CULTURE AND VALUE IN AN ONLINE BEHAVIORAL INTENTION OF USE FOR BUYING HEALTH SUPPLEMENT PRODUCTS IN UZBEKISTAN

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Abstract: *The online sale of products especially health supplements in Uzbekistan is a nowadays issue and is still under evaluation by the government due to its sensitive health implications and the inevitable consequences it could have on the pharmaceutical market.* ***The effect of online market on health supplement products as an innovative approach for one of developing country in the Asian continent.*** *Our quantitative examination plans to distinguish what factors influence Uzbek online shoppers ' among Generation Y female conduct towards health supplement products and the connections between the components recognized and buy aim. These results of the study identified several factors for intention of female users and for product factors: Perceived Usefulness and Perceived Ease of use and Price, Quality (Efficacy), Country of Origin, Green Value . Each of these factors has an influence on the online shopping decisions of Generation Y of Uzbekistan female consumers and also demographic characteristics like education level, age, income and etc. 189 female respondents the year between 1980 and 2000 were equally recruited from the Internet and also Pharmacy campus to complete the questionnaire.*

Key Words: *TAM2, Online Purchase Intention, Generation Y in Uzbekistan, Health Supplement Products.*

I. iIntroduction

1.1 iBackground iof ithe istudy

The iInternet iand iWorld iWide iWeb ihave imade iit isimpler, iless idifficult, iless iexpensive iand ithe isky iis ithe ilimit ifrom ithere iavailable ifor iorganizations iand ipurchasers ito iinterface iand idirect ibusiness iexchanges ielectronically. iFor iinstance, iby ilooking iat ithe iway iof ilife iattributes iof ionline ipurchasers, iSwinyard iand iSmith i(2003) irecognize ithat ipurchasers ishop ionline iin ilight iof ithe ifact ithat ithey ilike ito ihave iitems iconveyed iat ihome iand ineed itheir ibuys ito ibe iprivate. i

Obesity is an issue of Uzbekistan : Obesity was seen as an issue of large-income wealthy contexts. But, overweight and obesity rates in low- and middle-income countries are increasing rapidly. Too much salt — and not enough whole grains, fruits and vegetables — may be shaving years off our lives, a new analysis suggests. iPoor idiet iis iassociated iwith i1 iin i5 ideaths iworldwide, iaccording ito ia inew, ilarge istudy. iThat's iequivalent ito i11 imillion ideaths ia iyear, imaking iunhealthy ieating ihabits iresponsible ifor imore ideaths ithan itobacco iand ihigh iblood ipressure.. icomparable ioverweight iand iobesity iestimates ifrom i2008 ithat i44.2% iof ithe iadult ipopulation i(> i20 iyears iold) iin iUzbekistan iwere ioverweight iand i15.1% iwere iobese. iThe iprevalence iof ioverweight iwas ihigher iamong iwomen i(45.1%) ithan imeni(43.4%). iThe iproportion iof imen iand iwomen ithat iwere iobese iwas i12.8% iand i17.4%, irespectively.

The global health supplements market is estimated at the US $ 121.2 billion by 2016, showing a growth rate of 5.7% over the previous year. As the global population aging trend

and interest in improving the quality of life are increasing, the importance of health functional foods and supplements is becoming more important. The market growth rate of related industries such as food and beverage, cosmetics, Considering that it is influenced by the external environment, the health supplements industry maintains its steady state at 5 ~ 7% per year. Korea's health supplement market accounted for 1.4% of the global market, reaching $ 1.7 billion ($ 2.0 trillion) in 2016.

Korean health supplement situation: production value of 2.2 trillion won (+ 5.2%), market size of 2.7 trillion won (+ 3.8%). Korea's total health supplement products and functional food industry recorded a growth rate of 5.2% compared to the previous year by recording 2,237.4 billion won as of 2017, and it has been growing at an annual average growth rate of 9.7% for five years from 2012 to 2017.

