

## **Consumer Purchase Intention towards Traditional Chinese Medicine Treatment in Malaysia**

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### **Abstract**

The purpose of this study is to determine the consumer purchase intention towards Traditional Chinese Medicine (TCM) treatment in Malaysia. The data was collected using both open-ended and close-ended questionnaires. There were altogether 160 respondents that participated in this survey for four weeks within the Klang Valley in Malaysia. The conceptual framework was tested using the Multiple Regression Analysis. The findings show that Trust and Knowledge are the most influential factors on a consumers purchase intention towards TCM in Malaysia. Perceived Price and Attitude are found to be insignificant predictors in this study. This study suggests that entrepreneurs should focus more on trust building and reducing their consumer's distrust in order to establish a long term acceptance and commitment on the customers purchase intention towards TCM treatments. Furthermore, entrepreneurs are encourage to emphasis and focus more on consumer knowledge towards TCM treatment by educating consumers and providing a positive experience for the TCM treatment which would indirectly than increase the consumer's confident in their judgment on purchasing TCM treatments. This study offers a valuable insight into the factors that influence the consumers purchase intention towards TCM treatment within the Malaysian context.

*Keywords:* Consumer Purchase Intention, Traditional Chinese Medicine (TCM), TCM Treatment, Malaysia