



BEHAVIOURAL INTENTION TO USE ISLAMIC FINANCIAL SERVICES USING THEORY OF PLANNED BEHAVIOUR

¹Ali Ibrahim Dasuki
(ibrahimalidasuki@gmail.com)
+2348035860447

²Sani Alhaji Abdullahi
(asaniabudullahi@gmail.com)
+2348037005937

³Joseph Aneke
(josephifyaneke@gmail.com)
+2348034671078

⁴Salisu Abubakar
(drsalisuabubakar@gmail.com)
+2348033860665

^{1,2,3,4} ABU Business School, Ahmadu Bello University, Zaria Kaduna State Nigeria

Abstract

Behavioural intention is becoming an important area of concern among business researchers as well as practitioners, at the same time there is an increasing trend of accepting Islamic financial services. The objective of this study is to examine the relationship between attitude and intention, subjective norms and intention as well as perceived behavioural control and intention to use Islamic financial services. Copies of 122 questionnaires were distributed to bank Customers in Kano and were subsequently collected using convenience sampling. The data were then analysed using partial least squares (PLS3) structural equation modelling (SEM). The results of this study reveals that there is a significant relationship between attitude, subjective norm and perceived behavioural control with behavioural intention to use Islamic financial services. The study concluded that attitude, subjective norm and perceived behavioural control are all important variables of determining Islamic financial services. The study recommends that Islamic financial service provider should understand customers' attitude, use reference groups and highlight the benefits Islamic financial services, for example, interest free financing.

Keywords: PLS-SEM, Attitude, Subjective Norm, Perceived Behavioural Control, Intention and Islamic Financial Services

1. Introduction

Behavioural intention is becoming an important area of concern among business researchers as well as practitioners. The importance of consumers' behavioural intentions in the perspective of Islamic financial service (IFS) industry cannot be denied because of its economic outlook (Reuters & Standard, 2018). IFS are services provided by Islamic banks which are in line with Islamic principles and it is built on trade and interest free methods (Janah, Medias and Pratiwi 2020). Conventional financial services are mainly based on interest, which is unlawful to Islam (Atal, Iranmanesh, Hashim and Foroughi 2020) while Islamic financial services are only valid for products and services that are lawful in Islam (Zinser, 2019).

Islamic economy touches the life of 1.8 billion Muslims worldwide and Islamic economy is open to all consumers, citizens, and businesses globally (Reuters & Standard 2017). The value of Islamic financial assets is expected to reach \$3.24 trillion in 2020 and \$3.5 trillion by 2021 (Iqbal, 2016; Global Finance 2018). IFSI report of 2019 stated that global Islamic financial service assets were concentrated in The Gulf Coast Country (GCC) followed by the Asia. According to World Bank (2019) Iran is the 19th country in the world in term population with 82.9 million, Saudi Arabia stand as 41st in the world in term population with 34.2 million, Malaysia rank at number 44th in the world in term population with 31.8, United Arab Emirate is the 91st in the world in term



population of 9.8 million while Nigeria with population of 200 million people stands at 7th position in the world out of which 90 million are Muslim (Global Finance 2018). IFSIS report of 2019 ranked Iran as first in term of Islamic financial service market share with 32.1% next on the line is Saudi Arabia with 20.2 8%, Malaysia 10.8% and United Arab Emirate 9.8 percent Nigeria which has more Muslim population compare to the nations above did not feature on the list.

According to IFSIS Report (2019), the prospects of Islamic financial services seem bright given the several efforts and initiatives towards entrenching the Islamic financial services Industry in the sub-Saharan Africa region, despite the fact that the sub-Saharan Africa region's share of global Islamic financial service assets remains low. Kazaure (2019) states that there are few available empirical evidences that reveals the relationship between behavioural intention of Islamic financial services and its determinants in Nigeria. With regard to this it is important to discover and find the reasons that impact customer behavioural intention to participate in Islamic financial services in order to increase its penetration in Nigeria.

