	52	43.7%
Strongly agree	51	42.9%

Table 13: Website's ease of use-3

Frequency		
Getting information about makeup from this website is easy.		
	Frequency	Percent
Neither agree nor disagree	6	5.0%
Somewhat agree	23	19.3%
Agree	46	38.7%
Strongly agree	44	37.0%

Table 14: Website's ease of use-4

Frequency		
It is easy to become skillful at using this website.		
	Frequency	Percent
Somewhat disagree	2	1.7%
Neither agree nor disagree	4	3.4%
Somewhat agree	8	6.7%
Agree	53	44.5%
Strongly agree	52	43.7%

Table 15: Website's ease of use-5

Frequency		
Overall, I find this website to be easy to use.		
	Frequency	Percent
Somewhat disagree	1	0.8%
Neither agree nor disagree	2	1.7%
Somewhat agree	6	5.0%
Agree	46	38.7%
Strongly agree	64	53.8%

Table 16: Website's transaction security and privacy-1

Frequency		
I feel secure giving out credit card information.		
	Frequency	Percent
Disagree	2	1.7%
Neither agree nor disagree	6	5.0%
Somewhat agree	7	5.9%
Agree	44	37.0%
Strongly agree	60	50.4%

Table 17: Website's transaction security and privacy-2

Frequency		
I feel safe in my transactions.		
	Frequency	Percent
Disagree	1	0.8%
Neither agree nor disagree	3	2.5%
Somewhat agree	5	4.2%
Agree	46	38.7%
Strongly agree	64	53.8%

Table 18: Website's transaction security and privacy-3

Frequency		
I feel I can trust this website.		
	Frequency	Percent
Strongly disagree	1	0.8%
Neither agree nor disagree	3	2.5%
Somewhat agree	6	5.0%
Agree	48	40.3%
Strongly agree	61	51.3%

Table 19: Website's transaction security and privacy-4

Frequency		
I feel there are adequate security features.		
	Frequency	Percent
Strongly disagree	1	0.8%
Disagree	1	0.8%
Somewhat disagree	1	0.8%
Neither agree nor disagree	14	11.8%
Somewhat agree	10	8.4%
Agree	41	34.5%
Strongly agree	51	42.9%

Table 20: Product price-1

Frequency		
I can save money when I buy makeup products on this website.		
	Frequency	Percent
Strongly disagree	2	1.7%
Disagree	5	4.2%
Somewhat disagree	1	0.8%
Neither agree nor disagree	10	8.4%
Somewhat agree	27	22.7%
Agree	29	24.4%
Strongly agree	45	37.8%

Table 21: Product price-2

Frequency		
The prices on this website are cheaper than elsewhere.		
	Frequency	Percent
Strongly disagree	2	1.7%
Disagree	6	5.0%
Somewhat disagree	6	5.0%
Neither agree nor disagree	30	25.2%
Somewhat agree	22	18.5%
Agree	20	16.8%
Strongly agree	33	27.7%

Table 22: Product price-3

Frequency		
The cost per transaction is smaller in comparison to other websites.		
	Frequency	Percent
Strongly disagree	1	0.8%
Disagree	6	5.0%
Somewhat disagree	6	5.0%

Neither agree nor disagree	38	31.9%
Somewhat agree	16	13.4%
Agree	28	23.5%
Strongly agree	24	20.2%

Table 23: Product quality-1

Frequency		
Products are of good quality.		
	Frequency	Percent
Somewhat disagree	1	0.8%
Neither agree nor disagree	3	2.5%
Somewhat agree	10	8.4%
Agree	51	42.9%
Strongly agree	54	45.4%

Table 24: Product quality-2

Frequency		
The quality of products is guaranteed and reliable.		
	Frequency	Percent
Neither agree nor disagree	8	6.7%
Somewhat agree	11	9.2%
Agree	53	44.5%
Strongly agree	47	39.5%

Table 25: Product quality-3

Frequency		
The quality of products meets the official standard policies and requirements.		
	Frequency	Present
Somewhat disagree	1	0.8%
Neither agree nor disagree	14	11.8%
Somewhat agree	10	8.4%
Agree	41	34.5%
Strongly agree	53	44.5%

Table 26: Product quality-4

Frequency		
I can evaluate the quality of products purchased on this website.		
	Frequency	Present
Disagree	1	0.8%
Somewhat disagree	2	1.7%
Neither agree nor disagree	6	5.0%
Somewhat agree	22	18.5%
Agree	43	36.1%

