VILNIUS UNIVERSITY

BUSINESS SCHOOL

Percepuojamos elektroninių parduotuvių vizualinės estetikos, patrauklumo ir pasitikėjimo įtaka drabužių pirkimo ketinimams skirtingose šalyse: lyginamoji Danijos ir Kinijos studija	Influence of Perceived Visual Aesthetics, Attractiveness, and Trust of E-Stores on Intention to Buy Clothes in Different Countries: A Comparative Study Between Denmark and China

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Summary

VILNIUS UNIVERSITY BUSINESS SCHOOL
DIGITAL MARKETING
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Influence of Perceived Visual Aesthetics, Attractiveness, and Trust of E-Stores on Intention to Buy Clothes in Different Countries: A Comparative Study Between Denmark and China

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   The primary significance of this study lies in examining the roles that visual aesthetics, attractiveness, and trust play in cross-border e-commerce for clothing between China and Denmark, as well as whether these factors differ across countries. The research integrates multiple models such as TAM, TPB, and CDM. By comparing consumer behaviors in China and Denmark, it further illustrates how cultural backgrounds influence consumers' preferences for online websites, thereby providing additional theoretical insights for cross-border e-commerce.

The main findings of this study are as follows:

1. Visual Aesthetics and Attractiveness are tightly intertwined, jointly affecting perceived ease of use and perceived usefulness, which in turn enhance consumers' purchase intentions.
2. Trust is a crucial factor affecting purchase intentions in cross-border clothing shopping. However, different cultural backgrounds yield slight variations in how trust is established. For instance, Chinese consumers tend to trust comments on social media platforms and celebrity endorsements, whereas Danish consumers put more trust in a website's policy framework.
3. Cultural differences moderate the influence of visual aesthetics, attractiveness, and trust on purchase intentions. Chinese consumers can

readily accept multi-layered information, while Danish consumers prefer simpler designs and more practical operations.

These insights can guide cross-border clothing e-commerce companies in tailoring their marketing strategies separately for Chinese and Danish markets, thereby attracting more local consumers, earning trust, and ultimately increasing their purchase rates.

Regarding the limitations of this study, although the questionnaire met the research needs, it did not specifically address aspects such as gender, age, or detailed population structures of each country. Moreover, relying solely on questionnaires is somewhat limited; future research could incorporate interviews or behavior tracking for more comprehensive data.

Overall, this study employs empirical data and cross-cultural theoretical models to provide a theoretical foundation and practical guidance for cross-border clothing e-commerce operating under the different cultural contexts of China and Denmark. If cross-border clothing companies tailor their marketing policies to local cultures and consumer behaviors, they are likely to enhance local consumers' acceptance and trust, improve transaction rates, and thereby gain a significant advantage in today's highly competitive international market.

Santrauka

VILNIAUS UNIVERSITETO VERSLO MOKYKLA
SKAITMENINĖ RINKODARA
STUDENTO ID: 2330558

Percepiamo vizualinio patrauklumo, patrauklumo ir pasitikėjimo el. parduotuvėmis įtaka drabužių pirkimo ketinimui skirtingose šalyse: lyginamasis Danijos ir Kinijos tyrimas

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Pagrindinė šio tyrimo reikšmė yra nustatyti, kokį vaidmenį Kinijos ir Danijos drabužių tarptautinėje elektroninėje prekyboje atlieka vizualinė estetika, patrauklumas ir pasitikėjimas, taip pat išsiaiškinti, ar šie veiksniai skiriasi skirtingose šalyse. Tyrime integruoti keli modeliai, tokie kaip TAM, TPB ir CDM. Lyginant Kinijos ir Danijos vartotojų elgseną, dar labiau atskleidžiama, kaip kultūrinis kontekstas daro įtaką vartotojų nuostatoms apie interneto svetaines, taip suteikiant papildomų teorinių įžvalgų tarptautinei elektroninei prekybai.

Pagrindinės tyrimo išvados yra šios:

1. Vizualinė estetika ir patrauklumas yra glaudžiai susiję ir kartu veikia suvokiamą naudojimo paprastumą bei suvokiamą naudingumą, o tai galiausiai sustiprina vartotojų ketinimus pirkti.

2. Pasitikėjimas yra itin svarbus veiksnys, formuojantis ketinimą pirkti tarptautinėje drabužių prekyboje. Visgi, skirtingoje kultūrinėje aplinkoje pasitikėjimo formavimo būdai kiek skiriasi: pavyzdžiui, Kinijos vartotojaidažniau pasikliauja socialinių tinklų

atsiliepimais bei įžymybių rekomendacijomis, o Danijos vartotojamsdidesnę reikšmę turi tinklalapio politikos ir taisyklių aiškumas.

3. Kultūriniai skirtumai moderuoja vizualinės estetikos, patrauklumo ir pasitikėjimo poveikį pirkimo ketinimams. Kinijos vartotojai lengviau priima daugiapusišką informaciją, o Danijos vartotojai labiau vertina paprastesnį dizainą ir praktišką svetainės veikimą.

Atsižvelgiant į šias įžvalgas, tarptautinės drabužių elektroninės prekybos platformos gali pritaikyti skirtingas rinkodaros strategijas Kinijos ir Danijos rinkoms, taip pritraukdamos daugiau vietinių vartotojų ir didindamos pasitikėjimą bei pirkimo rodiklius.

Kalbant apie tyrimo apribojimus, nors anketinė apklausa patenkino esminius tyrimo poreikius, joje nebuvo specialiai analizuojami lyties, amžiaus ar atskirų šalių gyventojų demografiniai rodikliai. Be to, anketavimas yra gana ribotas metodas; ateityje būtų galima įtraukti interviu ar elgsenos sekimą, norint surinkti platesnius duomenis.

Apibendrinant, šis tyrimas pasitelkia empirinius duomenis bei tarpuskultūrinius teorinius modelius, kad pateiktų teorinį pagrindą ir praktines gaires drabužių elektroninei prekybai Kinijos ir Danijos kultūriniuose kontekstuose. Jei tarptautinės drabužių bendrovės savo rinkodaros politiką suderins su vietine kultūra ir vartotojų elgesio ypatybėmis, jos galės labiau pelnyti vartotojų pripažinimą bei pasitikėjimą, didinti sandorių skaičių ir išlaikyti konkurencinį pranašumą vis labiau konkuruojančioje tarptautinėje rinkoje.

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Introduction

Topic relevance. E-commerce has witnessed tremendous progress over the past decade, especially after COVID-19 in 2019. Over 3 years the pandemic has impacted the global economy and residential lifestyle. Almost every country in the world implemented a quarantine at-home policy, which caused physical industries to decline and rapidly expand the online economy. According to the United Nations Conference on Trade and Development,the share of e-commerce in global retail trade increased from 14% in 2019 to 17% in 2020, changing many consumers' shopping habits and merchants' service methods (UNCTAD, 2021). According to the latest data from an eMarketer research report, global e-commerce sales reached 5.7 trillion USD in 2023, and this trend is expected to continue, with sales projected to reach 6.3 trillion USD by 2024 (Kristy & Kiran 2024).

Today, with the continuous development of the global economy, the clothing industry has become a significant player in the global market. Online shopping has made it convenient and quick for customers to make purchases. All they need is internet access and a device to shop from anywhere, at any time. This trend has seen a significant increase during the COVID-19 pandemic, and we anticipate it will continue in the coming years (Euromonitor International, 2021).

Visual aesthetics plays an important role in e-commerce website design. The e-commerce website has attractive visuals that can get more attention from visitors, and also gonna increase the potential customer's engagement and purchase intentions (Lindgaards et al., 2006). As the literature mentioned, a well-known e-commerce platform improved conversion rates by optimizing the visual design of its websites(Kim & Lennon, 2013).

Visual aesthetics play a crucial role not only in website design and colour choices but also in setting rules. High-quality images and appealing design can enhance a product's attractiveness and encourage potential customers to spend more time on the website, exploring cultural and religious differences across various countries and regions（Cyr et al., 2006). It's important to recognize that these differences are linked to cultural backgrounds (Euromonitor International, 2021). To succeed in the global market, businesses must adapt their designs to align with the cultural and religious backgrounds of specific countries or regions, incorporating language, colors, and styles that resonate with the local population. For instance, colors hold different meanings in various cultures; for example, red symbolizes

wealth and good fortune in Chinese New Year celebrations, and Chinese often purchase red clothes at wedding time and implement festivals, but in the West countries red may be seen as a warning color (UNCTAD, 2021). It's essential to note that color psychology can significantly impact the online apparel industry and attract potential customers.These studies all emphasize the potential role of visual aesthetics in enhancing online purchase intention.

Trust plays a critical role in influencing online shopping as it directly impacts potential customers' purchase intentions and engagement with online shops. Security, reliability, and integration within the economic environment are key factors in building this trust. Since customers cannot physically interact with products or store personnel, they rely on information from the website and other customers to make their purchasing decisions (Gefen et al., 2003). Therefore, establishing trust is crucial for customers to believe in the safety and quality of the products offered, because they trust these shops can offer good service and high-quality goods (Jarvenpaa et al., 2000). So trust not only impacts initial conversion and also impacts repeat purchase. Building strong trust relationships with customers can significantly increase purchase rates for online shops (Gefen, 2002).

The main research question of this thesis is: Currently, there is no detailed data on how visual aesthetics, attractiveness, and trust influence the online apparel purchase intentions of consumers in China and Denmark. What are the potential influencing factors?

The aim of the paper:

Main Objective:

To explore how visual aesthetics, attractiveness, and trust in e-commerce impact consumers' purchase intentions in China and Denmark.

Specific Objectives:

1. To explore the concepts of visual aesthetics and attractiveness in academic studies.
2. To analyze the theories of trust-building in e-commerce and the influence of cultural factors.
3. To analyze and construct a research model applicable to the Chinese and Danish online apparel markets, focusing on the impact of visual aesthetics, attractiveness, and trust on purchase intention.

4. To conduct data collection and analysis, ensuring the validity of cross-cultural research.

5. To analyze the extent to which visual aesthetics and attractiveness of online apparel shopping websites influence consumers in China and Denmark under different cultural contexts.

6. To analyze how trust-building in online apparel shopping websites differs between Chinese and Danish consumers under different cultural contexts.

Structure of the Thesis

Introduction: Introduces the research background, research problem, and research objectives.

Chapter 1 (Literature Review): Examines and analyzes theoretical literature on the influence of visual aesthetics, attractiveness, and trust on online apparel websites, as well as the role of cultural factors.

Chapter 2 (Research Methodology): Explains the research design, data collection methods, and analytical techniques.

Chapter 3 (Data Results Analysis):Analyzes the data collected from the questionnaire, performs calculations, and explores the behavioral differences between Chinese and Danish consumers based on cultural backgrounds.

Chapter 4 (Conclusion and Discussion):Summarizes the findings based on the questionnaire analysis, discusses the limitations of the research, and provides recommendations for future development.

Chapter 5 (Appendix):Includes detailed survey questionnaires, statistical tables, and other related information.

1. Theoretical aspects of perceived visual aesthetics, attractiveness and trust of e-store of intention to buy online

1.1 Perceived Visual Aesthetics

When consumers visit a website, visual aesthetics become a key factor influencing their user experience and purchase decisions, especially in the context of e-commerce, where they cannot physically interact with products. Website designers have roughly 50 milliseconds to make a positive first impression on visitors (Lindgaard et al., 2006). Visual aesthetics not only refer to the beauty of the website design but also include the emotional and psychological experience users have during browsing and interaction. This research will systematically analyze visual aesthetics and their application in e-commerce website design, exploring their impact on user experience and consumer behavior.

In the comprehensive and broad definition of visual aesthetics, a concept specifically related to e-commerce websites is the Visual Aesthetics of Website Inventory (VisAWI), which consists of four interconnected but distinct dimensions: Colorfulness, Simplicity, Craftsmanship, and Diversity. These dimensions provide a reasonable standard for evaluating the visual aesthetics of websites (Moshagen et al., 2010).

Colorfulness is one of the most direct elements in a website. Different combinations of colors elicit various emotional responses and influence user decisions (Deng & Poole, 2010). The use of color greatly affects how consumers perceive a website, and further research reveals that cultural differences may influence color perception. Therefore, when designing a global website, it is essential to consider the cultural background (Cyr et al., 2010). This study will include China and Denmark as case studies to compare and find the colors most appealing to local consumers.

Research in color psychology indicates that color has a universal impact on human emotions and behavior. In website design, color can evoke emotional responses and influence consumers' purchasing behavior. For example, red often triggers a sense of urgency and

excitement, effectively increasing users' desire to buy, especially on promotional pages (Kumar & Garg, 2010). Further research supports this notion, finding that red indeed stimulates impulse buying and raises conversion rates (Labrecque & Milne, 2012). Blue is widely considered a symbol of calmness and trust, with websites using blue able to extend users' time on the site by providing a sense of security and trustworthiness, thus enhancing brand trust (Gorn, Chattopadhyay, Yi, & Dahl, 1997). Meanwhile, green is associated with health, tranquility, and environmentalism. Its use in websites not only improves user comfort but also increases dwell time on product pages, thereby boosting conversion rates (Wang, Hernandez, & Minor, 2010).

Based on the literature reviewed, if e-commerce platforms aim to increase dwell time and conversion rates, they should carefully select colors. Red may be used on promotional pages to evoke a sense of urgency and desire to purchase, while blue is recommended for building trust on the brand's main page. For the fashion industry, using green in product descriptions and safety standards can convey a sense of safety and health to users. Of course, the color scheme should be chosen in line with the brand identity and positioning, using a combination of different colors to highlight the brand's uniqueness. The strategic use of various colors, backed by these research insights, provides important theoretical and practical guidance for optimizing e-commerce websites.

The simplicity of a website layout affects how information is organized and presented. A well-structured layout improves usability, helping users find what they need more quickly (Nielsen, 1999). Studies show that overly complex layouts can increase cognitive load, reducing user satisfaction (Tuch et al., 2012). The simplicity of a website also determines whether users can easily navigate and understand it, avoiding overwhelming design elements and keeping the focus on the content.

Typography and layout are equally important in visual aesthetics, influencing user satisfaction and brand loyalty (Cyr et al., 2006). The font style used on a website affects both readability and brand image (Shaikh & Chaparro, 2004). Different font styles communicate various brand personalities and influence users' perceptions of the brand's style. Usability principles suggest that users should be able to find the information they need easily and without confusion (Nielsen, 2000).

The F-pattern and Z-pattern layouts are two of the most popular scanning layouts in current website design. Research shows that users tend to follow an F-pattern or Z-pattern visual route when browsing a web page. For instance, in a Z-pattern layout, the eyes are guided in a dynamic "Z" shape, which is ideal for emphasizing calls to action (Katelyn Gillis, 2024). Placing important content and buttons along these paths can significantly improve user interaction and conversion rates. For example, many websites place product information and purchase buttons at the top and bottom of the Z-pattern to ensure that consumers do not miss any key information. Studies have shown that the Z-pattern layout enhances visual forming and the aesthetic experience of users, emphasizing its importance in attracting attention and guiding users through the webpage (Tuch et al., 2012). Z-pattern layouts are especially effective for pages that require a narrative flow, such as landing and marketing pages, where they can guide users through the purchase journey more effectively (Katelyn Gillis, 2024).

Users typically start scanning at the top-left corner, move straight across to the top-right, then diagonally down to the bottom-left, and finally glance at the bottom-right (Katelyn Gillis, 2024). This layout is ideal for products that require strong visual impact, such as fashion. Z-pattern layouts allow fashion websites to grab consumer attention through dynamic image and color changes, gradually guiding users to complete their purchase, enhancing both enjoyment and product recognition, and improving overall conversion rates.

The grid system is another essential part of visual design. By dividing the webpage into symmetrical grids, websites can maintain a clear hierarchy and visual balance, making them easier to navigate and more aesthetically pleasing (Jaye Hannah, 2023). For example, the global fashion brand Zara uses a combination of Z-pattern layouts and grid systems, ensuring that the content is displayed in high-definition symmetry without appearing cluttered. This layout also ensures that users do not miss any key information, increasing the visual flow of the page. Such design enhances both the visual appeal of the brand and the user experience, boosting engagement and purchase intent. As demonstrated, both Chinese and Danish fashion websites can use Z-pattern layouts and grid systems to improve user engagement and conversion rates.

Craftsmanship, referring to the level of professionalism and refinement in web design, is another critical factor. For instance, the quality of images plays a significant role in attracting users' attention and enhancing the perceived value of products. Research shows that high-quality images boost trust in the product and influence purchase decisions, particularly

in e-commerce (Schlosser et al., 2006). Since users cannot physically touch products online, images become the primary way for them to assess product quality. For example, websites like Zara use high-resolution, multi-angle product photos and 360-degree views to give users a comprehensive understanding of the product. This visual representation not only boosts consumer confidence in the product but also increases brand trust, improving conversion rates.