We focused our study in Uzbekistan where electronic commerce is a new phenomenon and fast growing. There has been much recent research in the intake of health supplement, but less literature discusses the reasons behind the use among Uzbek Generation Y of females. The research aims to make a contribution to the Technology Acceptance Model by integrating other prospective conductors to fix how they impact the online purchasing intentions of Uzbek Generation Y of female consumers.

1.2 Problem Statement

The developing of Uzbekistan internet retailing and ideal government strategies have given the possibility to retailing online health supplement products and pulled in numerous remote organizations to enter the Uzbek showcase. Be that as it may, albeit numerous shoppers have been effective in purchasing from outside online retailers and numerous retailers, various customers still waver to do as such, and numerous remote brands have bombed in this new commercial center (Jalilov JG 2017).

1.3 Research Purpose

Our study focus on answering the questions;

1. What will be important product features to affect the behavioral intention of use for an online shopping mall to buy health supplement products related to diet?

2. Will religious commitment play an important mediating role between perceived usefulness and intention to use?

1.4 Structure of the Research

The irest iof ithe ipaper iis iorganized ias ifollows; iintroducing ithis istudy ion isection i1, iSection i2; icovers iResearch ibackground iof igeneral ipurchase iintention iof ionline ishopping iand iseveral idata iamong iUzbekistan ifemale iwhy iwe ichoose? iAnd iwhat iis ithe imain ireason ito ipurchase ihealthc isupplements. iWe idiscussed isome ireviews ion ionline iconsumer ibehavior iof iGeneration iY in igeneral iand ipurchase iintention. iWe ihave iinclude iinformation ion iTAM2 itheory iin isection i2. i iIn isection i3; iwe, icovers iour iconceptual iframework iand ihypothesis idevelopment. iFurther, ion isection i4, iwe ihave iour iresearch imodel iand imethodology. iThe inext isection, iwe itest iour ihypothesis. iAnd iwe iconclude iwith iour iresults, ifindings, idiscussion, iimplication, ilimitation iand ifuture iresearch.

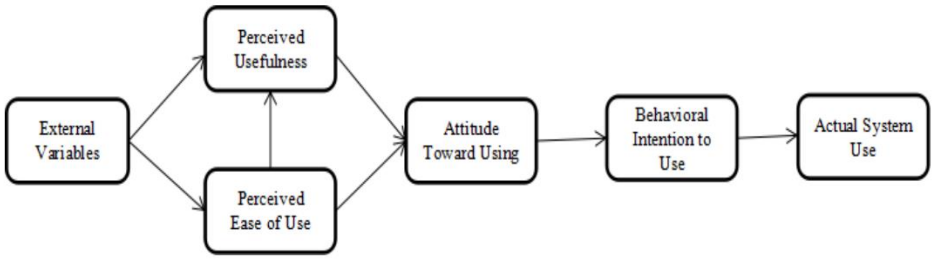
1.2 Significance of study

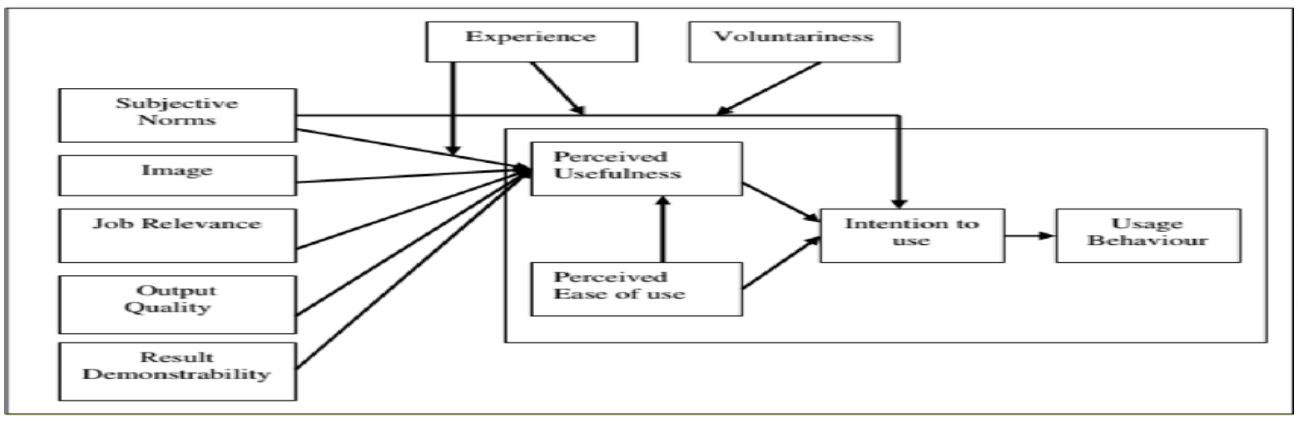
This research contributes to previous research by informing users how they believe about the online shopping mall in Uzbekistan. This research is an important effort to raise government consciousness about the rationale to buy health supplements in the presence of unguaranteed advantages. The increased supply for alternatives to health benefits explained the need to understand the underlying motivation of purchasing behaviours so that consumers can be informed of the basics of their purchasing behavior.