Strongly agree	45	37.8%

Table 27: Product quality-5

Frequency		
I can be sure of the quality of products on this website.		
	Frequency	Present
Disagree	1	0.8%
Somewhat disagree	3	2.5%
Neither agree nor disagree	8	6.7%
Somewhat agree	15	12.6%
Agree	47	39.5%
Strongly agree	45	37.8%

Table 28: Product related-services-1

Frequency		
This website provides services as promised.		
	Frequency	Percent
Neither agree nor disagree	4	3.4%
Somewhat agree	8	6.7%
Agree	60	50.4%
Strongly agree	47	39.5%

Table 29: Product related-services-2

Frequency		
This website provides services correct in the first time.		
	Frequency	Percent
Neither agree nor disagree	4	3.4%
Somewhat agree	8	6.7%
Agree	50	42.0%
Strongly agree	57	47.9%

Table 30: Product related-services-3

Frequency		
This website provides services at the promised time.		
	Frequency	Percent
Somewhat disagree	1	0.8%
Neither agree nor disagree	5	4.2%
Somewhat agree	15	12.6%
Agree	48	40.3%
Strongly agree	50	42.0%

Table 31: Product related-services-4

Frequency		
I believe this website's service employees are willing to help customers.		
	Frequency	Percent
Disagree	1	0.8%
Somewhat disagree	1	0.8%
Neither agree nor disagree	23	19.3%
Somewhat agree	18	15.1%
Agree	42	35.3%
Strongly agree	34	28.6%

Table 32: Product related-services-5

Frequency		
I believe this website's service employees are ready to respond to customer's requests.		
	Frequency	Percent
Disagree	1	0.8%
Somewhat disagree	2	1.7%
Neither agree nor disagree	20	16.8%
Somewhat agree	20	16.8%
Agree	46	38.7%
Strongly agree	30	25.2%

Table 33: Product related-services-6

Frequency		
I believe this website's service employees are consistently courteous.		
	Frequency	Percent
Disagree	1	0.8%
Somewhat disagree	2	1.7%
Neither agree nor disagree	22	18.5%
Somewhat agree	20	16.8%
Agree	42	35.3%
Strongly agree	32	26.9%

Table 34: Product related-services-7

Frequency		
I believe this website's service employees put customer's interest at front.		
	Frequency	Percent
Somewhat disagree	1	0.8%
Neither agree nor disagree	25	21.0%
Somewhat agree	25	21.0%
Agree	39	32.8%
Strongly agree	29	24.4%

Table 35: Purchase intention -1

Frequency		
How likely is that you would purchase makeup products on this shopping website?		
	Frequency	Percent
Somewhat unlikely	3	2.5
Neither likely nor unlikely	4	3.4
Somewhat likely	10	8.4
Likely	21	17.6
Extremely likely	81	68.1

Table 36: Purchase intention-2

Frequency		
How likely is that you would recommend this shopping website to your friends?		
	Frequency	Percent
Somewhat unlikely	1	.8
Neither likely nor unlikely	7	5.9
Somewhat likely	9	7.6
Likely	35	29.4
Extremely likely	67	56.3

Table 37: Purchase intention-3

Frequency		
How likely is that you would make another purchase in this shopping website if you need makeup products again?		
	Frequency	Percent
Somewhat unlikely	1	.8
Neither likely nor unlikely	3	2.5
Somewhat likely	6	5.0
Likely	24	20.2
Extremely likely	85	71.4