Proper image compression and formatting can significantly reduce page load time without sacrificing visual quality, thereby improving the user experience (Lidwell et al., 2010). However, all visual elements should ultimately serve the website's purpose of increasing user dwell time and conversion rates. Therefore, it is crucial to align the design with the target customer's needs and ensure that it reflects the brand's culture and products. This will enhance the user experience and boost both conversion rates and brand loyalty (Hausman & Siekpe, 2009).

When diversity is well-managed in a website's design, it avoids aesthetic fatigue and enhances consumer engagement and exploration (Ramezani et al., 2020). This encourages users to stay on the webpage longer and interact more with the content. Diversity in design also helps convey a brand's unique identity and core values. By injecting creativity into a consistent style, some high-end fashion brands maintain a cohesive look while varying page layouts and image styles to create a unique and appealing visual aesthetic. This approach maintains the brand's overall image while offering fresh experiences to users (Ramezani et al., 2020).

In the context of e-commerce, the dependence on perceived visual aesthetics varies by product category. The most notable comparison is between fashion products (e.g., clothing) and electronics. Fashion products rely more heavily on visual appeal, with consumers using visual elements to assess the quality and style of the product (Parboteeah et al., 2009). Research using the ERP method confirmed that design aesthetics influence product value evaluations, showing that products with high visual appeal are more likely to prompt purchase intentions compared to products with low design aesthetics (Shi et al., 2021).

This is because fashion items, as high-involvement products, require consumers to invest more time and effort in evaluating the product's appearance and personal fit (Park et al., 2012). However, basic electronic products, which tend to have lower consumer

involvement, are more often judged based on factors like price, performance, and functionality, making visual aesthetics less important for these types of websites. For such products, functionality takes precedence over visual appeal (Wells et al., 2011).

In summary, this discussion explores the key role of visual aesthetics in e-commerce, especially for online fashion products like clothing, which have a decisive influence. Factors such as color, layout, and typography directly affect user experience and purchase rates. Visual designs favored by consumers can also enhance user satisfaction and loyalty.

1.2 Attractiveness

Attractiveness in e-commerce refers to the consumer's perception of the overall visual design of a website, including elements such as color schemes, page layouts, and product displays. These visual elements must harmonize to create a sense of unity and appeal (Tractinsky et al., 2006). When consumers visit an e-commerce site, strong visual aesthetics help capture their attention, evoking emotional reactions that influence their product evaluations and purchase intentions. This demonstrates the strong relationship between attractiveness and perceived visual aesthetics, as the quality of visual aesthetics directly impacts the level of attractiveness.

Specific visual design elements, such as product display methods, color coordination, and layout, can significantly enhance consumer interest and engagement (Tractinsky et al., 2006). For example, the clarity of images, product presentation, and the appropriate use of colors can increase consumers' trust in the site's professionalism and reliability, leading to higher purchase intent (Van der Heijden, 2003). Conversely, if the website's visual attractiveness does not meet consumer expectations, it may create confusion, leading consumers to question the quality of both the product and the e-store itself, thus reducing their likelihood of making a purchase.

Emotional appeal also plays a significant role in attractiveness. Pleasant and comfortable designs increase the willingness to buy, as users are more likely to trust a site with simple designs and harmonious color schemes (Schmidt et al., 2009). Experiential Marketing Theory further emphasizes that a visually attractive e-commerce site enhances user satisfaction, emotional responses, and sensory memory, thereby increasing the consumer's desire to buy (Schmitt, 1999).

In addition to traditional aspects of perceived visual attractiveness, technologies like virtual try-on experiences have become particularly appealing in online fashion retail. Since consumers cannot physically interact with the products, virtual try-ons provide an interactive, personalized shopping experience. This feature allows users to better visualize how an item would look on them, reducing uncertainty and enhancing trust in the product, which can ultimately increase purchase intentions (Fiore et al., 2005). As technology continues to evolve, such features may play an even greater role in boosting a website's attractiveness.

Different products and categories benefit differently from visual attractiveness. For instance, high-involvement products (e.g., fashion) rely heavily on visual aesthetics. Consumers tend to use visual cues to assess the style, quality, and suitability of these products, making visual appeal a crucial factor in their purchase decisions (Kim & Forsythe, 2008). Virtual try-ons, which show models and use harmonious color schemes, tap directly into consumers' emotional experience, influencing their likelihood to purchase.

In contrast, low-involvement products (e.g., everyday goods) rely more on functionality and price. For these items, visual attractiveness plays a smaller role in influencing purchase intent, as consumers focus more on usability and practicality (Peterson et al., 1997).

Cultural differences also influence consumers' perceptions and preferences for attractiveness. East Asian consumers, for example, especially in China, tend to prefer websites with rich visuals and complex designs. Conversely, Northern European consumers, such as those in Denmark, are more likely to favor websites with simple and functional designs. Overly complex websites may confuse and alienate them (Marcus & Gould, 2000).

In summary, attractiveness plays a crucial role in influencing purchase intent, particularly for high-involvement products like fashion. To boost attractiveness and conversion rates, e-commerce sites should focus on visual aesthetics while making cultural adjustments based on their target audience.

1.3 Differences in Product Categories in Online Shopping: The Uniqueness of Clothing

The development of e-commerce has significantly transformed how consumers shop, encompassing a wide variety of product categories. Different types of products offer distinct

online shopping experiences, and clothing, due to its higher demand for sensory experiences, has unique characteristics in online shopping (Kim & Forsythe, 2008).

Clothing is considered a high-involvement product, as consumers invest considerable time and effort during the shopping process. This is because clothing not only serves functional purposes but also reflects personal style and social status (Hansen & Jensen, 2009). Moreover, clothing involves a complex set of evaluation criteria, including size, fit, color, material, and style. For instance, on platforms like Alibaba, the same clothing item sold by different stores may vary in price, requiring consumers to spend significant time and rely on their experience to determine which store offers the best fit and price. Additionally, some clothing needs to be matched with existing items or chosen for specific occasions, demanding further consideration from consumers before making a purchase decision (Kim & Jensen, 2009).

In contrast, low-involvement products, such as electronics, are more standardized. Purchase decisions for these products are typically based on functionality, price, and reviews (Hansen & Jensen, 2009).

Another critical factor is the variation in clothing sizes across different countries, which presents a prominent challenge in international markets, particularly between Denmark and China. For example, a shirt labeled as "L" in China may fit a Danish male who wears size "L" in Denmark but might feel slightly short in length. According to the World Health Organization (WHO, 2019), the average height of Danish people is significantly taller than that of Chinese people, resulting in Danish market clothing typically being larger in size.

Furthermore, in recent years, Chinese clothing sizes have been trending smaller. This phenomenon is largely driven by societal aesthetics that idolize a slim physique in China, leading clothing manufacturers to adjust sizing standards. As a result, garments of the same size are now often smaller than they were before (Li & Wang, 2017). For example, based on my personal experience, a medium (M) size shirt purchased in China may be comparable to or even smaller than a small (S) size shirt in Denmark.

These differences in sizing and fit, if not addressed, can negatively impact international clothing brands entering new markets. A failure to adapt to local size standards and body characteristics can cause consumers to worry about fit, reducing their purchase intentions (Yan et al., 2010).

From the above, it is evident that clothing holds a unique position among products in online shopping and faces distinct challenges. Online stores must address these concerns through various means, such as enhancing visual aesthetic design and building trust on their platforms, to reduce consumer uncertainty about products. These factors are crucial for effectively designing clothing-focused e-commerce websites and policies.

1.4 Trust of E-store

In an e-commerce environment, trust is particularly important because consumers cannot interact face-to-face with the products or services. Since consumers rely solely on the virtual representation of products, such as images and descriptions, trust in an online store is highly valuable. Research defines trust in e-commerce as "the consumer's confidence that the online store will fulfill its promises and provide reliable services in the face of uncertainty and potential risks" (McKnight et al., 2002). In offline shopping, consumers can physically examine products, communicate with staff, and receive immediate feedback. Additionally, offline stores tend to have permanent physical locations, providing more security regarding returns and after-sales services. In contrast, online shoppers must trust that the store will deliver products as described and provide dependable service, especially in handling returns and refunds. This definition highlights the higher risks and uncertainties associated with online shopping compared to traditional retail.

Numerous studies emphasize the critical role of trust in reducing uncertainty and perceived risks during online shopping (Gefen et al., 2004). Trust helps consumers overcome feelings of insecurity in a virtual environment, impacting their purchase intentions, frequency of shopping, and overall brand loyalty to online stores. Trust is also vital to the sustainable growth of e-commerce, influencing repeat purchases and the likelihood of consumers recommending the store to others (Kim et al., 2008).

Research shows that visual aesthetics significantly affect the development of trust, especially when consumers cannot interact with the store or products directly. A well-designed website can greatly enhance consumer trust (Cyr et al., 2006). Visual aesthetics, through professional design, convey the store's credibility, reliability, and stability—all of which are key factors in building trust.

Website layout also plays a crucial role in fostering trust. A well-organized layout helps consumers quickly find the information they need, and elements such as navigation

structure and page functionality allow them to assess the store's reliability. For instance, Amazon's simple layout and user-friendly navigation allow consumers to easily browse products and find essential information, thus enhancing their trust in the platform (Gefen et al., 2003).

Information transparency and credibility are also critical factors in evaluating the trustworthiness of an online store. Since consumers cannot physically touch the products, they rely heavily on the accuracy and completeness of the information provided, such as product details, user reviews, return policies, and payment methods. Transparent, accurate, and comprehensive information significantly enhances trust. For example, Zappos built a large base of loyal customers by offering detailed product descriptions and clear return policies, which encourage repeat purchases. Consumers evaluate the credibility of the store based on this information, and it directly impacts conversion rates (Gefen & Straub, 2004).

In the case of China's Pinduoduo, the platform allows for immediate refunds without requiring product returns when disputes arise, especially if the seller does not promptly respond. This policy protects consumer rights, reduces waiting time, and mitigates shopping risks, thereby increasing user trust and loyalty. Such policies also enhance the platform's image, attracting more users by fostering trust through transparent and effective policies.

The interaction mechanisms of an online store also contribute to building trust. Features such as live customer support, FAQ pages, or 24/7 automated chatbots can enhance consumer trust by providing immediate responses and support. Research shows that stores with strong interaction capabilities build more trust than those without (Gefen, 2000). For instance, Amazon offers a range of interaction tools, including real-time customer service and order tracking, enabling consumers to receive prompt feedback, feel secure during their shopping journey, and resolve any after-sales issues. These mechanisms help build trust and contribute to Amazon's position as a trusted global platform.

In China, Taobao introduced the "Ask Everyone" feature in 2015, which allows potential buyers to ask questions of previous customers. This feature provides authentic feedback from users, enhancing transparency and trust while improving user engagement and boosting conversion rates. This interactive feature is common in China but less prevalent in Northern European markets, such as Denmark. As part of future research, this difference in interactive elements and its impact on trust will be analyzed.

There is a strong relationship between trust and attractiveness. Aesthetically pleasing websites not only attract consumers but also build trust. Research shows that well-designed, visually appealing websites are generally perceived as more trustworthy (Schmidt et al., 2009). Consumers often associate high-quality design with professionalism, which increases their trust in the store. For example, high-end fashion brands invest heavily in their website designs to ensure that the site's visuals align with the brand's image. In contrast, a poorly designed website, with cluttered layouts or inconsistent designs, may generate distrust, leading consumers to perceive the store as unprofessional.

Cultural background also plays a crucial role in how consumers evaluate trust. Hofstede's cultural dimensions theory highlights that different cultures have varying levels of uncertainty avoidance, which affects how consumers assess online store trustworthiness (Hofstede, 2001). For example, China is a high uncertainty avoidance society, where consumers rely heavily on visual aesthetics and detailed information to assess a store's credibility (Yoon, 2002). In China, consumers tend to trust complex, information-rich websites, such as Taobao and JD.com, which offer detailed product descriptions, transparent reviews, and frequent updates on logistics and returns.

In contrast, Denmark, with its low uncertainty avoidance culture, prefers functional and user-friendly designs. Danish consumers are more likely to trust simple, clean, and functional designs, while overly complex designs may lead to confusion and distrust. For example, Boozt appeals to Northern European consumers with its minimalist and clear design, which aligns with the local culture's preference for simplicity and fosters trust among consumers.

Overall, the establishment of consumer trust in online shopping websites is closely related to cultural background. As a country with high uncertainty avoidance, Chinese consumers rely more on complex designs and rich visual aesthetics to evaluate the credibility of online stores; thus, Alibaba and JD.com have gained trust through high-quality visual aesthetic designs. However, Danish consumers are different; overly complex designs may reduce their sense of trust. They are more inclined to trust websites like Boozt, which are simple, clear, and place greater emphasis on functionality.

1.5 Different Country Aspects

The development of e-commerce has significantly driven the process of global business, and companies operating internationally must understand the needs of consumers from different cultural backgrounds to remain competitive in the global market. This section explores how the visual aesthetics, attractiveness, and trust factors in e-commerce website design influence the intention to purchase clothes in different countries, specifically focusing on China and Denmark.

According to Hofstede's Cultural Dimensions Theory, there are six key dimensions that help explain how consumers from different countries react to the same product (in this case, clothing) in varying ways(Hofstede, 2001):.

Individualism vs. Collectivism (IDV): In individualistic cultures, such as Denmark, personal achievements and self-expression are highly valued, and consumers prefer products that allow for individuality and personalization. In collectivist cultures, such as China, group harmony and social identity are more important, meaning that consumers may rely more on the opinions and endorsements of others when making purchase decisions(Hofstede, 2001).

Uncertainty Avoidance (UAI): This dimension measures how much a culture is uncomfortable with uncertainty and ambiguity. In high uncertainty avoidance cultures, like China, consumers prefer websites that provide detailed information and have complex designs that appear reliable and safe. In contrast, low uncertainty avoidance cultures, like Denmark, favor simpler and more functional designs that emphasize clarity and ease of use(Hofstede, 2001).

Based on the present study, we primarily employ uncertainty avoidance and individualism–collectivism as key factors to examine whether differing cultural backgrounds in China and Denmark lead to distinct aesthetics and preferences among their consumers. According to Hofstede's cultural theory, these factors significantly impact how consumers in both countries perceive the aesthetics of e-commerce website design (Hofstede, 2001). For instance, in China's collectivist culture, consumers tend to favor authoritative promotions and more detailed information to reduce shopping risks. In contrast, Denmark's individualistic society prefers simplified designs and efficient navigation (Cry et al., 2010).

Moreover, high versus low uncertainty avoidance likewise shapes how Chinese and Danish consumers respond to website design styles. Chinese consumers are drawn to information-rich and complex site designs, which highlight a brand's professionalism and

strength. Danish consumers, on the other hand, lean toward clear interfaces and robust information security measures. Consequently, under varied cultural contexts, cross-border apparel e-commerce platforms should implement personalized design for both countries, as website dwell time and consumer trust are critically influenced by such customization. Indeed, trust formation is contingent upon adapting website design to align with local cultural backgrounds.

1.6 Models and Theories Related to the Intention to Buy

According to the literature reviewed, consumers' online purchasing decisions are influenced by several factors, including website design, perceived attractiveness, and trust. This section analyzes several models to examine how these factors affect consumers' purchase intentions and decision-making processes.

1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA), developed by Ajzen in 1991. TPB posits that an individual's behavioral intentions are influenced by three core factors:

1. Attitudes: The positive or negative evaluations of performing a particular behavior.
2. Subjective Norms: The perceived social pressure to perform or not perform the behavior.
3. Perceived Behavioral Control: The individual's perception of the ease or difficulty of performing the behavior.