Previous studies have examined the relations between behavioural intention and its antecedents for example, Janah, *et al.* (2020), Atal, *et al.* (2020), Ganesan, Pitchay and Nasser (2020), Aziz and Afaq (2018), and Hasyim (2018) found attitude has influence on behavioural intention. Wardana, Rahyuda, Sukaatmadja and Giantari (2021), Sudarsono, Tumewang and Kholid (2021), Atal, *et al.* (2020), Ganesan, *et al.* (2020), Raza, Ahmed, Ali and Qureshi (2019), Zinser (2018) found subjective norm has influence on behavioural intentions and the same time Wardana *et al.* (2021), Ganesan, *et al.* (2020), Kazaure (2019), Bhatti and Husin (2019) they conclude that perceived behavioural control has effect on behavioural intentions. In view of the above researchers such as Kaakeh, Hassan and Van (2018) and Bhatti and Husin (2019) suggested that more studies on behavioural intention Islamic finance is needed. In line with above suggestion this study examined the relationship between attitude, subjective norm and perceived behavioural control on behavioural intention to use Islamic financial services.

2. Literature Review and Hypotheses Development

2.1 Behavioural Intention to use Islamic Financial Services

Behavioural Intention serve as dependent variable in numerous researches in the context of Islamic financial services for example (Zabri & Mohammed 2018; Kaakeh, Hassan and Van, 2019). Behavioural intention specifies the expression induced during the actual behavioural process, this expression led to whether a specific behaviour will be implemented or not. Ajzen (1991) argued that behavioural intention is the main predictor and considered as the direct antecedent of individual behaviour. Behavioural intention is an essential process in any form of actual behaviour; it is a choice made prior to the implementation of behavioural intention (Fishbein & Ajzen, 1975). In this study behavioural intention is defined as individual readiness to engage in Islamic financial services.

2.2 Attitude and Behavioural Intention to use Islamic Financial Services

Ajzen and Fishbein (2000) argued that attitude means the amount to which a person's feeling towards a psychological object is evaluated, this feeling can either be positive or negative towards that psychological object. Attitude means the degree of favourableness or unfavourableness feelings towards a particular act (Ajzen *et al.*, 2012). This research proposes the definition attitude as favourable or unfavourable feelings towards intention to accept Islamic financial services.



Many studies investigated the association between attitude and behavioural intention some of these researches are in context of Islamic finance and banking products. This relationship has previously been documented, for example (Jamshidi & Hussin 2018) Amin (2017). Kaakeh *et al.* (2018) found that attitude is an important factor affecting the intention to use Islamic banking in Spain. The study used self-administered questionnaire to collect data and employed multiple regression analysis and Sobel test was used for data analysis, however, the use of SEM will be more appropriate instead of using multiple regression.

Thus, the following hypothesis is formulated:

H1: There is a significant relationship between attitude and behavioural intention.

2.3 Subjective Norm and Behavioural Intention to use Islamic financial services

Subjective norm is a person's perception that people around him can influence his decision to perform in a specific behaviour or not. (Fishbein & Ajzen, 1975). Subjective norm has been conceptualised as the main characters in the individual decision-making process through his life, subjective norm influences how individual act or in a particular way (Smith & Paladino, 2010). Our research subjective norm is viewed as one's perception that those who are important to her or him think he or she should or should not use IFSs. Many studies have focussed on the relationship between subjective norm and behavioural intention by using survey researches, for example Research works of Johan Dali, Suki, and Hafit. (2017), Farhat, Aslam and Sanuri 2019 and Bhatti and Husin 2019 on customers' intention towards Islamic financial services revealed that subjective norm is an important predictor of behavioural intention. However, the result may not be valid in other nations as such they suggested a replication of the study in another country. Hence, the following hypothesis is formulated:

H2: There is a significant relationship between subjective norms and behavioural

2.4 Perceived behavioural control and Behavioural Intention to use Islamic financial services

Ajzen (1991) argued that perceived behavioural control can be referred to as the existence or non-existence of the needed means and opportunities, as well as persons' opinion of ease or difficulty of performing a specific behaviour, the apparent trouble or untroubled of executing specific behaviour or person's perception of their capability to execute specific behaviour. This research proposes a definition of perceived behavioural control as the presence or absence of the needed resources and opportunities to performing a certain behaviour of interest. The higher the resources the greater behavioural control of a customer to engaging into Islamic financial services. Many studies have focussed on the relationship between subjective norm and behavioural intention by using survey researches, for example Ali, Raza, Puah, & Karim (2017) found perceived behavioural control can predict behavioural intention Similarly, Husin and Rahman (2016) revealed that perceived behavioural control has influence on Muslim's intention to participate in Islamic insurance. Amin (2011) indicates that perceived behavioural control is an important predictor of behavioural intention. However, these findings may not be valid dissimilar nations as such suggestion for replication of the study was recommended another nation. Thus, the hypothesis follows:

H3: There is no significant relationship between perceive behavioural control and behavioural intention



2.5 Research Gap

Based on the above it was concluded that predictors of behavioural intention have been identified in the literature for example Kazaure (2019), Bhatti and Md Husin (2019), Hasyim (2018) Aziz and Afaq (2018) Kaakeh (2018). They concluded that there is a relationship between attitude, subjective norms influence and perceive behavioural control with behavioural intentions. Despite these empirical studies, literatures indicate that there is need for more studies on behavioural intention in the context of Islamic financial services as suggested by (Bhatti and Husin 2019).

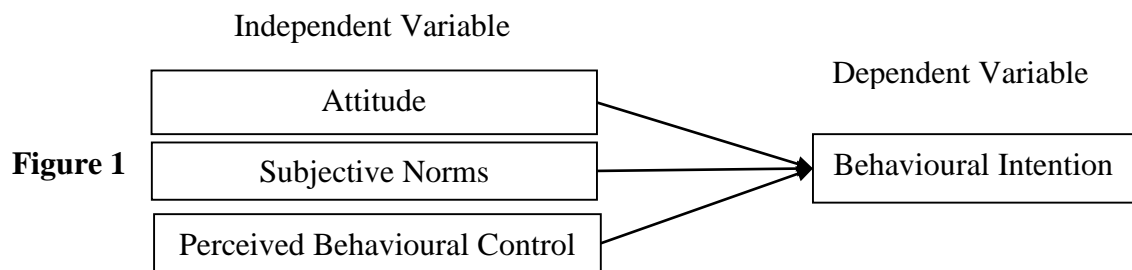
2.7 Theory of Planned Behaviour (TPB)

This research employs a TPB model as supporting theory. The reason behind the choice of the models was previous researches have successfully used the models to explain individual behavioural intentions. Such researchers include Kazaure (2019), Bhatti and Md Husin (2019) Aziz and Afaq (2018) and Kaakeh (2018). It was argued by Greve (2001) that there exists a robust and valid relationship between a person's behavioural intention and action. The TPB model can be regarded as a suitable model that explain individual's desires, beliefs, and intentions. According to Greve (2001) the validity of TPB model is not only a proof that it determines a person's action, or to be reinterpreted in the context of psychology of actions, but also in the psychology of behavioural intentions.

Ajzen (1991) is the founder of TPB, the model postulate that behavioural intention has three antecedents, such as attitude, subjective norm and perceived behavioural. Attitude is referred to as the degree to which a person's feeling towards a psychological object is evaluated, this feeling can either be positive or negative towards that psychological object. Subjective norm is regarded as an individual's believe that people that are important to her or him will influence his or her decision when performing a certain behaviour (Fishbein & Ajzen, 1975). Ajzen (1991) argues that perceived behavioural control can be referred to as the existence or non-existence of the needed means and opportunities, as well as persons' opinion or ease or difficulty of performing a certain behaviour. Behavioural intention means a person's ability and willingness to perform a behaviour. Behavioural intention is a crucial process of behavioural expression as well as the choice before the occurrence of behaviour. Behavioural intention is subjective probability that show how individual can perform a particular behaviour. Behaviour is an individual's reaction or response to a stimulus, it is also a visible response that comprises of four elements, target, action, content and time. Behaviour are components that refer to a specific action directed at some target object occur in a situational content or environment at a particular time.