D. E. Assumptions of Multiple Regression

Scatterplots - **China**

Figure 1: Website reputation

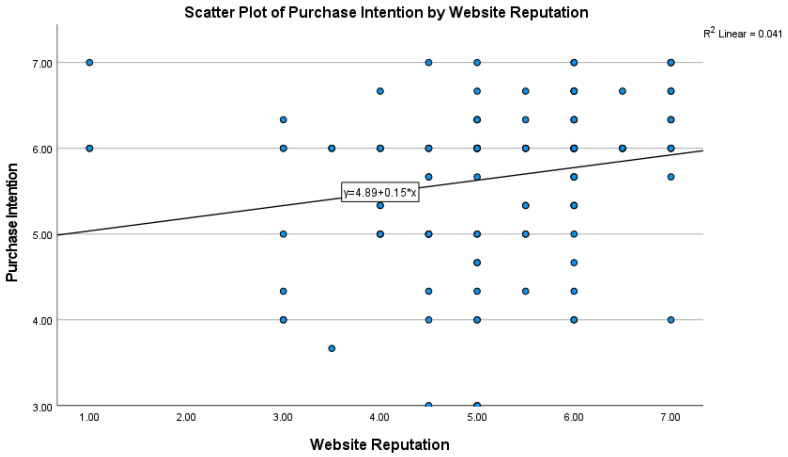


Figure 2: Website usefulness

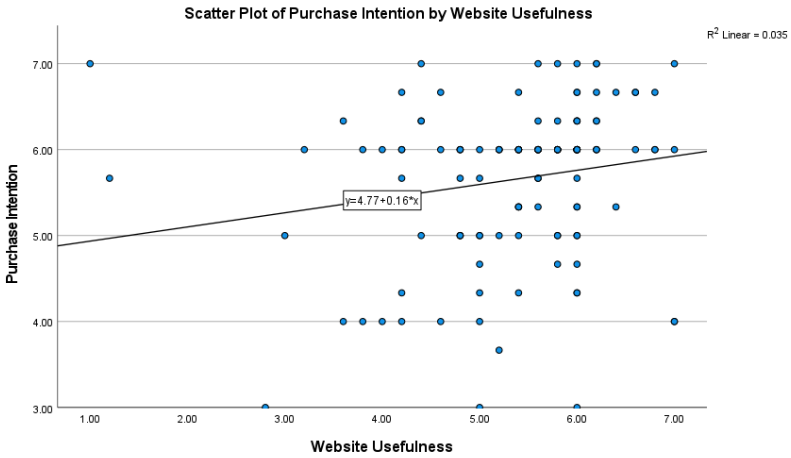


Figure 3: Website ease of use