Figure 1: Authentic Technology Acceptance Model, Davis (1989)
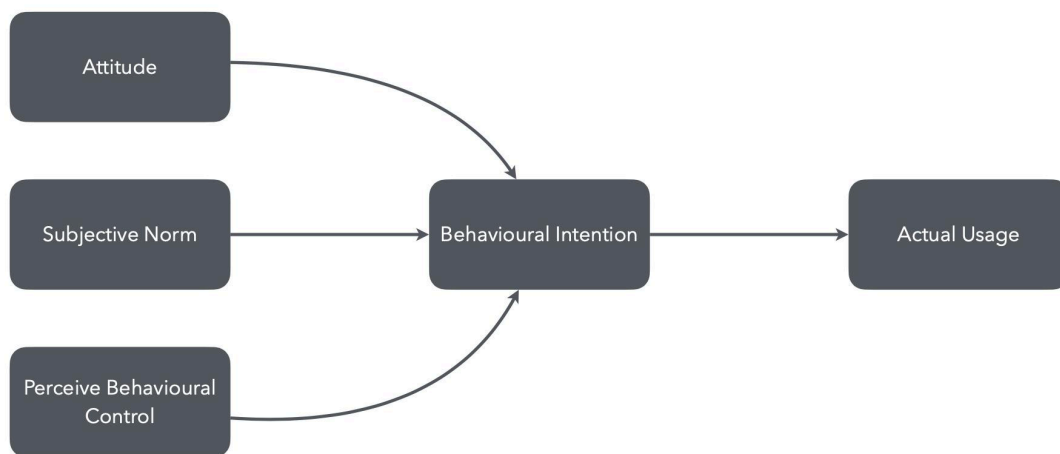
When applied to e-commerce, TPB explains that consumers' attitudes toward a website's visual aesthetics, its attractiveness, and their trust in the website combine to influence their intention to purchase (Schmidt et al., 2009). The better the design and higher the trust, the stronger the consumer's intention to complete a purchase.

2. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Davis in 1989, examines how users accept and use new technologies. TAM highlights two key factors:

Perceived Usefulness (PU): The degree to which a person believes that using a particular system will enhance their performance.

Perceived Ease of Use (PEOU): The extent to which a person believes that using the system will be free of effort.

Figure 2: Technology Acceptance Model (TAM), Davis (1989)
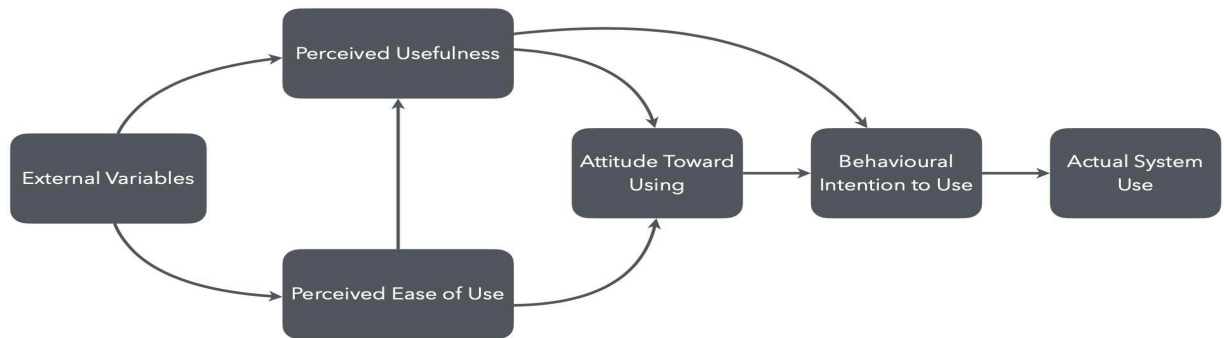
In the context of e-commerce, PU and PEOU are strongly influenced by website design. A well-designed site with intuitive navigation, clear product categorization, and a simple payment process enhances usability and thus strengthens PU and PEOU (Cyr et al., 2006). For instance, on platforms like Alibaba's Taobao, the "Ask Everyone" section allows potential buyers to ask questions to past customers, enhancing information accessibility. Similarly, on Pinduoduo, efficient refund policies increase ease of use, making the shopping process more seamless and thus boosting the likelihood of purchase (Gefen et al., 2003).

3. Consumer Decision-Making Model (CDM)

The Consumer Decision-Making Model (Engel, Blackwell, & Miniard, 1995) breaks down the purchasing process into several stages:

1. Problem Recognition: The consumer realizes a need.
2. Information Search: The consumer seeks information about the product.
3. Evaluation of Alternatives: The consumer assesses different products.
4. Purchase Decision: The consumer makes a final purchase decision.
5. Post-Purchase Behavior: The consumer evaluates the product after the purchase.

During the information search and evaluation stages, the attractiveness of the website and the trustworthiness of the online store significantly affect consumer behavior. A well-designed website fosters trust and plays a crucial role in guiding the consumer toward making a purchase decision (Kim et al., 2008). Post-purchase behavior, such as after-sales

service, also contributes to brand loyalty. For example, Zappos' 24/7 customer support and free return policies enhance consumer confidence and encourage repeat purchases.

4. AIDAR Model

The AIDAR Model, which stands for Attention, Interest, Desire, Action, and Retention, was first introduced by E. St. Elmo Lewis in 1898. This model emphasizes the consumer journey from initial attention to retention after the purchase:

1. Attention: Capturing the consumer's attention.
2. Interest: Maintaining their interest.
3. Desire: Creating a desire for the product.
4. Action: Encouraging the purchase.
5. Retention: Fostering long-term customer relationships.

In e-commerce, this model helps companies understand how to optimize the consumer journey by leveraging visual aesthetics, attractive design, and trust-building measures to drive purchases. Customer retention strategies, such as loyalty programs and personalized marketing, also play a key role in maintaining long-term customer relationships.

Combined Application of Models

Figure 3: AIDAR Model, E. St. Elmo Lewis (1898)
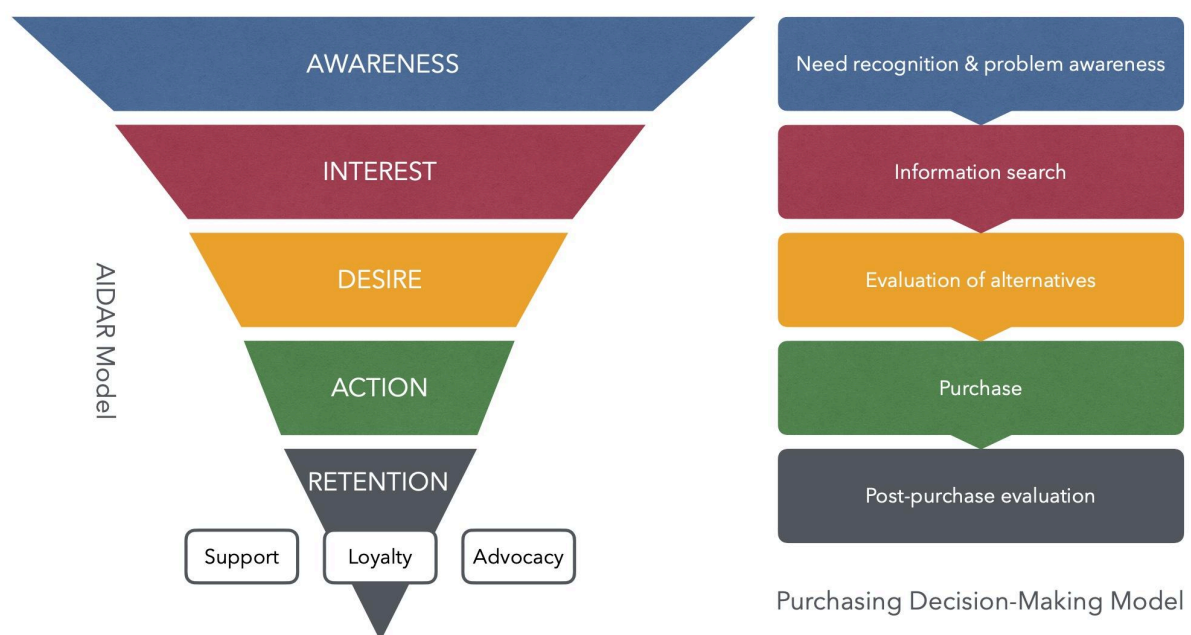
The AIDAR and Consumer Decision-Making Models complement each other in understanding and optimizing the consumer buying process. While they focus on slightly different aspects of the consumer journey, combining them allows for a more comprehensive analysis of consumer behavior and e-commerce marketing strategies.

By using these models in conjunction, businesses can better understand how trust, usability, visual design, and consumer engagement contribute to the intention to buy, providing insights for optimizing e-commerce platforms and enhancing conversion rates.

2. Model Research

2.1 Proposed Conceptual Model

2.1.1 Theoretical Integration and Framework

Based on the purpose of this study—to explore how visual aesthetics, attractiveness, and trust influence Chinese and Danish consumers' online purchase intentions in the e-commerce field—we plan to use three models for specific analysis: the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and the Consumer Decision Model. This will help us deeply understand consumers' online purchase behaviors and consider the moderating role of cultural backgrounds.

The theoretical aspects of these three models have been explained in detail earlier. Based on the research theme, the following framework has been designed using these three models.

These three models effectively explain the factors influencing consumers' purchase intentions in the cross-cultural e-commerce context, but each focuses on different aspects.

Figure 4: Theory of Planned Behavior (TPB), Ajzen (1991)
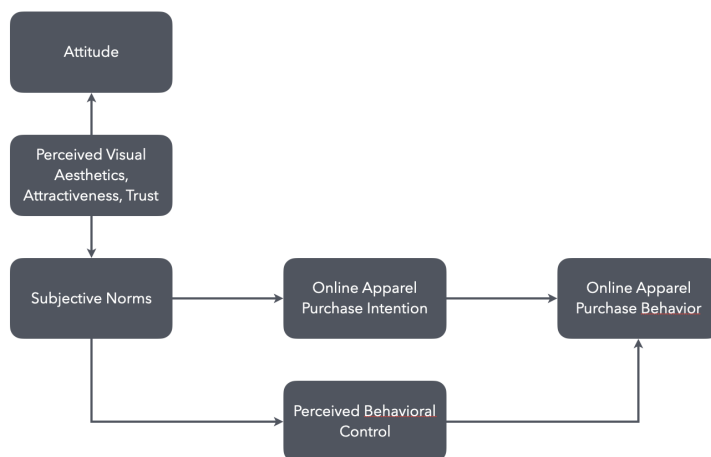
For instance, TPB emphasizes the roles of attitude, subjective norms, and perceived behavioral control, which can help us understand whether cultural differences between China and Denmark impact purchase intentions.

Figure 5: Technology Acceptance Model (TAM), Davis (1989)
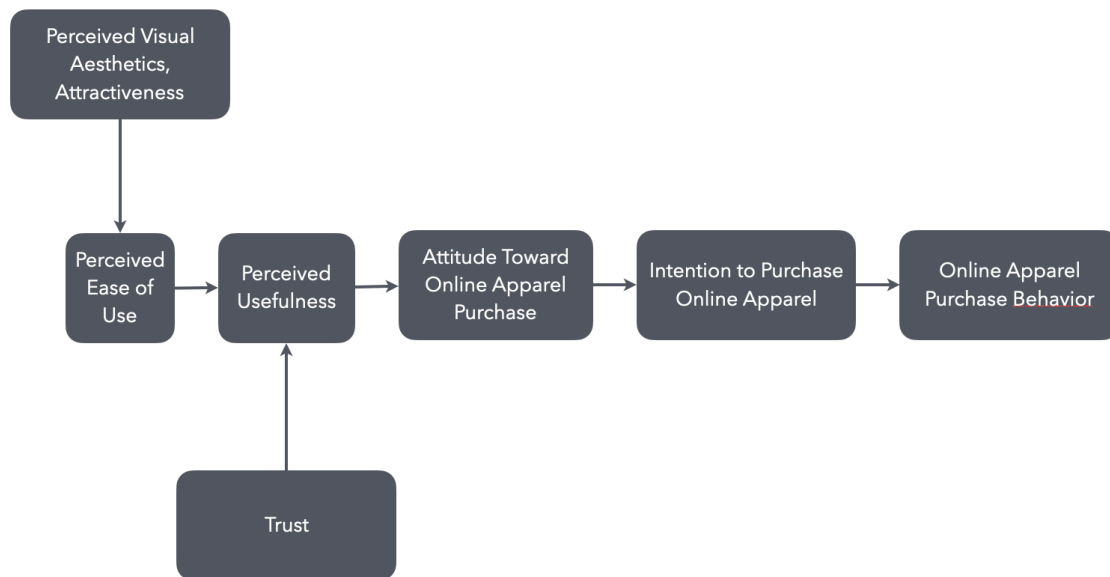
TAM highlights perceived usefulness and perceived ease of use, both of which are directly influenced by visual aesthetics and trust. In turn, perceived usefulness and perceived ease of use directly impact purchase intentions.

Figure 6: Consumer Decision Model, Engel, Blackwell, & Miniard (1995)

Problem Recognition

Information Search

Perceived Visual Aesthetics, Attractiveness

Evaluation of Alternatives

Trust

Purchase Decision

Post-Purchase Behavior
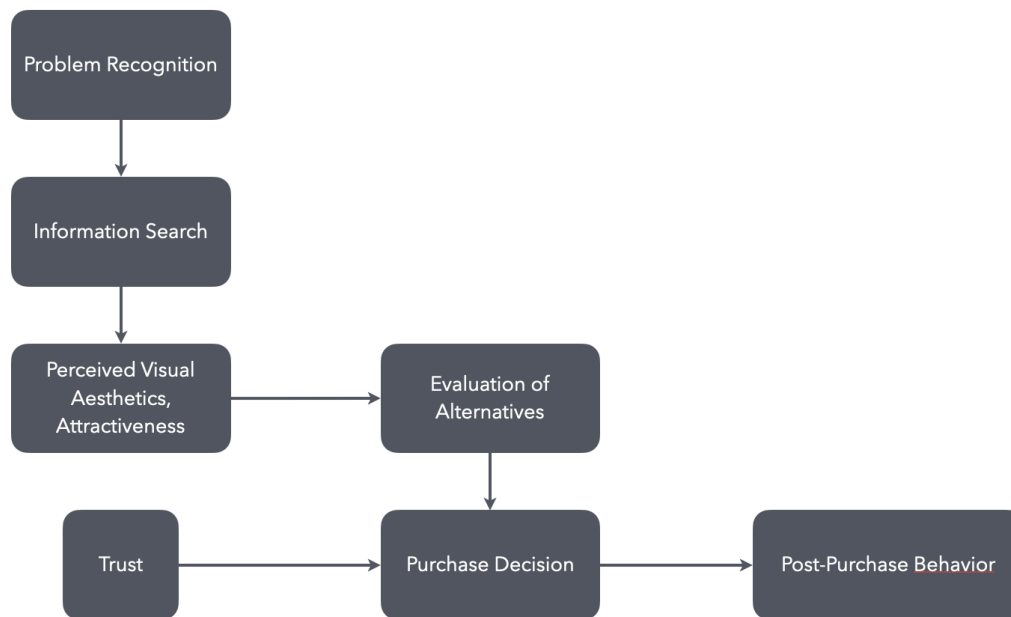
Lastly, the Consumer Decision Model analyzes the steps involved in the purchasing process.

The integration of these three models with the thesis theme enables a multidimensional understanding of the impact of visual aesthetics, attractiveness, and trust on consumers' purchase intentions. At the same time, it highlights the influence of cultural background, laying a solid theoretical foundation for the construction of the integrated model in the following sections.

2.1.2 Theoretical Integration and Application

By integrating the three models—the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and the Consumer Decision Model—we can more comprehensively understand the mechanisms of consumers' online purchase behaviors and the influence of cultural backgrounds.

From the summaries of the above models, we find:

TPB mainly shows that perceived visual aesthetics, attractiveness, and trust influence consumers' attitudes, thereby affecting their purchase intentions.

TAM indicates that perceived visual aesthetics and attractiveness enhance the website's perceived ease of use, while trust enhances perceived usefulness. Both jointly influence consumers' usage attitudes and purchase intentions.

Consumer Decision Model highlights that during different purchase stages, perceived visual aesthetics, attractiveness, and trust play different roles, influencing consumers' decision paths.