II. Literature Review and Hypothesis

This research is targeted throughout the evaluation of the Technology Acceptence Model 2 (Venkatesh & Davis, 2000). While this model to define factors that affect health supplements that users want to buy among Generation Y of female in Uzbekistan. This study looks at the mediator's position to discover the independent factors with regard to dietary supplements. In addition, the intention to buy health supplements goods will be examined for extra variable, notably human health consciousness. Regarding on from the preface of health-care behavior, an analysis of past TAM2 research and some health supplementary literature will also be examined.

<Figure 1> Technology Acceptance Model





<Figure 2> Technology iAcceptance iModel i– i2 (TAM2)

2.1 Online Consumer Behavior of Generation Y

Consumer behavior is a component of the conduct of the individual composed of particular consumer operations. There is a need to explore consumer behavior from a commercial point of view (also a client) is clarified by the reality that the consumer's buying conduct "describes the financial viability of the company" (Mostert, 2002,).

2.3 Variables and Hypothesis

Subjective Norms

H1 Subjective norm is positively related to perceived usefulness for intention of use online shopping mall iCompatibility i

H2 Compatibility is positively related to perceived usefulness for intention of use online shopping mall

Security

H3 security is positively related to perceived usefulness for intention of use online shopping mall

iPerceived iusefulness i

H4 Perceived usefulness is positively related to intention of use online shopping mall.

iPerceived ease of use i

H5a Perceived ease of use is positively related to intention of use online shopping mall.

H5b iPerceived iease iof iuse iis ipositively irelated ito Perceived Usefulness

iProduct iFeatures

iProduct iQuality i(Efficacy)

H6a Product Quality has a positive effect on perceived usefulness

iCountry iof iOrigin i

H6b Country of Origin for the product has a positive effect on perceived usefulness

iPrice

H6c Price of the product have a positive effect on perceived usefulness.

iGreen Factor

H6d Green Value of the product have a positive effect on perceived usefulness.

2.3.7 iReligion iCommitment

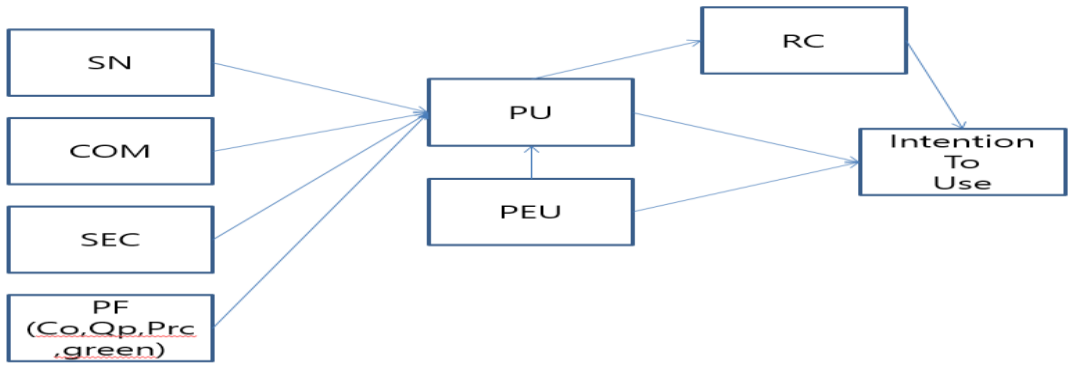
H7 Religious commitment will mediates the connection between perceived usefulness and intention to use of online shopping mall

