

## **Moderating effect of races towards consumers' feeling of TCM usage**

### **Abstract**

Malaysia has a multiple number of traditional medical systems that represent of several ethnic varieties of its community. These can be cluster into four main group namely, traditional "native", traditional Indian, traditional Chinese, and modern medicine. This study was conducted to identify the moderating effects of races on the relationships between safeness, efficacy, trust, holistic view and health awareness, and feeling of TCM usage. About 288 self-administered questionnaire data analysis was carried out using Structural Equation Modeling Approach to the public in Labuan and Sabah, East Malaysia. The moderating effect of races on the relationships between predictor variables such as safeness, efficacy, trust, holistic view and health awareness and criterion variable (i.e. feeling) was evaluated. The study showed that holistic balance view of TCM not significantly influences the TCM usage. Thus, the results of this study are importance to the practical industry application and future research.