Figure 7: Integrated Theoretical Model: TPB, TAM, and Consumer Decision Model
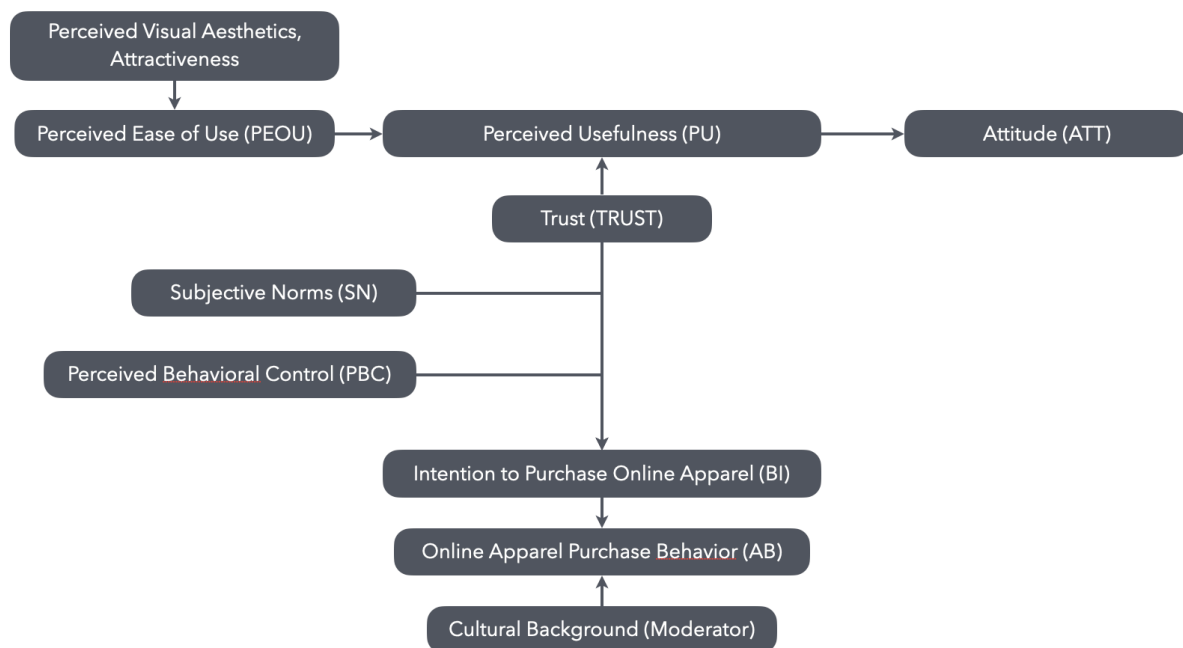
In this integrated model, we mainly aim to explore and study how perceived visual aesthetics and attractiveness, by influencing attitude (TPB) and perceived ease of use (TAM), enhance consumers' purchase intentions.

For Chinese consumers, rich visual elements and interactive functions may be more popular; for Danish consumers, simpler designs and intuitive navigation may better align with consumer preferences.

Trust affects consumers' perceived usefulness (TAM) and purchase decisions (Consumer Decision Model), enhancing purchase intentions. In China, building trust may require social proof and third-party platform reputation; in Denmark, transparent policies and data protection may be more important.

Cultural background serves as a moderating variable, influencing the strength and direction of the above relationships. By comparing the behaviors of Chinese and Danish consumers, we can identify the role of cultural factors in the e-commerce environment and provide strategic recommendations for multinational e-commerce enterprises.

However, this integrated model has certain limitations. It is overly complex, containing multiple variables and paths, which can easily lead to path collinearity issues, affecting our analysis results. This results in less-than-optimal practical operability; the numerous variables and complex paths pose certain limitations in practice and verification.

Therefore, based on the actual situation and to better align with the theme, we have upgraded the model.

Figure 8: Improved Integrated Model
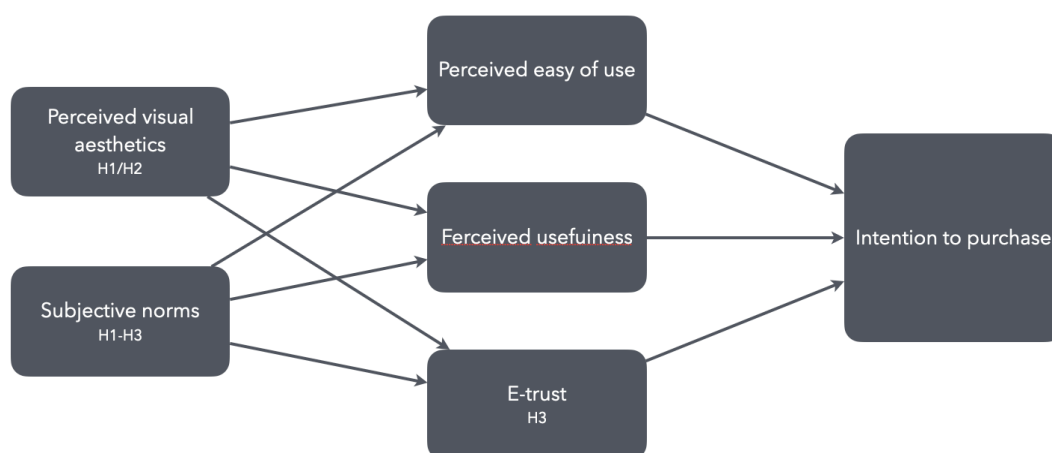
Cultural background moderates all of them (H4-H6)

Simplification of Variables and Paths: The upgraded model retains core variables such as perceived visual aesthetics, trust, perceived ease of use, and perceived usefulness. It removes the variable of perceived behavioral control, which has a relatively weaker influence. This model primarily serves the main factors relevant to the thesis topic, enhancing its practical operability.

Emphasis on the Influence of Cultural Background: The model highlights the moderating effect of cultural background on trust and perceived variables. This will be more

apparent in actual research, showing how different cultural backgrounds (China and Denmark) affect visual preferences and methods of establishing trust. The model's structure is clear, facilitating research and application in the strategic changes of multinational enterprises.

Perceived visual aesthetics and trust positively influence perceived ease of use and perceived usefulness, which in turn collectively impact purchase intention. This aligns with Hypothesis H1.

Attractiveness, as an integral component of visual aesthetics, perceived usefulness, and perceived ease of use, also contributes to purchase intention, thereby validating Hypothesis H2.

Perceived visual aesthetics and subjective norms jointly influence trust, which subsequently affects purchase intention, strongly supporting Hypothesis H3.

Furthermore, cultural background moderates all these factors, influencing the variations in purchase intention between Chinese and Danish consumers. This aligns with Hypotheses H4-H6, particularly reflecting the significant differences in visual aesthetics, attractiveness, and trust between consumers in China and Denmark.

Theoretical Basis

Complexity of the Initial Model: The initial model mainly showcased a comprehensive coverage of factors influencing consumer purchasing behavior. However, its excessive complexity could lead to difficulties in empirical analysis (Kline, 2015). The improved model enhances operability by simplifying variables and paths and focusing on core influencing mechanisms.

Perceived Visual Aesthetics Influences Perceived Ease of Use: The aesthetic quality of actual design affects users' perception of a website's ease of use (Lavie & Tractinsky, 2004). In China, many customers prefer websites that are colorful and rich in information, while Danish consumers prefer concise interfaces (Cyr et al., 2010).

Trust Influences Perceived Usefulness: Consumers' level of trust in a website enhances their recognition of the site's usefulness (Gefen et al., 2003). The ways trust is established vary under different national cultural backgrounds.

Attitude Influences Purchase Intention: According to the Theory of Planned Behavior, attitude is a direct cause of purchase intention (Ajzen, 1991).

2.2 Conceptual Framework and Hypotheses

Based on the previous literature review and theoretical model exploration, this study constructs a conceptual framework aimed at investigating how perceived visual aesthetics, attractiveness, and trust in e-stores affect consumers' online purchase intentions for clothing, and the moderating role of national cultural backgrounds (China and Denmark).

Research Hypotheses

H1: Visual aesthetics have a significant positive impact on consumers' purchase intentions.

H2: The attractiveness of the website has a significant positive impact on consumers' purchase intentions.

H3: Consumers' trust in websites has a significant positive impact on their purchase intentions.

H4: Cultural background moderates the relationship between visual aesthetics and consumers' purchase intentions.

H5: Cultural background moderates the relationship between attractiveness and consumers' purchase intentions.

H6: Cultural background moderates the relationship between trust and consumers' purchase intentions.

Detailed Analysis

H1:Visual aesthetics have a significant positive impact on consumers' purchase intentions.

Perceived visual aesthetics refer to consumers' subjective evaluation of a website's visual design. Visual aesthetics (such as color, layout, graphics, and overall style) can attract consumers' attention at first glance, forming an initial impression of the website, thereby influencing subsequent behaviors (Moshagen & Thielsch, 2010). Studies have shown that high-quality visual aesthetics play a crucial role in consumers' purchase decisions; customers

are more willing to shop on websites they like (Cyr et al., 2006). Satisfying consumers with website aesthetics can improve their satisfaction and loyalty (Flavián et al., 2009).

Perceived visual aesthetics have a positive impact on consumers' purchase intentions, especially in the clothing sector, where consumers are more willing to shop on websites that meet their aesthetic preferences (Wang et al., 2014).

Based on the above literature, we understand that because consumers cannot touch or try on online clothing products, other factors like visual aesthetics on the website will more significantly influence their decisions, representing corporate culture and image. Therefore, we propose Hypothesis H1.

H2: The attractiveness of the website has a significant positive impact on consumers' purchase intentions.

Attractiveness refers to attracting consumers' interest and attention through aspects like the website's content fun, interactivity, and personalization (Kim & Niehm, 2009). Highly attractive websites can enhance consumer engagement and increase browsing time, emphasizing the impact of website stimuli on consumers' behaviors and emotions during online shopping. Highly attractive websites can evoke customer pleasure and excitement, thereby promoting purchase rates (Hausman & Siekpe, 2009).

In summary, highly attractive websites can satisfy consumers' exploratory desires, providing novel and enjoyable shopping experiences. Some e-stores enhance purchase intentions by introducing interactive functions, personalized recommendations, and rich content (e.g., Alibaba). Therefore, we propose Hypothesis H2.

H3: Consumers' trust has a significant positive impact on their purchase intentions.

By integrating trust and technology acceptance models, studies show that consumers need to overcome risks and uncertainties in online transactions. Trust has always been a key factor influencing transaction rates in e-commerce (Gefen et al., 2003).

When shopping online, consumers cannot directly contact sellers; trust becomes a key factor in deciding whether they are willing to purchase. E-stores can enhance consumer trust by providing a secure transaction environment, clear policies, and good customer service. A good shopping environment enhances consumers' trust, which directly positively affects

consumers' online shopping behavior, especially concerning personal information and secure payments (Kim et al., 2008). This forms the theoretical basis for proposing Hypothesis H3.

H4: Cultural background moderates the relationship between visual aesthetics and consumers' purchase intentions.

Studies have shown that collectivist cultures may prefer complex designs and rich information, while individualist cultures may favor simple designs and intuitive interfaces (Cyr, 2013). The different cultural backgrounds of Denmark and China lead to different consumer aesthetic preferences. Due to differences in cultural dimensions between the two countries, Chinese consumers may prefer websites with rich colors and large amounts of information, while Danish consumers prefer simplicity and functionality. This cultural difference leads to the need for website design changes when facing different customer groups for the same clothing brand. This forms the theoretical basis for proposing Hypothesis H4, aiming to explore how national and cultural backgrounds moderate the relationship between perceived visual aesthetics and purchase intention (Denmark and China).

H5: Cultural background moderates the relationship between attractiveness and consumers' purchase intentions.

Research indicates that East Asian and Western consumers exhibit certain differences in their responses to website interactivity and multimedia elements (Simon, 2001). Chinese consumers prefer websites with interactive and content-rich features, requiring more information sources and social needs. Danish consumers favor practicality and efficiency. Studies have shown that Korean and American consumers perceive e-commerce differently, finding that cultural backgrounds can affect perceptions of website attractiveness and purchase intentions (Choi & Geistfeld, 2004). Therefore, we propose Hypothesis H5: National and cultural backgrounds (China and Denmark) moderate the relationship between attractiveness and purchase intention.

H6: Cultural background moderates the relationship between trust and consumers' purchase intentions.

Consumers in high uncertainty avoidance cultures may place more emphasis on trust mechanisms and security guarantees (Hofstede, 2001). China is a country with high uncertainty avoidance and collectivist culture, leading Chinese consumers to rely more on

social proof and others' recommendations to build trust. This explains why well-known Chinese platforms like Alibaba have many interactive and comment functions. Denmark is a country with low uncertainty avoidance and high individualism; consumers may focus more on website transparency and the ability to obtain information independently. This cultural difference may moderate the impact of trust on purchase intention, indicating that the establishment and influence of trust may differ under different cultural backgrounds (Doney et al., 1998).

Moreover, studies have shown that trust sources differ under different cultural backgrounds. Brand reputation, third-party certification, and social cognition have different emphases in consumers' psychology under different cultural backgrounds (Jarvenpaa et al., 1999). Accordingly, we propose Hypothesis H6: National and cultural backgrounds (China and Denmark) moderate the relationship between trust and purchase intention.

In summary, we can clearly see that visual aesthetics, attractiveness, and trust are not only influenced by consumers individually but also vary under different national cultural backgrounds. The differences in cultural dimensions between Denmark and China provide us with an excellent contrast in this study, helping us understand the behaviors of online consumers under different cultural backgrounds.

2.3 Research Design

The purpose of this thesis is to explore how perceived visual aesthetics, attractiveness, and trust in e-commerce influence Chinese and Danish consumers' online purchase intentions for clothing. To achieve this goal, we have decided to adopt a quantitative research approach. Quantitative research emphasizes objectivity and replicability, allowing for precise measurement and statistical analysis of relationships between variables to test theoretical hypotheses (Creswell, 2014). We hope that through quantitative methods and representative data, we can provide a solid foundation for the study.

2.1.1 Choice of Research Method

Several foundational considerations have led to the selection of the quantitative research method:

Objectivity and Reliability: Quantitative research emphasizes data objectivity, minimizing subjective biases to enhance the reliability of research results (Bryman, 2016). By

using standardized questionnaires and statistical analysis methods, we can ensure data consistency and objectivity.

Testing Variable Relationships: The main aim of this paper is to examine the impact of perceived visual aesthetics, attractiveness, and trust on purchase intention, as well as the moderating effect of cultural background. Quantitative methods, such as Structural Equation Modeling (SEM), are commonly used statistical models to analyze and summarize causal relationships between variables (Kline, 2015).

Analysis of Large Samples: Quantitative research is suitable for analyzing large sample data, which can improve the external validity of research results (Field, 2018). By collecting large samples from China and Denmark, we can compare consumer behaviors under different cultural backgrounds.

Efficient Use of Time and Resources: Quantitative research is more efficient in data collection and analysis, making it suitable for completion under limited time and resource conditions (Saunders et al., 2016). For the time and resources available for this study, it is a more appropriate research method.

2.1.2 Type of Research Design

This study will adopt a cross-sectional research design, measuring different characteristics and behaviors at a specific point in time (Sedgwick, 2014). Data collection from consumers in Denmark and China will take place from November to December 2024.

The advantages of a cross-sectional study include high efficiency, allowing for the collection of large amounts of data in a relatively short time, which is suitable for research projects like this graduate thesis with limited resources (Levin, 2006). It also allows for simultaneous comparison of differences between different groups (Chinese and Danish consumers) (Mann, 2003) and helps to discover correlations between variables, providing a basis for further causal research (Setia, 2016).

Of course, cross-sectional designs also have limitations, such as the inability to determine the directionality of causal relationships and changes over time (Cherry, 2018). Therefore, this study needs to be cautious in interpreting results and consider validation and verification with longitudinal designs.

2.3.1 Sample Selection and Sampling Method

Sampling Target: The target population for this study is consumers over 18 years old in China and Denmark who have online shopping experience.

Reasons for Selection:

Cultural Differences: China and Denmark exhibit significant differences in individualism vs. collectivism and uncertainty avoidance in Hofstede's cultural dimensions (Hofstede, 2001). These different cultural backgrounds provide an ideal contrast in terms of culture and aesthetic preferences.

Development Level of E-commerce: Both China and Denmark have mature e-commerce markets with widespread acceptance among residents. However, consumer preferences and behaviors may differ between the two countries. For example, Chinese consumers are more inclined to use comprehensive shopping platforms like Alibaba and JD.com, which integrate multiple brands and product categories, while Danish consumers may prefer visiting specific brand websites. This helps explore consumer responses in different market environments.

The planned sampling method is stratified random sampling to improve representativeness by dividing the population according to key characteristics (gender, age, education level, online shopping frequency, etc.). Such stratification ensures that the proportions of each layer in the sample are consistent with the overall population, reducing errors (Etikan & Bala, 2017). It also ensures sample diversity, as stratified sampling helps cover individuals with different characteristics, balancing sample selection among different groups. It is also suitable for large-sample sampling activities, and collecting no less than 200 valid questionnaires in both China and Denmark requires effective management and organization of the data collection process (Kline, 2015).

Regarding sample size determination, according to the analytical requirements of Structural Equation Modeling, the sample should meet several conditions (Hair et al., 2010). For models containing multiple latent variables and paths, there should be at least 10 samples for each latent variable. To achieve 80% statistical power and a 5% significance level, the sample size should be no less than 200 (Cohen, 1992).