III. Research Methodology

3.3 Conceptual Research Model

The research model for this study is based on factors that will affect online purchase intention of consumers in developing world (Subjective norm, Compatibility, Product Features, Perceived Usefulness, and Perceived Ease of Use) by applying Religion Commitment in as a mediating factor. This model is based on the TAM2 and TPB model to study Generation Y of female's online purchasing behavior towards to health supplements on the web in Uzbekistan.

<Figure 3> Conseptual Reseach Model



III. Data analysis and Results

3.1 Descriptive characteristics

After data has been entered, it can be analyzed using SPSS 25 descriptive statistics. Table 4.1 shows that descriptive statistics are used to conclude the data (age, education level, monthly income and marrige).

3.2 Exploratory Factor Analysis (EFA) and Reliability analysis

3.2.1 Exploratory Factor Analysis (EFA)

An Exploratory Factor Analysis was conducted to assess the Reliability and convergent validity. The Cronbach alpha coefficient defines the reliability and assessment factors in a given dimension.. In order to verify the validity, exploratory factor analysis was performed between the items. The factor extraction method used principal component analysis, which is a method of using a number of variables in a small number of factors.

According to the rotated component matrix as shown in the Table 3 the loadings of each variable onto each factor were identified. Factor loadings less than 0.5 were suppressed in this table. Only variables with a factor loading of 0.5 or above should be retained. Hence, Country of Origin (CO3) was deleted.

<Table 3> Rotated Component Matrix

Factor	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
Subjective Norm(Sn)	.777						
	.775						
	.673						
Compatibility (Comp)		.782					
		.749					
		.585					
Security(sec)			.861				
			.857				
			.828				
GreenFactor (Gre)				.787			
				.754			
				.660			
Country of Origin (Co)					.848		
					.839		
Price(Prc)						.856	
						.853	
						.820	
Quality of the product (Qp)							.899
							.874
							.854

3.3 Correlation analysis

The following are the results of analyzing the correlation between variables and confirming the significance of hypotheses. Pearson correlation coefficients were used to

examine the correlation. When the two variables are measured as a ratio scale, it is a value indicating the magnitude of the correlation, and it is a correlation coefficient to be applied to whether or not it follows a bivariate normal distribution. The range of correlation coefficient is from -1 to + 1.

<Table 4> Correlation analysis

	Sn	Com	Sec	Gre	Co	Prc	Qp
Sn	1						
Com	.079	1					
Sec	-.166*	.087	1				
Gre	.131	.127	.001	1			
Co	.156*	.280**	-.009	.055*	1		
Prc	-.130	.142	.117	-.032	.084	1	
Qp	-.125	.140	.758**	-.026	-.010	.147*	1

** Correlation is significant at the 0.01 level (2-tailed)

Sn: Subjective Norm, Com: Compatibility, Sec: Security, Gre: Green Value, Co: Country of Origin, Prc: Price, QP: Quality of Product.

In our analysis there are exist correlation among factors with a significant correlation. Unfortunately there are also negative correlation among factors. But no any zero correlation.