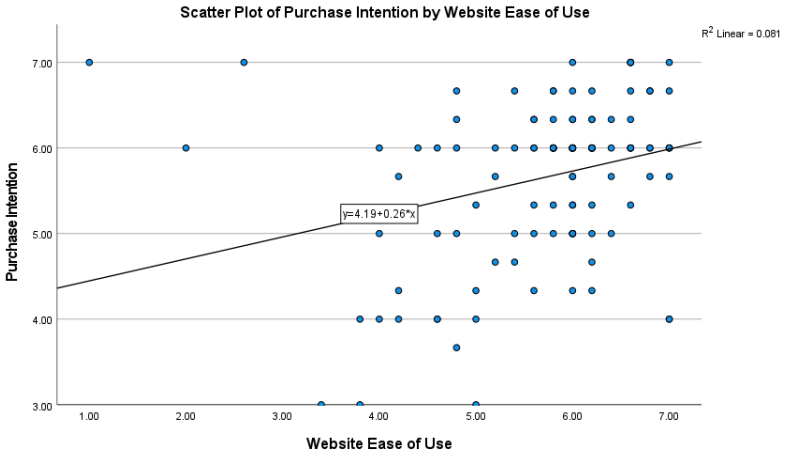


Figure 4: Transaction security/privacy

Figure 5: Product price

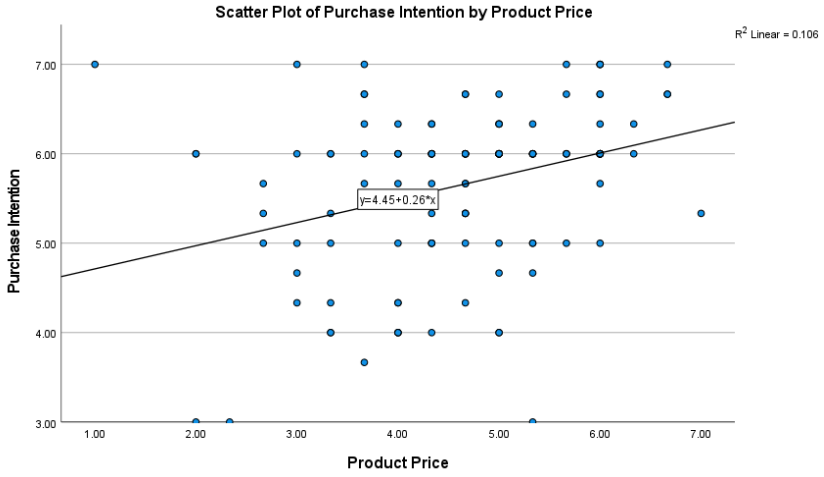


Figure 6: Product quality

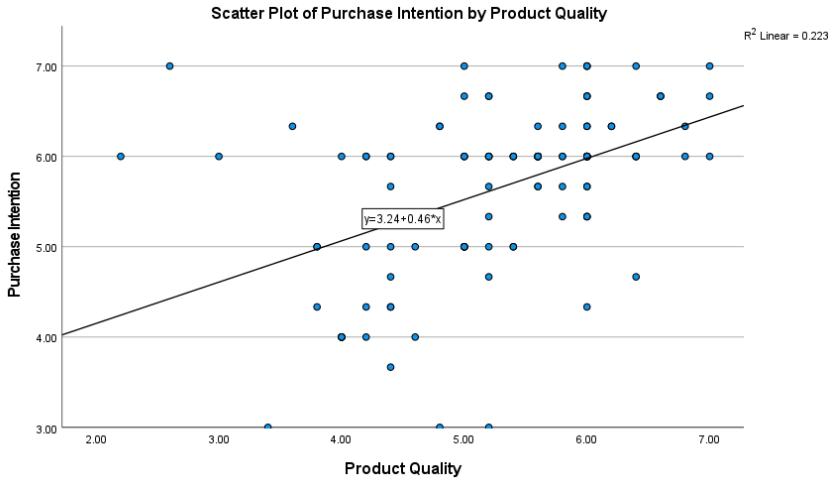
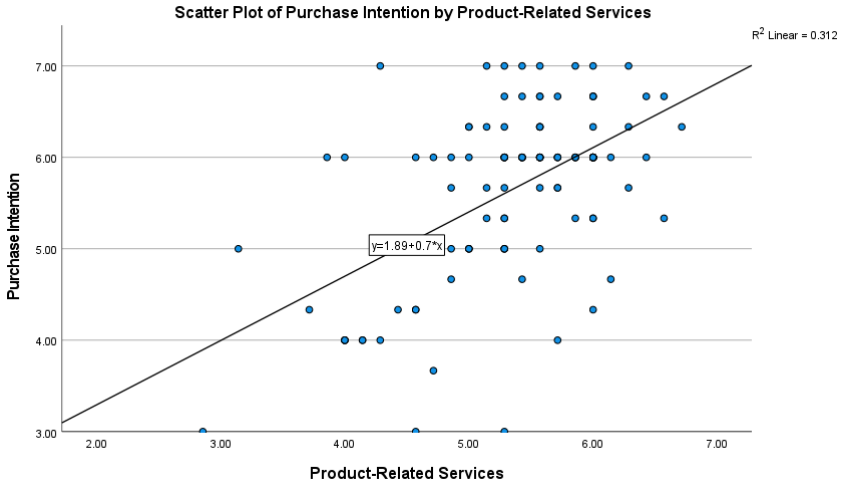