In summary, to avoid invalid questionnaires (random answers, lack of seriousness, etc.), at least 200 questionnaires will be collected in each country, aiming to obtain no less than 150 valid samples.

Data collection will be conducted through online questionnaires. This study will mainly use social media and distribute questionnaires through acquaintances and classmates. To ensure the validity and reliability of the questionnaire, a pilot study will be conducted before the formal survey to revise and improve the questionnaire (Saunders et al., 2016), initially sending out a few and communicating through interviews (face-to-face or online video) to adjust the questionnaire content.

2.3.2 Research Design Type

This study will adopt a cross-sectional research design, which measures different characteristics and behaviors at a specific point in time (Sedgwick, 2014). Data collection will be conducted from consumers in Denmark and China between November and December 2024.

Advantages of Cross-Sectional Research:

Efficiency: This method enables the collection of a large amount of data in a short period, making it ideal for resource-limited projects, such as graduate theses (Levin, 2006).

Cross-Group Comparison: It allows for the simultaneous comparison of differences between various groups (e.g., Chinese and Danish consumers) (Mann, 2003).

Exploration of Variable Relationships: It helps identify correlations between variables, providing a foundation for further causal research (Setia, 2016).

However, cross-sectional research has its limitations. It cannot establish the directionality of causal relationships and fails to capture changes over time (Cherry, 2018). Therefore, while interpreting the results, this study must proceed with caution and consider validation through longitudinal research designs.

2.3.3 Sample Selection and Sampling Method

The target population for this study consists of consumers over the age of 18 in China and Denmark who have experience with online shopping.

Reasons for Selection:

1. Cultural Differences:

    China and Denmark exhibit notable contrasts in cultural dimensions, such as individualism versus collectivism and uncertainty avoidance, as outlined in Hofstede's framework (Hofstede, 2001). These cultural differences provide an ideal basis for comparing consumer preferences and aesthetic tendencies.

2. E-commerce Market Development:

    Both China and Denmark have mature e-commerce markets with widespread consumer acceptance. However, their consumer preferences and behaviors differ. For instance, Chinese consumers tend to favor comprehensive platforms like Alibaba or JD.com, which integrate various brands and product categories. Danish consumers, by contrast, are more inclined to visit specific brand websites. These distinctions allow for an exploration of consumer responses within different market environments.

The study will adopt stratified random sampling to enhance representativeness. The population will be stratified based on key characteristics, such as gender, age, education level, and frequency of online shopping. This stratification ensures proportional representation in the sample, reduces sampling errors (Etikan & Bala, 2017), and improves sample diversity. Stratified random sampling is particularly suitable for large-scale sampling activities and will ensure the collection of no fewer than 150 valid questionnaires from each country (Kline, 2015).

Sample Size Determination: Based on the analytical requirements of Structural Equation Modeling (SEM), the sample must meet several conditions (Hair et al., 2010). For models with multiple latent variables and paths, each latent variable requires at least 10 samples. To achieve 80% statistical power with a 5% significance level, the minimum sample size should be 150 (Cohen, 1992).

In summary, to account for potentially invalid questionnaires (e.g., random responses or lack of seriousness), at least 150 questionnaires will be collected in both China and Denmark, aiming for no fewer than 120 valid samples per country.

Data Collection Process:Data will be gathered through online surveys. The questionnaires will be distributed via social media platforms and personal networks, such as

friends and classmates. To ensure validity and reliability, a pilot study will be conducted before the formal survey to revise and improve the questionnaire (Saunders et al., 2016).

2.4 Variable Measurement and Construction

To test the theoretical model proposed in this study and ensure the reliability and validity of the measurements, this paper references established scales from the literature. Since this research is not targeted at a specific website but analyzes what website features can attract Chinese and Danish consumers from different aspects and how they differ, the following measurement items are for reference. Specific questions will be appropriately adjusted to better suit the theme of this study. All items are measured using a 1-7 point Likert scale, where 1 indicates "strongly disagree" and 7 indicates "strongly agree." Below is a detailed introduction of the measurement items for each variable and the adjustments made.

2.4.1 Perceived Usefulness

Perceived usefulness refers to the consumer's belief that using a website can improve the efficiency and effectiveness of their shopping process(Davis,1989).

Table 1: Initial Scale Items for Perceived Usefulness, Davis (1989)

Table 1: Initial Scale Items for Perceived Usefulness
1.My job would be difficult to perform without electronic mail.
2.Using electronic mail gives me greater control over my work.
3.Using electronic mail improves my job performance.
4.The electronic mail system addresses my job-related needs.
5.Using electronic mail saves me time.
6.Electronic mail enables me to accomplish tasks more quickly.
7.Electronic mail supports critical aspects of my job.
8.Using electronic mail allows me to accomplish more work than would otherwise be possible.
9.Using electronic mail reduces the time I spend on unproductive activities.

| 10.Using electronic mail enhances my effectiveness on the job. |
| 11.Using electronic mail improves the quality of the work I do. |
| 12.Using electronic mail increases my productivity. |
| 13.Using electronic mail makes it easier to do my job. |
| 14.Overall, I find the electronic mail system useful in my job. |

Based on the above definition and the specific focus of this study, we have modified the context from "work" to "e-commerce websites" and revised the questions to align with the research theme. The modified questions are as follows:

1. If an e-commerce website provides clear navigation, intuitive operation, and quick access to useful information(e.g., size, material, and reviews), I find it more valuable, which increases my willingness to purchase clothing.

2.4.2 Perceived Ease of Use

Perceived ease of use refers to the consumer's perception of the difficulty or ease associated with using a website for shopping. The measurement of perceived ease of use also adopts the TAM scale from Davis (1989).

Table 2: Initial Scale Items for Perceived Ease of Use，Davis (1989)

Table 2: Initial Scale Items for Perceived Ease of Use
1.I often become confused when I use the electronic mail system.
2.I make errors frequently when using electronic mail.
3.Interacting with the electronic mail system is often frustrating.
4.I need to consult the user manual often when using electronic mail.
5.Interacting with the electronic mail system requires a lot of my mental effort.
6.I find it easy to recover from errors encountered while using electronic mail.

7.The electronic mail system is rigid and inflexible to interact with.

8.I find it easy to get the electronic mail system to do what I want it to do.

9.The electronic mail system often behaves in unexpected ways.

10.I find it cumbersome to use the electronic mail system.

11.My interaction with the electronic mail system is easy for me to understand.

12.It is easy for me to remember how to perform tasks using the electronic mail system.

13.The electronic mail system provides helpful guidance in performing tasks.

14.Overall, I find the electronic mail system easy to use.

In the revised version, we replaced "email" with "e-commerce websites" and tailored the questions to reflect the differences between Chinese and Danish consumers' preferences for website design. This aims to test whether the two groups have different understandings and responses to the ease of use of websites. The revised questions are as follows:

1. For a clothing e-commerce platform, as long as it is simple to use and clearly presents product information, I am willing to give it a try.

2. A clothing website with a complex and detailed design makes me feel that the site is more advanced, professional, It makes me stay longer on the website and increases my desire to purchase.

2.4.3 Purchase Intention

Purchase intention refers to the likelihood that consumers will purchase products from a website. The following questions are based on Pavlou's measurement items (Pavlou,2003).

Table 3: Intention to transact，Pavlou（2003）

Intention to transact
Given the chance, I intend to use this retailer's Web site. Given the chance, I predict that I should use this retailer's Web site in the future.

> It is likely that I will transact with this Web retailer in the near future.

In this study, "retailer's website" was replaced with "e-commerce websites" or "online shopping websites" to better suit the research theme. Additionally, considering the differences and similarities in website preferences between Danish and Chinese consumers, we revised the questions to reflect these aspects. The modified questions are as follows:

1. I prefer to purchase clothing from platforms that offer a wide range of products, transparent information, and positive reviews.

2. If a website's visual aesthetics attract me (e.g., harmonious colors, simple structure) and improve shipping efficiency, I am more willing to revisit it.

3. Promotions, trends, and popular recommendations increase my interest and motivation to purchase clothing.

4. When I find that an e-commerce website has received positive feedback from my friends, family, or social media, I am more likely to place an order.

2.4.4 Trust

Trust refers to users' belief in the reliability, integrity, and ability of e-commerce websites to protect personal information (Pavlou,2003).

Table 4: Trust，Pavlou（2003）

Trust
This Web retailer is trustworthy.   This Web retailer is one that keeps promises and commitments.   I trust this Web retailer because they keep my best interests in mind.

In this study, we replaced "this web retailer" with "e-commerce websites." Additionally, based on the literature review and the researcher's personal experience in China and Denmark, the questions were refined to explore whether trust-related factors differ between the two groups. The revised questions are as follows:

1. A website that provides clear and concise policy information (e.g., return policies, payment options) makes me feel more trustworthy.

2. I have more confidence in purchasing clothing from websites that offer detailed user reviews, buyer showcases, and extensive feedback.

3. If a website has a good reputation and authoritative certifications, I trust the quality of its clothing and services more.

4. When a website is transparent about product information (e.g., clearly labeled material, size, and origin), I find it easier to trust.

5. Websites endorsed by social media recommendations, KOLs, or celebrities increase my trust in the platform.

6. If a website emphasizes data privacy protection and secure payment methods, I feel more at ease making purchases there.

2.4.5 Subjective Norms

Subjective norms refer to an individual's perception of whether people important to them influence their behavior (Taylor & Todd, 1995).

Table 5: Subjective Norm, Taylor & Todd (1995)

Subjective Norm
SN$_1$: People who influence my behavior would think that I should use the CRC.   **SN$_2$:** People who are important to me would think that I should use the CRC.

Additionally, cultural background is a moderating variable in this study, distinguishing between Chinese and Danish consumers based on cultural dimensions and their influence on behavior (Yoo et al., 2011).

Table 6: APPENDIX CVSCALE: A 26-Item Five-Dimensional Scale of Individual Cultural Values

				APPENDIX CVSCALE: A 26-Item Five-Dimensional Scale of Individual Cultural Values
Item	A (n = 577)	K (n = 633)	KA (n = 320)	Content and Scale Reliability
				Uncertainty Avoidance (A = .80; K = .65; KA = .83; P = .71)
UN 1	3.69	4.02	3.8 3	It is important to have instructions spelled out in detail so that I always know what I'm expected to do.
UN 2	4.20	3.82	4.1 5	It is important to closely follow instructions and procedures.
UN 3	4.11	3.64	3.9 8	Rules and regulations are important because they inform me of what is expected of me.
UN 4	3.85	3.73	3.8 8	Standardized work procedures are helpful.
UN 5	4.19	3.95	4.2 0	Instructions for operations are important.
				Uncertainty Avoidance (A = .80; K = .65; KA = .83; P = .71)
CO 1	3.01	2.62	3.5 3	Individuals should sacrifice self-interest for the group.
CO 2	3.67	2.36	3.7 9	Individuals should stick with the group even through difficulties.
CO 3	3.21	2.70	3.4 5	Group welfare is more important than individual rewards.

CO 4	3.17	2.63	3.41	Group success is more important than individual success.
CO 5	2.90	2.30	2.98	Individuals should only pursue their goals after considering the welfare of the group.
CO 6	2.90	2.10	3.07	Group loyalty should be encouraged even if individual goals suffer.

The original version of the scale consisted of questions from five dimensions, but the focus of this study is primarily on collectivism, individualism, and uncertainty avoidance. Therefore, only a subset of the questions has been extracted as references. Considering the context of online shopping, additional factors that may influence subjective norms have been incorporated. The aim is to test whether Chinese and Danish consumers are influenced by the same factors in shaping their subjective norms. As a result, questions originally phrased as "people who influence me" have been adapted to reflect "social trends" and similar concepts, leading to the following revised questions:

1. If the people around me tend to shop on simple and professional e-commerce websites, I am influenced to prefer such platforms.

2. Positive recommendations from friends, colleagues, or social circles significantly enhance my willingness to purchase clothing from a platform.

3. I refer to popular clothing brands and shopping channels discussed on social media to make my purchase decisions.

4. If a website meets my personal shopping needs with a clear visual style and practical information, I am more likely to make independent decisions (without following trends).

2.4.6 Perceived Visual Aesthetics

Perceived visual aesthetics refers to users' subjective evaluation of website design elements, such as layout, color, and style (Thielsch&Moshagen,2015).

Table 7: Items of the VisAWI, Thielsch&Moshagen（2015）

Table 1: Items of the VisAWI	
Item	Facet
(r) The layout appears too dense. The layout is easy to grasp. The layout appears well structured. (r) The site appears patchy . Everything goes together on this site.	**Simplicity (α = .89)**
(r) The design is uninteresting. The layout is inventive. (r) The design appears uninspired . The layout appears dynamic. The layout is pleasantly varied.	Diversity (α = .87)
The color composition is attractive. (r) The choice of colors is botched. (r) The colors do not match. The colors are appealing.	Colorfulness (α = .89)
The layout appears professionally designed. (r) The layout is not up-to-date .	Craftsmanship (α = .85)

The site is designed with care.	
(r) The design of the site lacks a concept .	

The visual aesthetics of online clothing shopping websites are key factors that influence consumers' engagement. The original questions are highly relevant to this study's theme but were refined to include specific conditions for testing Chinese and Danish consumers' preferences. The revised questions are as follows:

1. A simple and clear web page layout makes me feel more efficient and comfortable when browsing clothing products.

2. When a website maintains a minimalist style while adding refined dynamic elements (e.g., gradient colors or subtle animations), its overall attractiveness increases for me.

3. I prefer clothing e-commerce pages with harmonious color schemes and distinct visual hierarchies, as they help me focus more on the products themselves.

4. High-quality, multi-angle product images effectively increase my perceived attractiveness of the items.

5. If a website's design is diverse, information-rich, and visually engaging (e.g., showing best-seller lists and trends), I am more interested in exploring more products.

6. Virtual try-on and dynamic displays make me feel the website is more appealing and modern.

By refining questions from validated measurement scales, this study ensures alignment with its research theme, focusing on perceived visual aesthetics, attractiveness, and trust. The revised questions highlight potential cultural differences between Chinese and Danish consumers, allowing their preferences and behaviors to emerge clearly in data analysis. This approach ensures the scientific rigor and practical relevance of the research instrument.

2.5 Reliability and Validity

Reliability Analysis: We will use Cronbach's α coefficient to assess the internal consistency of the scales. It is expected that the α coefficients of each scale will exceed 0.70 on average, meeting the requirements for reliability (Nunnally, 1978).

Validity Analysis: We will employ Confirmatory Factor Analysis (CFA) to test the construct validity of the scales, ensuring the effectiveness of the measurement tools.

Data Collection

Sample Selection: Using stratified random sampling, we will collect no fewer than 150 valid questionnaires from online consumers in China and Denmark.

Data Collection Method: We will distribute online questionnaires via social media platforms (e.g., Facebook) and personal networks by sending questionnaire links.

Demographic Characteristics: We will collect basic information from respondents, including gender, age, education level, income level, and frequency of online shopping, to ensure the representativeness of the samples.

By simplifying and optimizing the initial model, the new model highlights the core variables and main influence paths. It provides a theoretical foundation for understanding consumer purchasing behavior in a cross-cultural context and offers practical guidance for e-commerce enterprises to optimize website design and marketing strategies in different cultural markets.

3. Data Results Analysis

This study included survey responses from 157 Chinese consumers and 161 Danish consumers. To account for differences in age, education levels, and cultural context, the surveys were designed in native languages (Chinese and Danish) to minimize potential biases and ensure better comprehension. Consequently, some figures and charts presented below may include labels in Chinese or Danish.

To better understand the respondents' demographic characteristics, this study also analyzed the age distribution, gender proportions, and education levels of participants. These demographic variations help establish a contextual foundation, explaining potential differences in consumer behavior. This background information provides critical insights into cross-cultural e-commerce research, particularly in analyzing consumer attitudes toward visual aesthetics, attractiveness, trust, and purchase intentions.

3.1 Reliability and Validity

Table 8: The average values of the questionnaire data.

