

Understanding Consumption of the Traditional and Complementary Medicine: A Conceptual Model

Abstract

Traditional and Complementary Medicine (TCM) plays an important role in improving healthcare system for the prevention, diagnosis, improvement or treatment of physical and mental illnesses. However, very little research has examined the underlying factors of the consumption of TCM among consumers. This conceptual paper proposed a model which aims to understand the key constructs that influence the consumption of the TCM. The model comprises three key constructs, namely consumer perception towards TCM, consumer perception towards conventional medicine and illness perception of consumer. Relationships between these constructs are discussed, which will be empirically tested in future research.