Figure 7: Product-related services



D. F. Assumptions of Multiple Regression

Scatterplots – **Norway**

Figure 1: Website reputation

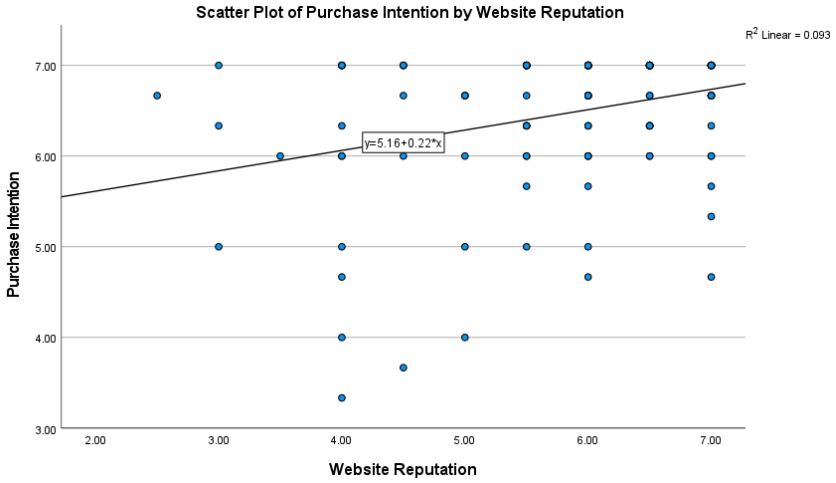


Figure 2: Website usefulness

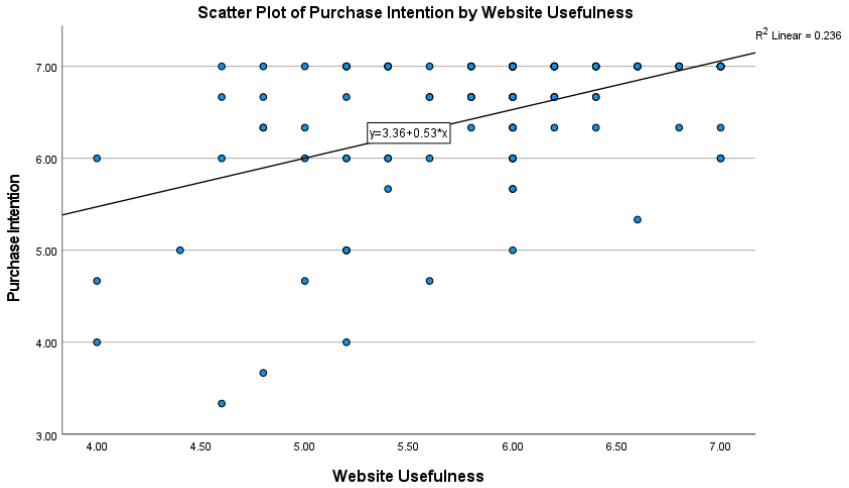


Figure 3: Website ease of use

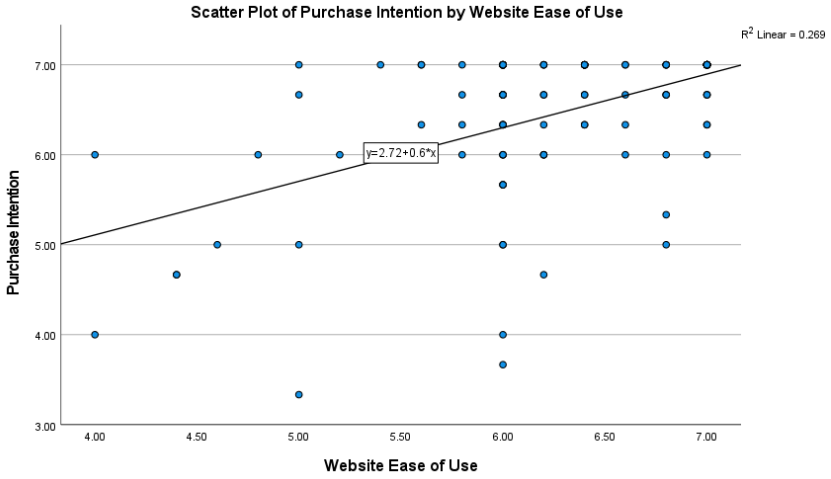