		China	Denmark
Perceived Usefulness	1. If an e-commerce website provides clear navigation, intuitive operation, and quick access to useful information(e.g., size, material, and reviews), I find it more valuable, which increases my willingness to purchase clothing.	4.69	3.17
Perceived Ease of Use	2. For a clothing e-commerce platform, as long as it is simple to use and clearly presents product information, I am willing to give it a try.	3.47	3.69
	3. A clothing website with a complex and detailed design makes me feel that the site is more	3.79	2.96

		China	Denmark
	advanced, professional, It makes me stay longer on the website and increases my desire to purchase.		
Purchase Intention	4. I prefer to purchase clothing from platforms that offer a wide range of products, transparent information, and positive reviews.	4.32	3.43
	5. If a website's visual aesthetics attract me (e.g., harmonious colors, simple structure) and improve shopping efficiency, I am more willing to revisit it.	4.31	3.30
	6. Promotions, trends, and popular recommendations increase my interest and motivation to purchase clothing.	4.31	3.44
	7. When I find that an e-commerce website has received positive feedback from my friends, family, or social media, I am more likely to place an order.	4.27	3.32
Trust	8. A website that provides clear and concise policy information (e.g., return policies, payment options) makes me feel more trustworthy.	4.42	3.68
	9. I have more confidence in purchasing clothing from websites that offer detailed user reviews, buyer showcases, and extensive feedback.	4.39	3.52

		China	Denmark
	10. If a website has a good reputation and authoritative certifications, I trust the quality of its clothing and services more.	4.42	3.49
	11. When a website is transparent about product information (e.g., clearly labeled material, size, and origin), I find it easier to trust.	4.37	3.53
	12. Websites endorsed by social media recommendations, KOLs, or celebrities increase my trust in the platform.	3.76	2.94
	13. If a website emphasizes data privacy protection and secure payment methods, I feel more at ease making purchases there.	4.41	3.50
Subjective Norms	14. If the people around me tend to shop on simple and professional e-commerce websites, I am influenced to prefer such platforms.	4.29	3.14
	15. Positive recommendations from friends, colleagues, or social circles significantly enhance my willingness to purchase clothing from a platform	4.11	3.34
	16. I refer to popular clothing brands and shopping channels discussed on social media to make my purchase decisions.	4.08	3.15

		China	Denmark
	17. If a website meets my personal shopping needs with a clear visual style and practical information, I am more likely to make independent decisions (without following trends).	3.43	3.39
Perceived Visual Aesthetics	18. A simple and clear web page layout makes me feel more efficient and comfortable when browsing clothing products.	4.14	3.41
	19. When a website maintains a minimalist style while adding refined dynamic elements (e.g., gradient colors or subtle animations), its overall attractiveness increases for me.	4.29	3.33
	20. I prefer clothing e-commerce pages with harmonious color schemes and distinct visual hierarchies, as they help me focus more on the products themselves.	4.30	3.21
	21. High-quality, multi-angle product images effectively increase my perceived attractiveness of the items.	4.45	3.47
	22. If a website's design is diverse, information-rich, and visually engaging (e.g., showing best-seller lists and trends), I am more interested in exploring more products.	4.26	3.11

		China	Denmark
	23. Virtual try-on and dynamic displays make me feel the website is more appealing and modern.	4.39	3.33

In this study, established scales proposed by multiple scholars were utilized to measure latent variables such as perceived mathematical aesthetics, attractiveness, trust, and purchase intention. To ensure the reliability and validity of these scales, I employed a measurement model for verification. To compare and differentiate data between the two countries, two sets of tables were established.

In these tables, Cronbach's α is used to evaluate the internal consistency of the scales, which is one of the most commonly applied indicators. When a latent variable is hypothesized to be measured by multiple items, Cronbach's α helps determine whether these items are measuring the same construct. The standard interpretation of the scores is as follows:

$\alpha \geq 0.70$: Generally considered an "acceptable" level of internal consistency.

$\alpha \geq 0.80$: Indicates good internal consistency of the scale.

$\alpha < 0.70$: Suggests weaker internal consistency, requiring further examination of item design, cultural translation, or other measurement errors, and subsequent modifications (Nunnally, 1989).

Another measurement standard, Composite Reliability (CR), primarily assesses the overall explanatory power of a latent variable. Compared to Cronbach's α, CR provides a more accurate measure of overall quality (Fornell & Larcker, 1981). The evaluation criteria are:

CR ≥ 0.70: Indicates good reliability of the construct, with the scale adequately explaining the latent variable.

CR < 0.70: Suggests the need to remove low-loading items or merge unsuitable subfactors to improve the comprehensive measurement quality of the construct.

It is important to note that for the perceived usefulness construct, only one question was used, making it impossible to calculate Cronbach's α and CR. However, prior research has indicated a positive influence of perceived visual aesthetics and perceived usefulness, which can serve as a reference.

Table 9: Cronbach's α and CR for the Chinese Sample

Latent Variables	Number of Items	Cronbach's α	Composite Reliability (CR)
Perceived Usefulness	1	/	/
Perceived Ease of Use	2	0.72	0.77
Purchase Intention	3	0.76	0.80
Trust	6	0.84	0.88
Subjective Norms	4	0.75	0.79
Perceived Visual Aesthetics	6	0.79	0.83

For the Chinese sample, Cronbach's α and CR for all six latent variables scored above 0.70, indicating good internal consistency among responses from Chinese participants. Additionally, CR values exceeding 0.80 for half of the variables suggest the scale has sufficient explanatory power for the latent variables.

Table 10：Cronbach's α and CR for the Danish Sample

Latent Variables	Number of Items	Cronbach's α	Composite Reliability (CR)
Perceived Usefulness	1	/	/
Perceived Ease of Use	2	0.70	0.75
Purchase Intention	3	0.74	0.78
Trust	6	0.82	0.86
Subjective Norms	4	0.71	0.76
Perceived Visual Aesthetics	6	0.75	0.80

For the Danish sample, the average Cronbach's α and CR values also exceeded 0.70. However, compared to the Chinese sample, the scores were relatively lower. This phenomenon could be attributed to cultural background differences, as well as variations in age, gender, and educational levels among participants in the two countries.

The Cronbach's α and CR values for both tables exceed the acceptable standards, demonstrating that the scales meet the analytical requirements of the integrated model and provide accurate data support for subsequent research results. However, further research and analysis are warranted for the following:

1. The inability to test perceived usefulness due to a single item.
2. The relatively lower scores in the Danish sample compared to the Chinese sample, which may be influenced by cultural factors and demographic differences.

3.2 Hypothesis Testing

Table 11：Regression Analysis Results of Website Factors on Purchase Intention

Variable	mean	Std.dev iation	Pearson Correlation	Sig	B	Beta	t
Perceived Usefulness	3.92	1.143	0.577	<0.001	0.123	0.182	3.513
Perceived Ease of Use	3.48	1.109	0.111 / 0.321	0.048 / <0.001	0.009	0.014	0.331
Trust	3.85	1.022	0.440–0.558	<0.001	0.068	0.110	2.751
Subjective Norms	3.60	1.103	0.464–0.315	<0.001	0.054	0.085	2.090
Perceived Visual Aesthetics	3.77	1.089	0.408–0.500	<0.001	0.039	0.075	1.805

To validate hypotheses H1-H6 comprehensively, SPSS was used to analyze all the data. The average of the purchase intention questions was extracted as the dependent variable, while the other variables served as independent variables. The summarized findings are as follows:

Mean Values: A mean value above 3.5 indicates a neutral to positive attitude among respondents towards the variable. Most variables scored above 3.5, with the exception of perceived ease of use, which was slightly lower. Overall, the data indicates a positive trend.

Standard Deviation (Std): Std values around 1 indicate the data distribution is reasonable and relatively concentrated, with no extreme outliers.

Pearson Correlation: This measures the linear relationship between independent and dependent variables. A correlation coefficient of 0.1–0.3 indicates a weak correlation, 0.3–0.5 indicates a moderate correlation, and above 0.5 represents a strong correlation. Table 11 shows that most independent variables have moderate to strong correlations with the dependent variable.

Significance (Sig): A Sig value ≤ 0.05 indicates statistical significance, while a value ≤ 0.01 indicates high statistical significance. Table 11 shows all Sig values are ≤ 0.05, confirming the statistical validity of the results.

Regression Coefficient (B): This indicates the direct effect of independent variables on the dependent variable. Larger B values represent a stronger influence. Among the variables, perceived usefulness and trust have the strongest impact.

Beta Coefficient: Used for comparing the relative impact of different independent variables. A larger Beta value represents a stronger influence on the dependent variable.

Perceived Visual Aesthetics H1:

The mean score for perceived visual aesthetics is 3.770, with an Std of 1.089, reflecting a positive attitude and moderate data distribution. The Pearson correlation ranges between 0.408 and 0.500, showing a moderate positive relationship with purchase intention. The regression coefficients (B = 0.039, Beta = 0.075, t = 1.805) suggest a positive impact, albeit small. This aligns with prior research, which highlights visual aesthetics as a key determinant of first impressions and purchase intention (Lavie & Tractinsky, 2004). H1 is supported.

Attractiveness H2:

Attractiveness is influenced by perceived usefulness, ease of use, and visual aesthetics (Venkatesh & Bala, 2008). The analysis confirms visual aesthetics' impact (H1).

Perceived Usefulness: With a Pearson correlation of 0.577 (Sig < 0.001), this variable shows a strong correlation with purchase intention. Regression analysis (B = 0.123, Beta = 0.182, t = 3.513) confirms a significant positive effect.

Perceived Ease of Use: Although weaker compared to perceived usefulness (B = 0.009, Beta = 0.014, t = 0.331), this variable still shows a positive effect. Together, these findings validate H2, showing attractiveness has a significant positive influence on purchase intention.

Trust H3:

Trust scores are relatively high, as reflected by the mean and Std values. The Pearson correlation ranges from 0.440 to 0.558, with Sig values < 0.001, indicating strong correlations. Regression analysis (B = 0.068, Beta = 0.110, t = 2.751) confirms that trust has a

significant positive effect on purchase intention.

H3 is supported.

Hypotheses H4–H6

From Tables 8 and 9, it is clear that the Cronbach's α and CR values of the survey samples for both China and Denmark exceed 0.7, indicating good reliability. However, the overall scores for China are significantly higher than those for Denmark, though still within a reasonable range.

From Table 9 and 10, it is evident that while visual aesthetics, attractiveness, and trust all influence purchase intention, Chinese and Danish consumers establish these perceptions through different means. For example, Chinese consumers place much higher importance on trusting others when building trust in e-commerce websites compared to Danish consumers.

This suggests that the scales can reliably reflect consumers' perceptions of visual aesthetics, attractiveness, and trust under different cultural contexts. Furthermore, the results show that cultural background has a moderating effect, with differences in how consumers from various cultures perceive the components of visual aesthetics, attractiveness, and trust.

The calculations in Tables 8–10 provide reliable data to support the validation of the scales and serve as a solid foundation for verifying hypotheses H1–H6. The results also indicate that under the context of cross-cultural e-commerce, Chinese and Danish consumers have different evaluation standards for website visual aesthetics, attractiveness, and trust.

These findings offer valuable insights for future strategic applications by cross-border fashion e-commerce enterprises.

3.3 Characteristics of Survey Samples

The analysis revealed notable differences between Chinese and Danish respondents regarding age distribution, gender proportions, and education levels.

1. Differences in Age Distribution

Figure 9：Age Distribution of Chinese Respondents

您的年龄
（157 条回复）
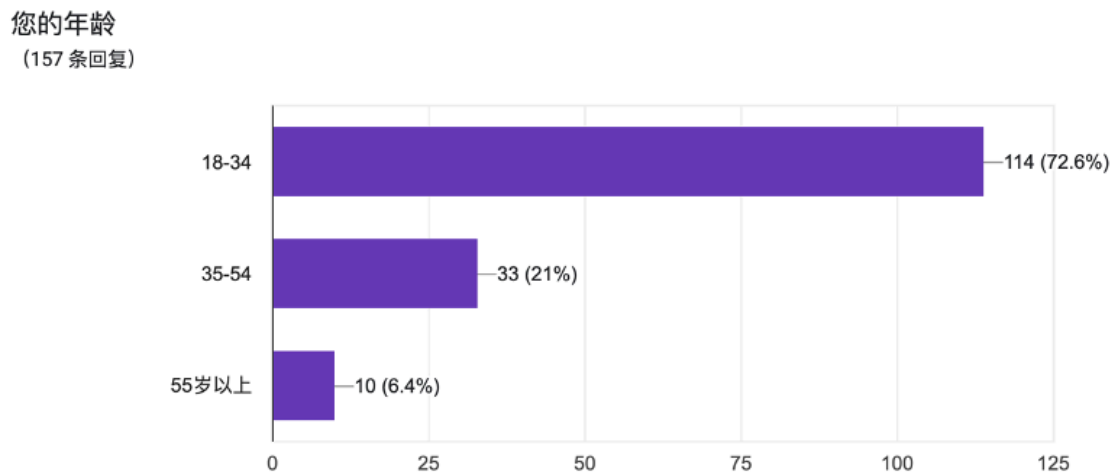
In the Chinese sample, 72.6% of respondents were aged 18-34, indicating a predominantly younger demographic. This suggests that younger Chinese consumers are more receptive to new technologies and innovative business models, such as online shopping features like virtual try-ons and augmented reality tools (Kim & Forsythe, 2008).

Figure 10：Age Distribution of Danish Respondents

Din alder
（161 条回复）
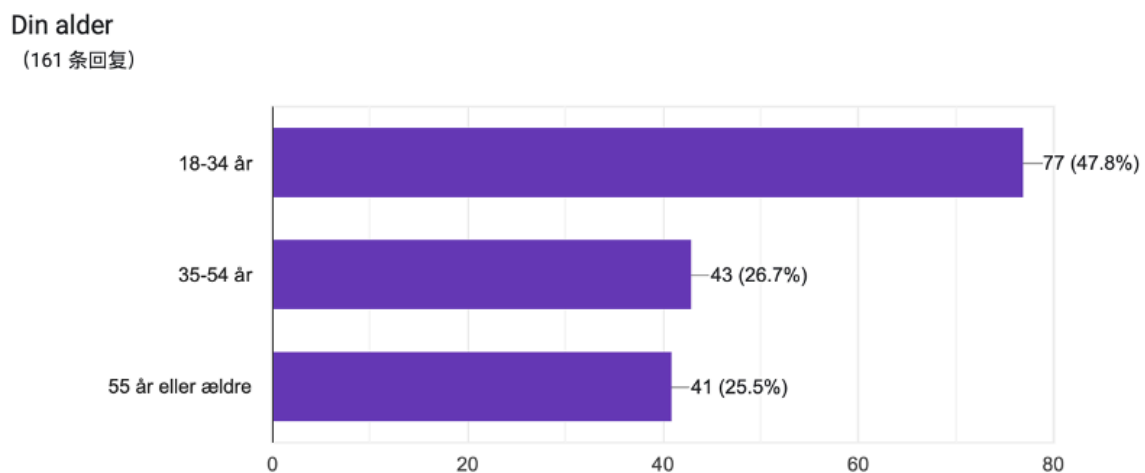
In contrast, 26.7% of Danish respondents were aged 35-54, and 25.5% were over 55 years old. This older demographic suggests that Danish consumers may be less interested in or influenced by visually complex websites or excessive information. Instead, they likely

prefer a straightforward, functionality-driven shopping experience, as reflected in their responses to later survey questions.

These demographic differences in age distribution provide valuable context for understanding cognitive and behavioral preferences in the two countries, serving as a basis for the subsequent model analysis.

2. Differences in Gender Proportions

Figure 11：Gender Proportions of Chinese Respondents

您的性别
（157 条回复）

男　46 (29.3%)
女　102 (65%)
其他　3 (1.9%)
不愿意透露　8 (5.1%)
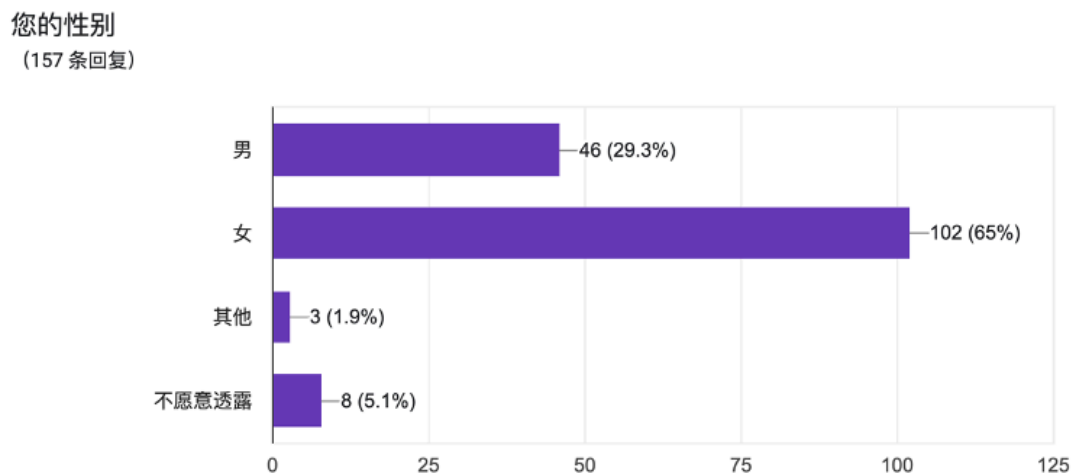
The Chinese sample showed a 65% female majority. This gender skew is particularly relevant in the fashion e-commerce context. Research has consistently shown that female consumers place greater emphasis on emotional engagement and visual aesthetics when shopping for clothing online (Park & Lennon, 2009). The higher proportion of female respondents in the Chinese sample may partially explain their higher average scores across several survey questions.