3.4 Regression analysis

The following are regression results for analyzing the effects of the characteristics of Perceived Usefulness. As a result of Durbin Watson's analysis, it was concluded that the characteristics of Perceived Usefulness is 1.807 close to 2. If you regress depending on a sample called "big" (30 samples or more), a t statistic above 2 (or less than-2) shows that the coefficient is important with < 95 points of assurance. The t-statistics is a coefficient of estimation that has been split by the default mistake. Also, R square was found to be .123, The standard for $R2$ is: if it<0.33, the variability is weak; if 0.33<it<0.66, the variability reaches the middle level; and if it>0.67, the variability is high. The largest Beta is .282 for the Compatibility and significance level of .000 (p<0.05) meaning that Compatibility (independent variable) makes the strongest unique contribution to the Perceievd Usefulness (dependent variable). Additionally, the second largest beta coefficient for Product Feature is .270 at the significance level of 0.064 (p<0.1) meaning that Product feature (independent variable) makes the second contribution to the Perceived Usefulness (dependent variable). Third factor which subjective norm beta coefficient is .056 first lowest and significance level of 0.439 (p>0.1) that is why it is not significant. Fourth factor which is security beta coefficient is -0.84 and significance level of 0.283 (p>0.1) this factor also not significant.

<Table 5> Regression Analysis 1

	beta	t	p	VIF
Subjective norm	.056	.775	.439	1.043
Compatibility	.282	3.718	.000	1.125
security	-.084	-1.077	.283	1.277
Product features (PF)	.270	1.866	.064	1.371
R square	.123			
Durbin-Watson	1.807			
F	6.432			

Dependent var; Perceived Usefulness

The following are regression results for analyzing the effects of the characteristics of Perceived Usefulness. As a result of Durbin Watson's analysis, it was concluded that the characteristics of Perceived Usefulness is 1.884 close to 2 in relation to the planning and development stage of commercialization technology, and are close to 2. Also, R square was found to be .76, means Perceieved ease of use factor Beta is .283 for the and significance level of .000 ($p<0.05$) meaning that Perceived ease of use (independent variable) makes the strongest unique contribution to the Perceievd Usefulness (dependent variable).

<Table 6> Regression Analysis 2

	beta	t	p	VIF
Perceived ease of use	.283	3.927	.000	1.000
R square	.076			
Durbin-Watson	1.884			
F	15.419			

Dependent var.; Perceived Usefulness

The next regression results for analyzing the effects of the characteristics of Perceived Usefulness. As a result of Durbin Watson's analysis, it was concluded that the characteristics of Perceived Usefulness is 1.806 close to 2 in relation means factor enable to positive auto correlation. Also, R square was found to be .0.81, The largest Beta is .251 for the Country of origin and significance level of .000 ($p<0.05$) meaning that Compatibility (independent variable) makes the strongest unique contribution to the Perceievd Usefulness (dependent variable). Additionally, the second largest beta coefficient for Price is .189 at the significance level of 0.008 ($p<0.05$) meaning that Price (independent variable) makes the second contribution to the Perceived Usefulness (dependent variable). Third factor which Quality of Product beta coefficient is .064 first lowest and significance level of 0.307 ($p>0.1$) that is why it is not significant. Fourth factor which is Green beta coefficient is .028 and significance level of 0.702 ($p>0.1$) this factor also not significant.

<Table 7> Regression Analysis 3

	beta	t	p	VIF
Country of origin	.251	3.772	.000	1.033
Quality of Product	.064	1.024	.307	1.023
Price	.189	3.047	.008	1.032
Green	.028	.380	.702	1.027
R square Durbin-Watson F	.081 1.806 6.033			

Dependent var; Perceived Usefulness

The final regression analysis results for analyzing the effects of the characteristics of Intention to use. As a result of Durbin Watson's analysis, it was concluded that the characteristics of Perceived Usefulness is 1.961 close to 2 in relation means factor enable to positive auto correlation. Also, R square was found to be .0.236, The largest Beta is .422 for the Perceived ease of use and significance level of .000 ($p<0.05$) meaning that Perceived ease of use (independent variable) makes the strongest unique contribution to the Intention to use (dependent variable). Additionally, the second largest beta coefficient for Perceived usefulness is .220 at the significance level of 0.002 ($p<0.05$) meaning that Perceived Usefulness (independent variable) makes the second contribution to the Intention to use (dependent variable).