Figure 4: Transaction security/privacy

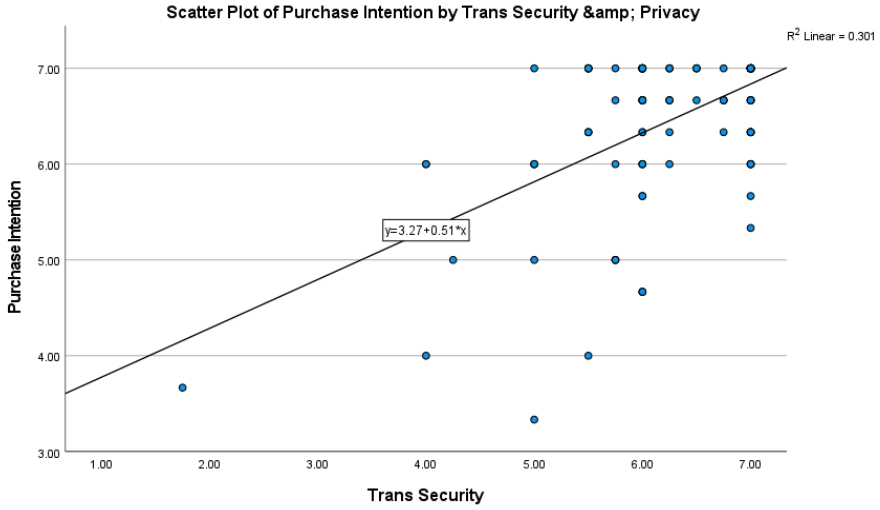


Figure 5: Product price

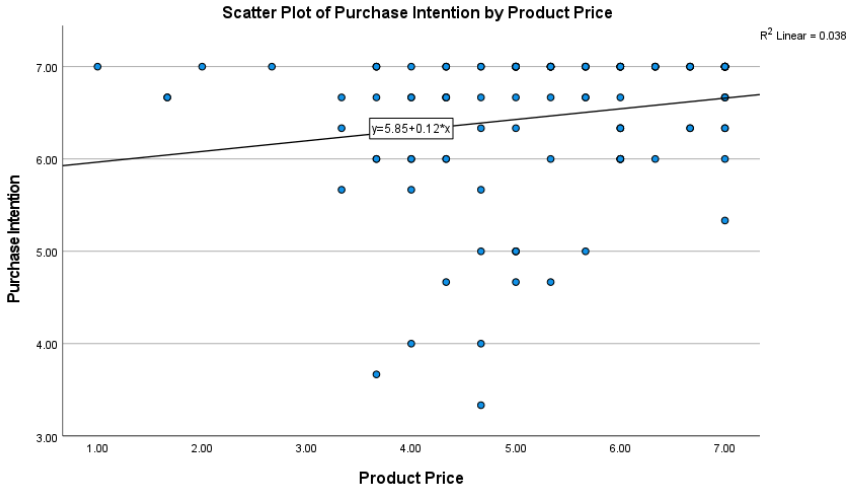


Figure 6: Product quality

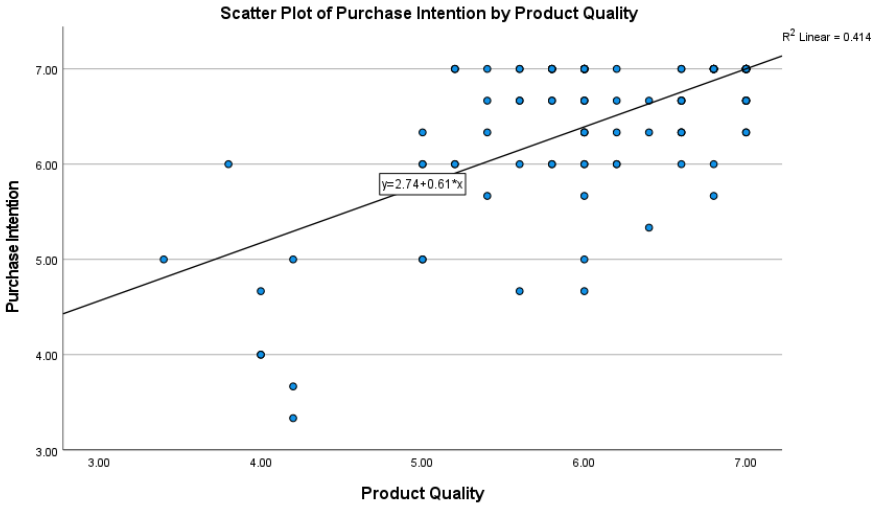
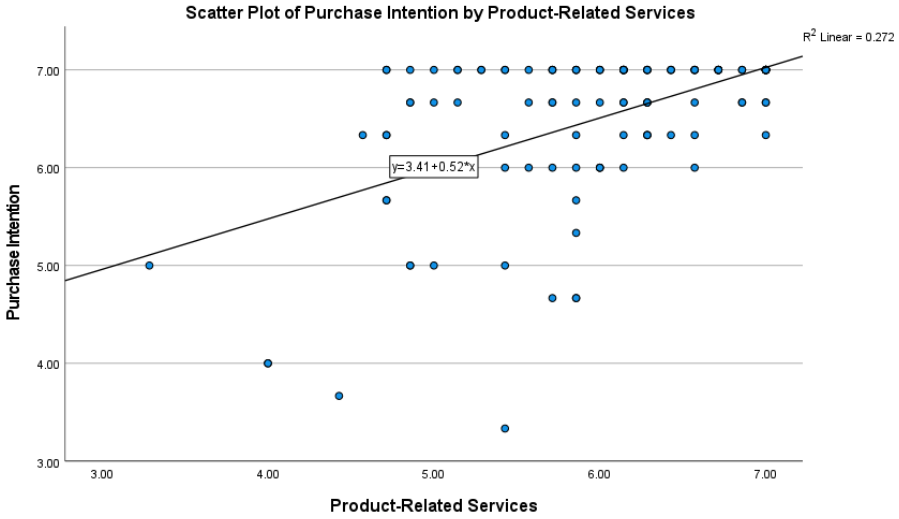
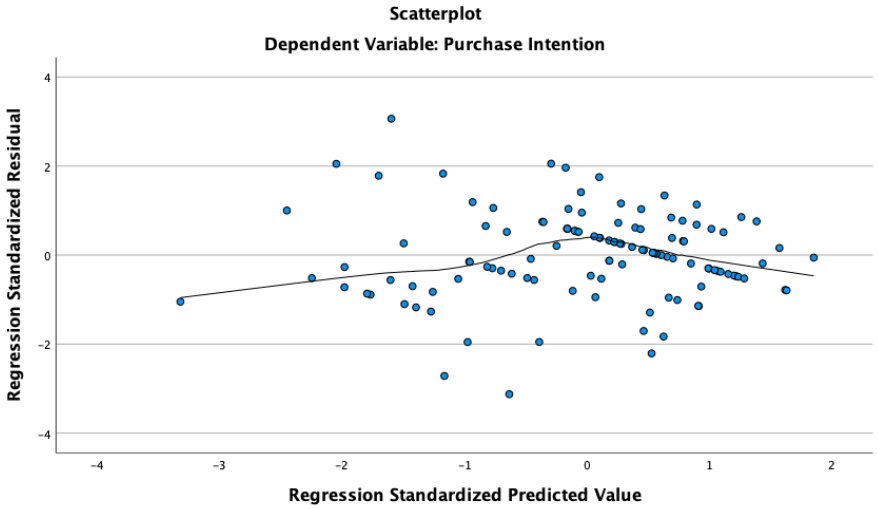