Figure 12：Gender Proportions of Danish Respondents

Dit køn
(161 条回复)
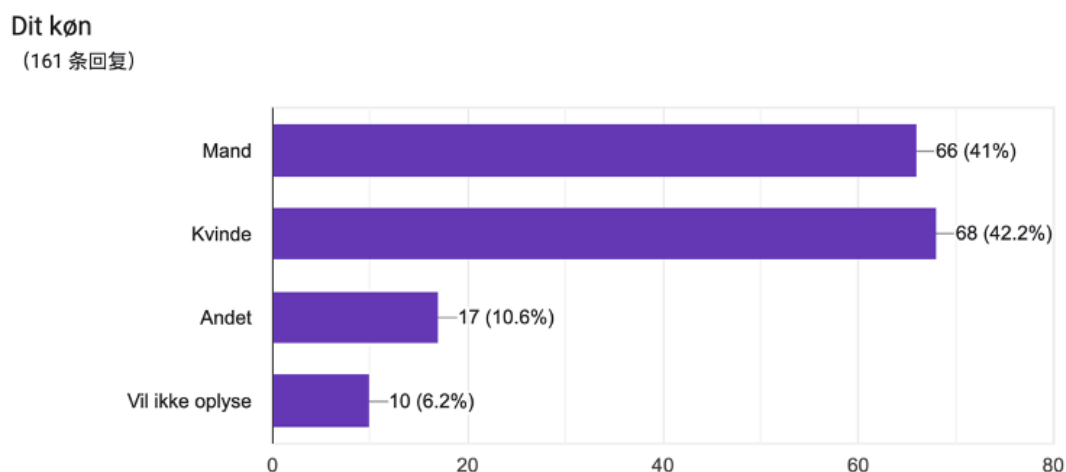
In the Danish sample, gender distribution was more balanced. The relatively higher proportion of male respondents suggests a more rational approach to shopping preferences. Danish consumers may prioritize efficiency and functionality, which aligns with their lower scores on survey questions related to complex visual features.

3. Differences in Education Levels

Figure 13：Education Levels of Chinese Respondents

您的最高学历
(157 条回复)
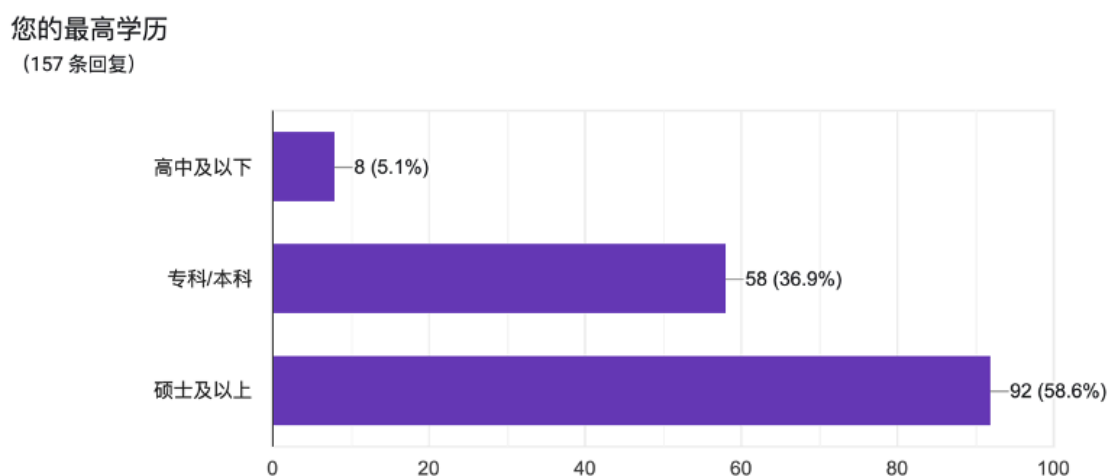
Among Chinese respondents, 58.6% held a Master's degree or higher, indicating a highly educated sample. Research has shown that individuals with higher education levels often possess better information-processing and filtering abilities (Chaiken & Maheswaran, 1994). This may explain their higher tolerance for complex information and their preference for feature-rich websites.

Figure 14：Education Levels of Danish Respondents

Din højeste uddannelse
（161 条回复）
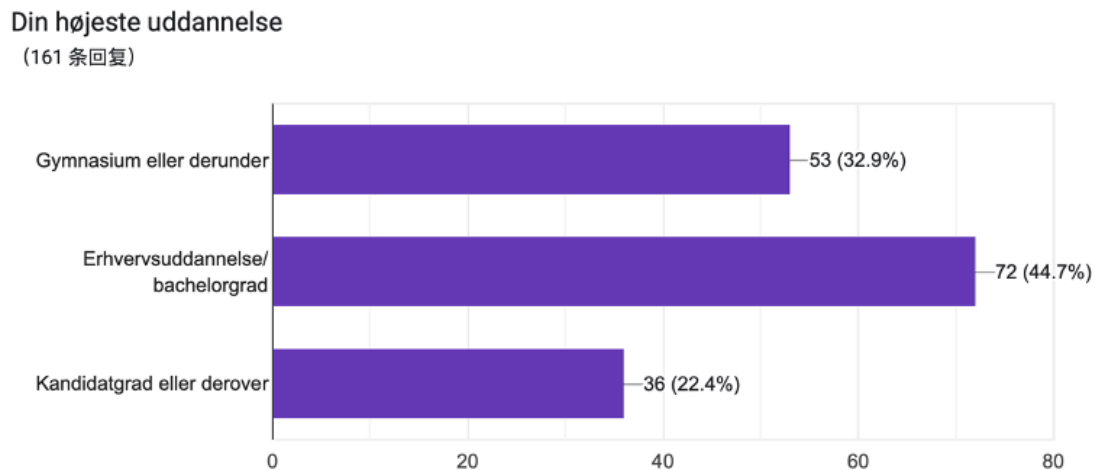
In the Danish sample, most respondents held undergraduate or lower qualifications (44.7% held a Bachelor's degree or below, and 32.9% only completed high school). This aligns with the older age profile of the Danish respondents and reflects their preference for websites that focus on key information without overwhelming users with excessive details (Marcus & Gould, 2000).

By examining the survey responses, we identified distinct patterns in how Chinese and Danish respondents evaluated visual aesthetics, attractiveness, trust, and purchase intentions.

Chinese Respondents:

Tend to favor websites with rich visual elements, diverse features, and abundant information, as reflected in their higher ratings for questions related to visual complexity and aesthetics.

Average scores range between 4.1–4.5 for questions measuring visual appeal and perceived usefulness.

Danish Respondents:

Prefer websites with minimalist designs, clear navigation, and concise information, aligning with their lower average scores (3.1–3.5) for questions on visual complexity.

This reflects a strong preference for functionality over elaborate visual appeal.

These initial observations provide a foundation for the model analysis, offering a clearer understanding of how cultural and demographic factors influence consumer preferences in fashion e-commerce.

The demographic characteristics and preliminary survey results highlight key differences between Chinese and Danish consumers:

Age Distribution:

Younger Chinese respondents are more receptive to complex visual designs and interactive features.

Older Danish respondents prefer simpler, more straightforward website layouts.

Gender Proportions:

The female-dominated Chinese sample values emotional engagement and aesthetic appeal.

The more balanced Danish sample exhibits a more rational, efficiency-driven approach to online shopping.

Education Levels:

Chinese respondents, with their higher education levels, are more adept at processing complex information.

Danish respondents, predominantly less formally educated, prefer minimalistic designs that convey essential details efficiently.

These differences, combined with prior literature, set the stage for deeper insights into how perceived visual aesthetics, perceived usefulness, ease of use, trust, and cultural context collectively shape consumer behavior in cross-cultural e-commerce.

In the previous section, we mentioned that the two questionnaires were localized, using Chinese and Danish, with colloquial language to reduce biases caused by cultural and linguistic differences in understanding.

Based on the summarized survey responses and charts, we can see that the questionnaire used a 5-point scale. For the Chinese sample, most question averages were ≥3.4, with many exceeding 4.0. In contrast, the Danish sample showed more averages in the 3.0–3.5 range. This indicates that Chinese consumers gave moderately higher scores overall, while Danish consumers' scores leaned toward a neutral position. This phenomenon is partly related to cultural backgrounds, respondents' age groups, and education levels. It also aligns with the reasoning shared earlier about cross-cultural differences in e-commerce.

The questions referenced several similar studies and were reasonably modified to fit the theme of this research. For example:

Questions measuring perceived visual aesthetics (e.g., "A simple and clear webpage layout makes browsing clothing products more efficient and comfortable") reflect consumer preferences for design elements such as color and layout.

Questions measuring trust (e.g., "A website with clear and concise return policies makes me feel more trustworthy") highlight consumers' perspectives on the security aspects of websites.

Questions measuring perceived ease of use and perceived usefulness focus on whether websites are "easy to navigate" and "satisfy consumers' time and effort-related shopping needs."

While cultural background is not explicitly stated in the model, analyzing the responses helps differentiate the two countries' consumer samples. It also aids in understanding how various aspects might influence their purchasing behavior and the degree of impact.

The survey results, when analyzed alongside the integrated model, reveal that perceived visual aesthetics positively affect perceived ease of use, perceived usefulness, and trust. When users believe a website is visually appealing, they enjoy shopping on the platform, reducing the anxiety associated with complex operations and enhancing their favorable impressions of the site, thereby improving perceived ease of use. Simultaneously, when consumers appreciate the visual aesthetics of a website, they perceive it as more professional, increasing its perceived usefulness (Gefen et al., 2003). Furthermore, when consumers admire the visual design and functionality of a website, they are more likely to trust it (Kim & Lennon, 2013).

Subjective norms refer to the influence that an individual's surrounding environment or social circles have on their purchasing behavior (Ajzen, 1991). For instance, if people around them say a particular website is easy to use, it can enhance the individual's perceived ease of use. Similarly, if others agree that a website platform is highly functional, it might increase the individual's perception of its usefulness. Likewise, social media or peer recommendations asserting that a platform is trustworthy can enhance consumers' trust in it.

Perceived ease of use, perceived usefulness, and trust ultimately shape consumers' attitudes and directly influence their purchase intentions (Ajzen, 1991).

The differences in cultural backgrounds between China and Denmark highlight the influence of key factors on consumers in each country. Specifically:

1. Chinese and Danish consumers have different preferences for website styles and design complexity, reflecting differences in perceived visual aesthetics.
2. The mechanisms and criteria for building trust also differ between the two groups, influencing their purchase intentions in distinct ways.

3.4 Analysis of Survey Data

1. Influence Scope of Perceived Visual Aesthetics

From survey questions 18–23 related to perceived visual aesthetics, it is evident that Chinese consumers gave an average score of approximately 4.1 -- 4.5 under various conditions (e.g., websites with diverse visual elements, rich colors, and abundant information). In contrast, Danish consumers scored these questions between 3.1 and 3.5 on average.

The following two sets of images demonstrate the difference in website preferences between Chinese and Danish consumers, using the example of the fashion brand ONLY on Alibaba's Chinese website and the Danish official website:
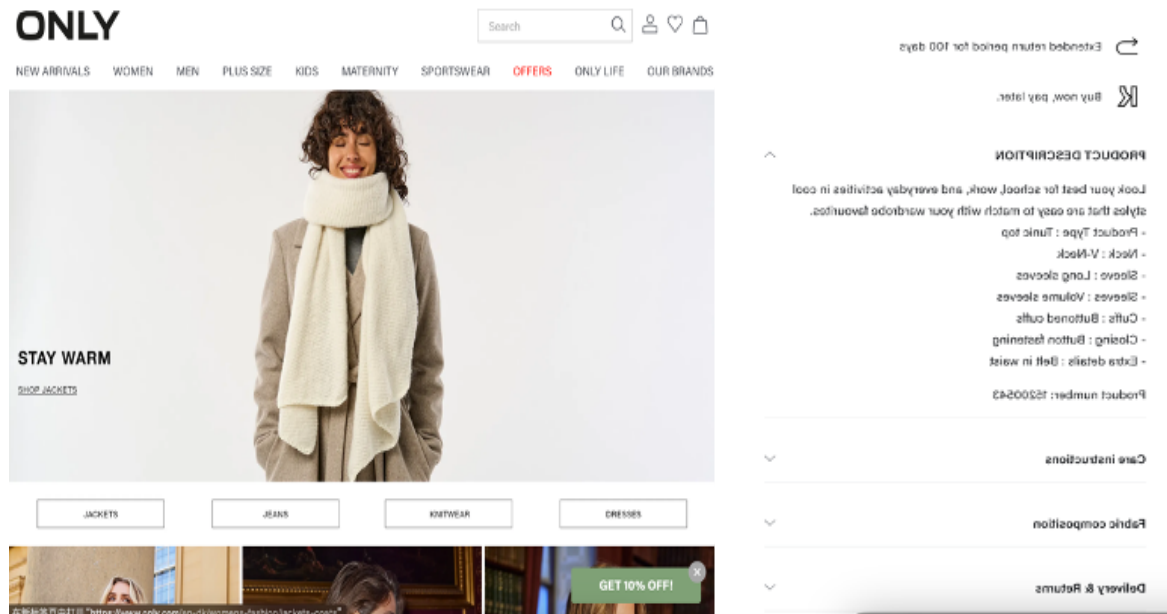
Figure 15：ONLY's Homepage and Product Display on Chinese Alibaba Website
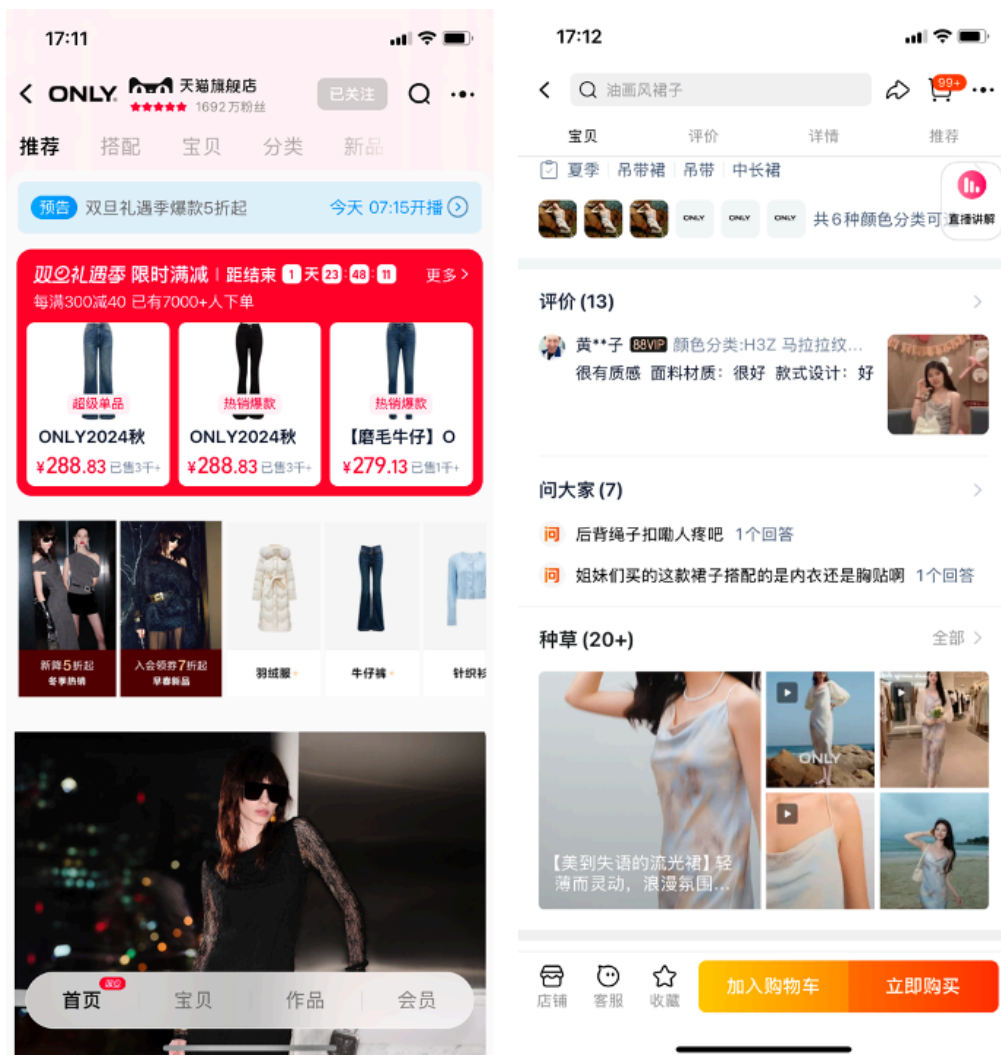
The Chinese website prominently features colorful advertisements, numerous navigation links, and additional menu options. The product display pages include three types of reviews: general reviews, "ask everyone" (questions asked by potential buyers and answered by existing customers), and external recommendations from platforms such as Douyin and Xiaohongshu. These features reflect Chinese consumers' preference for rich visual elements and extensive information. Such features make them more likely to stay on highly aesthetic and information-rich websites, which they perceive as professional and

helpful for making informed choices, ultimately improving perceived ease of use (Cyr et al., 2010).