<Table 8> Regression Analysis 4

	beta	t	p	VIF
PU	.220	3.092	.002	1.082
PEU	.422	5.792	.000	1.082
R square Durbin-Watson F	.236 1.961 28.678			

Dependent var. ; intention to use

3.5 Mediating role of RC (by SPSS Macro)

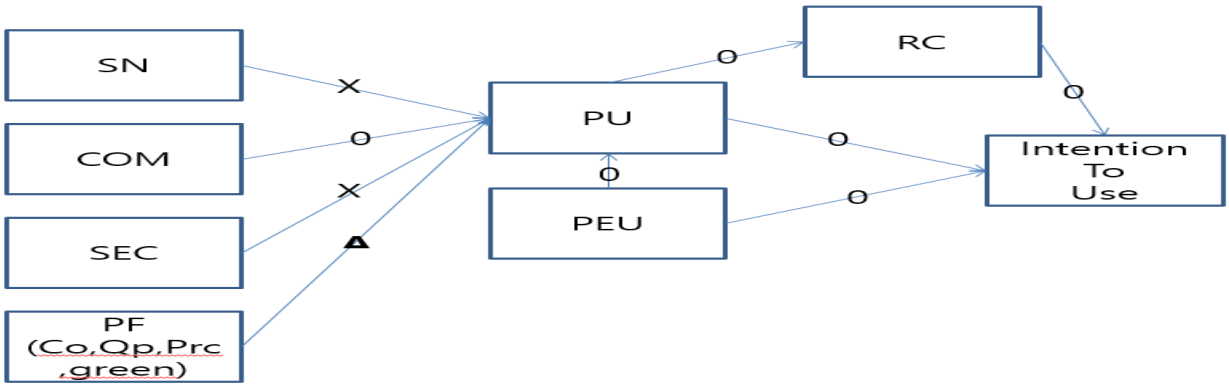
In order to analyze the intermediary function of Religion Commitment (RC) among Perceived usefulness (PU) and Intention to Use(IU) the Bootstrapping method, proposed by Preacher and Hayes (2004), was used to assess the significance of mediation effect. The results are shown in the Table

<Table 19> Testing mediators

	Path	Indirect Effect	Boot SE	Bootstrapping Percentile 95% CI		Results
				Lower	Upper	
H7	PU→ RC→IU	.0493	.0285	.0045	.1144	supported

According to this table

In the path "PU-->RC-->IU", the function of the intermediary RC was tested. Namely, PU affected IU directly and affects IU through RC indirectly. Finally we can say Religion Commitment (RC) served as the mediator in this model.



IV. Conclusion

4.1 Discussion

This study investigates the online behavioral intention of use for buying health supplement products in Uzbekistan and answering the questions of what is the important product feature and will religion commitment influence as a mediating role between the attributes and intention to use of health supplements in Uzbekistan. In our study, we consider Subjective Norm, Compatibility, Security, and Product Features, Perceived usefulness Perceived Ease of Use and Religion commitment as a mediating factor. The results of data analysis showed somehow sufficient convergent and discriminant validity, and reliability. Religion commitment acted as a mediator between Perceived Usefulness and Intention to use. According to our research, the result obtained after analyzing, hypothesis 2, hypothesis 4, hypothesis 5a, hypothesis 5b, hypothesis 6 and hypothesis 7 were all supported, thus having influence or effect in an online behavioral intention of use for buying health supplement products in Uzbekistan.

This research had identified a range of factors that might influence the online behavioral intention of use for buying health supplement products among Generation Y of a female. Results indicated that intention to use was significantly predicted by the four factors which were Compatibility ($\beta = .282$, $P < .05$) Product Feature (Country of origin) ($\beta = .251$, $P < .05$), Perceived Usefulness ($\beta = .220$, $P < .05$) and Perceived ease of use ($\beta = .422$, $p < .05$)

After analyzing the result of the respondants we can discuss the first question of our research is the product features those we applied check the intention to use of halth supplement products in an online not all supported. While Country of origin and Price were much more interest among Generation Y of females in Uzbekistan.

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