Figure 7: Product-related services

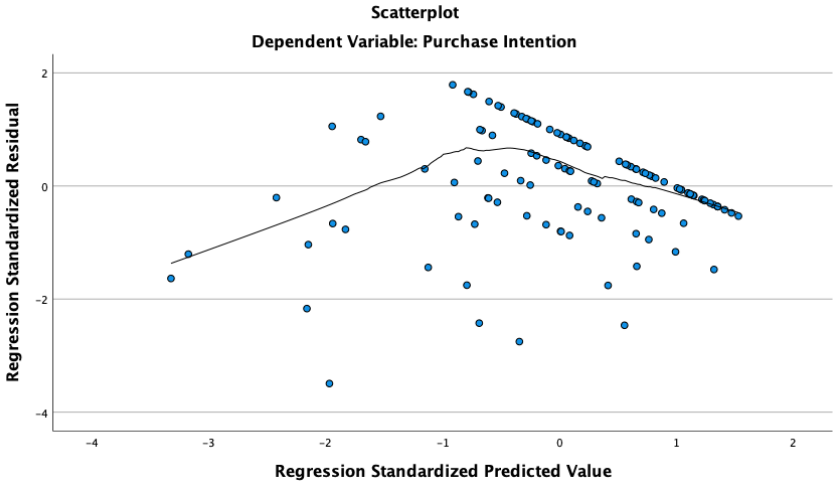


Scatterplots

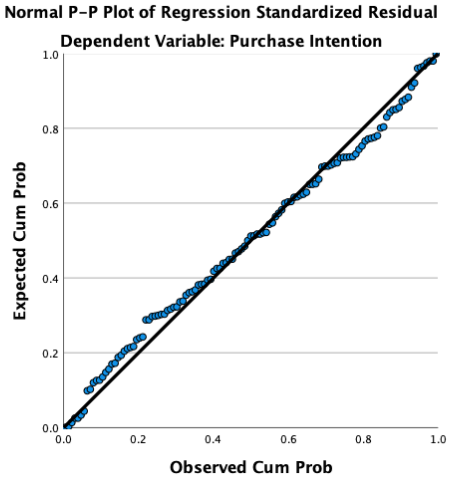
Graph 1: Scatterplot: China



Graph 2: Scatterplot: Norway



Graph 3: Normal P-P Plot for China



Graph 4: Normal P-P Plot for Norway