Figure 16：ONLY's Homepage and Product Display on Danish Website

ONLY's Homepage and Product Display on Danish Website

On the Danish website, the design emphasizes simplicity, clear layouts, and concise text. Product pages provide only basic product information and refund policies, without any review sections. This suggests that Danish consumers prefer minimal external influence and aim to complete their shopping with minimal distractions (Cyr et al., 2010).

Survey question 2 showed that Danish respondents gave a higher score (3.69) to "websites with simple and easy-to-use designs" compared to Chinese respondents (3.47). Conversely, on question 3, concerning "complex and detailed clothing websites," Danish consumers scored much lower (2.96) than Chinese consumers (3.79).

Summary:

Higher perceived visual aesthetics are associated with higher perceived ease of use. However, there is a notable difference between Chinese and Danish preferences. Chinese consumers favor diverse and intricate designs, while Danish consumers prefer simple and straightforward designs.

For survey question 1 on perceived usefulness, Chinese consumers gave a significantly higher score (4.69) compared to Danish consumers (3.17). Combining this with questions 18–23, it becomes clear that Chinese consumers find visually vibrant websites with clear layouts and multiple functional links more professional and helpful, which they perceive as highly useful.

On the other hand, Danish consumers value simplicity, as indicated by their relatively high score (3.41) for question 18: "A simple and clear webpage layout makes browsing clothing products more efficient and comfortable." This shows that as long as a website allows them to find necessary information efficiently, Danish consumers perceive it as useful, without requiring additional rich content or complex functionality (Cyr et al., 2010).

In summary, both Chinese and Danish respondents recognize a positive relationship between perceived visual aesthetics and perceived usefulness. However, their preferences differ: Chinese consumers prefer rich and diverse designs to meet their shopping needs, while Danish consumers feel that excessive website design hinders their information retrieval and favor simpler designs.

2. Influence Scope of Subjective Norms

For question 14, "If people around me tend to shop on simple and professional e-commerce websites, I am influenced to prefer such platforms," Chinese respondents scored 4.29, while Danish respondents scored 3.14. This indicates that Chinese consumers are more likely to be influenced by others' opinions on a website's usability. They often rely on others' experiences to minimize errors and reduce operational challenges when choosing an e-commerce platform.

Danish consumers, on the other hand, are less influenced by their social circles, though they still show a positive association. Compared to Chinese consumers, their degree of influence is more neutral.

Questions 15 and 16, related to the influence of social circles and societal trends, reveal scores above 4 for Chinese respondents, while Danish respondents' scores are in the range of 3.1–3.4. This indicates that both groups consider social and trend influences in perceiving a platform as useful, though the degree of influence varies. Chinese respondents exhibit a stronger tendency to rely on these factors, while Danish respondents maintain a

more cautious attitude. This aligns with Hofstede's cultural dimensions, highlighting differences in collectivism and individualism.

For question 17, "Would the purchase of online clothing be influenced by societal trends?" Chinese respondents scored 3.43, slightly lower than their scores for questions 14–16. Danish respondents scored 3.39, higher than their previous scores. This suggests that while Chinese consumers are highly influenced by recommendations from peers and societal trends, Danish consumers are comparatively less influenced by group opinions (Gefen et al., 2003).

3. Influence of Perceived Ease of Use, Perceived Usefulness, and Trust on Purchase Intentions

For survey question 2 on perceived ease of use, Chinese respondents scored 3.47, while Danish respondents scored 3.69. Comparing this to question 5 on purchase intention, "If a website can attract me with its visual aesthetics (e.g., harmonious colors, simple structure) and improve shipping efficiency, I am more willing to revisit it," Chinese respondents scored 4.31, while Danish respondents scored 3.30. This indicates that perceived ease of use positively influences purchase intentions.

Question 3, which addresses the complexity of website design, revealed significant differences between the two groups (China: 3.79; Denmark: 2.96). Combined with other questions, this suggests that Chinese respondents are more accepting of functional richness and detailed information in websites. Danish respondents, however, prefer simplicity and tend to dislike complex designs.

For question 1 on perceived usefulness, Chinese respondents scored 4.69, while Danish respondents scored 3.17. This demonstrates that a website offering valuable information enhances purchase intentions. However, the significant gap between the two groups suggests differing perspectives. Chinese respondents rely more on external information, believing that comprehensive information helps them make quick decisions. Danish respondents, by contrast, are less enthusiastic about abundant information, preferring only essential and core details.

Analysis of questions 8–13 on trust and questions 4–7 on purchase intentions shows that trust in a platform's policies, product reviews, and other aspects positively influences

purchase intentions. However, the ways trust enhances purchase intentions differ slightly between Chinese and Danish respondents. Chinese respondents are more inclined to value certifications and social endorsements from shopping platforms, while Danish respondents place greater emphasis on transparent policies and official guarantees.

Perceived ease of use, perceived usefulness, and trust positively influence purchase intentions in both countries. However, there are notable differences between the two groups. Chinese consumers are more receptive to rich information and functionality, while Danish consumers prefer simplicity and straightforwardness. This suggests that multinational companies should differentiate their website designs to cater to the preferences of these two markets.

4. Conclusion and Discussion

4.1 Cinclusion

This paper explores the impact of visual aesthetics, attractiveness, trust, and cultural differences on purchase intentions in cross-border apparel e-commerce websites. Through literature review and survey analysis, the following key findings and their significance were identified:

1. The Influence of Key Factors on Purchase Intentions

Visual aesthetics and attractiveness directly affect perceived ease of use, perceived usefulness, and trust, which in turn influence purchase intentions. Visual design enhances the professionalism and attractiveness of a website, thereby increasing consumer trust (Kim & Lennon, 2013).

Both Chinese and Danish consumers consider trust a crucial factor in determining purchase intentions. However, the components of trust differ slightly between the two groups. Chinese consumers tend to trust social media(e.g., peer reviews, celebrity endorsements, and recommendations from friends or family). In contrast, Danish consumers place greater reliance on transparent policies and the security and privacy safeguards of websites (Fornell & Larcker, 1981).

2. The Influence of Cultural Background on Consumer Purchase Intentions

Survey data analysis reveals that Chinese consumers prefer complex website designs, rich functionalities, and vivid colors, as they exhibit a higher demand for information. This aligns with prior studies showing that East Asian consumers often favor content-rich and highly interactive websites (Cyr et al., 2003).

On the other hand, Danish consumers prefer simple, navigable, and functionally efficient website designs. They tend to dislike excessive distractions, such as overly intricate designs, bold colors, or redundant information. This indicates their preference for quickly obtaining useful information and focusing on operational efficiency (Gefen et al., 2003).

3. Hypothesis Validation

Hypotheses H1-H3 were validated, showing that visual aesthetics, attractiveness, and trust have significant positive impacts on purchase intentions.

Hypotheses H4-H6 were also supported, demonstrating that cultural background influences consumers' perceptions of visual aesthetics, attractiveness, and trust, playing a moderating role. This finding aligns with Hofstede's (1980) cultural dimensions theory, which highlights the behavioral differences of consumers under different cultural contexts.

4.2 Research Contributions

This study integrates the TPB, TAM, HE consumer decision-making models, and Hofstede's cultural dimensions theory to validate the roles of perceived visual aesthetics, attractiveness, and trust in e-commerce for clothing across different cultural contexts.

By incorporating Hofstede's cultural dimensions, such as high vs. low uncertainty avoidance and individualism vs. collectivism, the study highlights differences in visual aesthetics, attractiveness, and trust-building between the Chinese and Danish markets. It fills a research gap regarding these two countries, providing empirical data to support Hofstede's theory and serving as a foundation for future research on e-commerce strategies in East Asia and Northern Europe.

For multinational e-commerce brands entering diverse markets, this study provides valuable data support, offering comparative insights and recommendations for website design strategies:

In China, websites should feature multi-functional and multi-element designs, along with celebrity endorsements.

In Denmark, websites should emphasize simple designs, institutional transparency, and functional usability.

In terms of trust-building, strategies also differ:

For Chinese consumers, trust can be enhanced through live streaming, short videos, and review controls.

For Danish consumers, trust can be bolstered by improving website usability and offering clear policies that align with local values.

4.3 Research Limitations

While the data collected met basic research needs in terms of age and education, the sample's representativeness for the overall consumer populations of the two countries remains limited. Future studies could refine the demographic breakdown of respondents by age, education, gender, and other factors to improve data comprehensiveness and reduce variability.

Additionally, this study relied solely on online questionnaires, without conducting interviews. Future research could incorporate interviews (e.g., face-to-face or video) to gather more in-depth information.

Moreover, this study did not include experiments or tracking data (e.g., time spent on websites or heatmap tracking). The absence of case analyses for participants to review further limits the findings. Future research could integrate these elements as needed.

Finally, this study focused exclusively on visual aesthetics, attractiveness, and trust, without considering other variables such as price or after-sales service. Adding such variables in future studies could provide more comprehensive insights for e-commerce strategies across different cultural contexts.

Despite these limitations, this study provides valuable cross-national comparative data through questionnaires and literature analysis. It offers critical insights into visual aesthetics, attractiveness, and trust for Chinese and Danish consumers, filling a research gap in e-commerce studies for clothing. The findings are of theoretical and practical significance, offering ideas and directions for future research and multinational enterprises.

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Appendix

1. Data Preparation

All data was collected through surveys, with 157 valid responses from China and 161 valid responses from Denmark. The data was categorized as follows:

Dependent variable:

Purchase intention.

Independent variables:

Perceived Usefulness (V3)

Perceived Ease of Use (V4–V5)

Trust (V11–V16)

Subjective Norms (V17–V20)

Perceived Visual Aesthetics (V21–V26)

To facilitate calculation, the datasets from China and Denmark were combined into a single table.

Table 12：SPSS Calculation Interface Screenshot

	V1	V2	V3	V4	V5	V6
1	.	COUNTRY	.	.	.	.
2	2	Danmark	5	5	5	4.00
3	2	Danmark	5	4	1	4.25
4	2	Danmark	4	3	1	4.25
5	2	Danmark	4	4	3	3.75
6	2	Danmark	3	5	1	3.75
7	2	Danmark	3	3	3	2.25
8	2	Danmark	5	5	5	5.00
9	2	Danmark	5	5	3	3.50
10	2	Danmark	4	4	2	4.00
11	2	Danmark	4	4	3	4.00
12	2	Danmark	5	5	5	5.00
13	2	Danmark	5	4	4	3.75
14	2	Danmark	3	1	1	1.75
15	2	Danmark	4	4	3	3.25
16	2	Danmark	1	1	1	1.00
17	2	Danmark	4	3	3	3.50
18	2	Danmark	4	2	2	4.50

As shown in Table 5.1, for calculation purposes, V1 was used to denote different countries numerically: 1 for China and 2 for Denmark. V2 represents the country names in English. Starting from V3, the variables correspond to the survey questions, while V6 represents the dependent variable (purchase intention), which was calculated as the average of four survey questions to simplify later analysis.

2. Descriptive Statistics

The first step is to analyze the central tendency of the variables to understand the distribution of consumer perceptions for each dimension.
Steps in SPSS:

Go to Analyze → Descriptive Statistics → Descriptives. Drag the dependent and independent variables into the analysis box. Select "Mean" and "Std. Deviation."Click "OK." The output, organized as follows, is summarized in Table 5.2.

Table 13：Descriptive Statistics

Variable	mean	Std.deviation
Perceived Usefulness (V3)	3.92	1.143

Perceived Ease of Use (V4–5)	3.48	1.109
Trust (V11–16)	3.85	1.022
Subjective Norms (V17–20)	3.60	1.103
Perceived Visual Aesthetics (V21–26)	3.77	1.089

From the mean values, it can be seen that overall evaluations are above 3.5, indicating a neutral to positive perception, with no significant negative tendencies. The standard deviation values fluctuate around 1.1, indicating a reasonable distribution of opinions without extreme differences.

3. Correlation Analysis

The next step is to determine whether there are positive or negative correlations between the dependent and independent variables.

Steps in SPSS:Go to Analyze → Correlate → Bivariate. Drag the dependent and independent variables into the correlation analysis box. Select "Pearson" and "Two-tailed." Click "OK."

The results are shown below:

table 14: Correlation Analysis

Variable	Pearson Correlation	Sig
Perceived Usefulness (V3)	0.577	<0.001
Perceived Ease of Use (V4–5)	0.111 / 0.321	0.048 / <0.001
Trust (V11–16)	0.440–0.558	<0.001
Subjective Norms (V17–20)	0.464–0.315	<0.001
Perceived Visual Aesthetics (V21–26)	0.408–0.500	<0.001

All Sig values for the independent variables are less than 0.001, indicating a statistically significant positive correlation with the dependent variable.

4. Multiple Regression Analysis

Finally, we assess the predictive power of the independent variables on the dependent variable and evaluate the model's overall fit.

Steps in SPSS: Go to Analyze → Regression → Linear. Place the dependent variable in the "Dependent" box and the independent variables in the "Independent(s)" box. Ensure "Estimates" and "Model Fit" are selected, then click "OK."

Table 15: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773[a]	.597	.571	.50445

a. Predictors: (Constant), V26, V4, V13, V20, V5, V19, V14, V18, V11, V15, V12, V22, V21, V17, V16, V24, V23, V25, V3

The R^2 value of 0.597 indicates that 59.7% of the variance in purchase intention is explained by the independent variables in this model. The adjusted R^2 of 0.571 further supports the model's strong explanatory power for the overall sample. The R value of 0.773 demonstrates a strong linear relationship between the dependent and independent variables. The small standard error of the estimate indicates high predictive accuracy.

Table 16: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.292	19	5.910	23.225	<.001[b]

	Residual	75.832	298	.254		
	Total	188.124	317			

a. Dependent Variable: V6

b. Predictors: (Constant), V26, V4, V13, V20, V5, V19, V14, V18, V11, V15, V12, V22, V21, V17, V16, V24, V23, V25, V3

The ANOVA results show an F value of 23.225 and a Sig value of less than 0.001, supporting the statistical significance of the regression model. This confirms that the independent variables significantly influence the dependent variable.

Table 17: Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.538	.198		2.723	.007
	V3	.123	.035	.182	3.513	<.001
	V4	.011	.028	.016	.396	.692
	V5	.007	.028	.012	.266	.791
	V11	.069	.034	.095	2.018	.044

V12	-.007	.034	-.009	-.192	.848
V13	.036	.031	.053	1.175	.241
V14	.066	.034	.086	1.936	.054
V15	.074	.029	.117	2.563	.011
V16	.139	.034	.195	4.136	<.001
V17	.069	.030	.105	2.261	.024
V18	.076	.031	.109	2.451	.015
V19	-.042	.029	-.067	-1.471	.142
V20	.011	.027	.016	.406	.685
V21	.039	.032	.056	1.232	.219
V22	.118	.032	.170	3.696	<.001
V23	.055	.032	.081	1.708	.089
V24	-.010	.033	-.014	-.304	.761
V25	.018	.031	.028	.583	.560
V26	.011	.031	.016	.341	.733

a. Dependent Variable: V6

These results demonstrate the step-by-step calculation process in SPSS. The summarized data is presented in Table 11.

5. Raw Survey Data

To ensure transparency, the raw survey data is provided for verification purposes:

Danish Survey Data Link: Danish Survey Data

Chinese Survey Data Link: Chinese Survey Data

Both surveys were conducted in the respondents' native languages (Chinese and Danish). For future research convenience, the submitted data are all raw data. Through this data, the research process and results can be cross-verified to further ensure their validity.