2.6 Research model

Based on the prior empirical evidences and theoretical gaps identified, the research model of this study is the behavioural intention to use Islamic financial services. The model includes four components as shown in Figure 1. These components are (1) behavioural intention, (2) attitude, (3) subjective norms and (4) perceive behavioural control.





3.1 Research Methodology

Self-administered questionnaire was employed to gather data. The target population was bank customer in Kano Nigeria. They were selected as they had potential purchasing power and capacity to decide whether to accept in Islamic financial services or not. Non-probability convenience sampling technique was employed to collected data. The hypothesized constructs which were exogenous are attitude and subjective norm and perceived behavioural control while behavioural intention was an endogenous construct. Most of these measured variables was taken from earlier developed scales and adapted to the current research and were based upon guidelines for assessing latent constructs (Ajzen, 1988, 2014; Francis et al., 2004; Hair, Black, Babin, & Anderson 2010). This research used a Likert-type scale, from 1 (strongly disagree) to 5 (strongly agree) Likert scale is aim to study how strongly respondents agree with a statement (Sekaran and Bougie, 2016).

4.1 Data Analysis

Data were analysed using partial least square path modelling (PLS3) to test the hypothesis. It has two components, first is the measurement models structural model which explain the relationships among the latent variables and their measures, and the second component is referred to as the structural model, which explain the relationships among the latent variables (Hair Hult, Ringle, & Sarstedt 2017). There are several reasons why PLS3 was used in this study for example, PLS-SEM has the ability of explaining complex models without sample size constraints (Hair Hair Hult, Ringle, & Sarstedt 2014). Moreover, PLS-SEM is based on predictor specification called nonparametric (Hair et al., 2014; 2017). In addition, PLS-SEM can handle both reflective and formative measures (Hair et al., 2014). Similarly, in social science research, data tend to have the problem of normality (Cain, Zhang, & Yuan, 2017), however PLS-SEM does not necessarily need normality of data since the technique treats non-normality relatively well (Hair et al., 2017).

4.2 Measurement model

The measurement model analysis was carried out for construct validity. Construct validity contained of two parts which are convergent and discriminant validity. Convergent validity analysis contains of average variance extracted (AVE) and composite reliability (CR). There is one item deleted which is PBC4 because the loading was below the value of 0.7 (Hair et al., 2012). The reliability coefficient of factor structures was measured using the Cronbach’s alpha. The coefficient alpha values for the five constructs ranged from 0.864 to 0.920, demonstrating good internal consistency and strong reliability of each dimension (Gerbing and Hunter, 1987). The constructs’ validity was further examined using the convergent analysis. The results suggested strong convergent validity. The computation of AVE ranged from 0.769 to 0.809, higher than the recommended value of 0.50 by Fornell and Larcker (1981). The reported CR exceeded the recommended value of 0.7 by Hair et al. (2012). Collectively, these results provided a good support for soundness of scale structures (Table I). Similarly, Figure 2 shows the measurement model.

Table 1 *Loading, Internal Consistency and AVE*

Items	Loading	AVE	Composite Reliability	Cronbachs Alpha
ATT1	0.875	0.769	0.930	0.900
ATT2	0.864			
ATT3	0.881			



ATT4	0.888			
SJN1	0.869	0.784	0.935	0.908
SJN2	0.908			
SJN3	0.880			
SJN4	0.885			
PBC1	0.881	0.784	0.916	0.862
PBC2	0.886			
PBC3	0.889			
BIN1	0.910	0.809	0.944	0.921
BIN2	0.884			
BIN3	0.906			
BIN4	0.897			

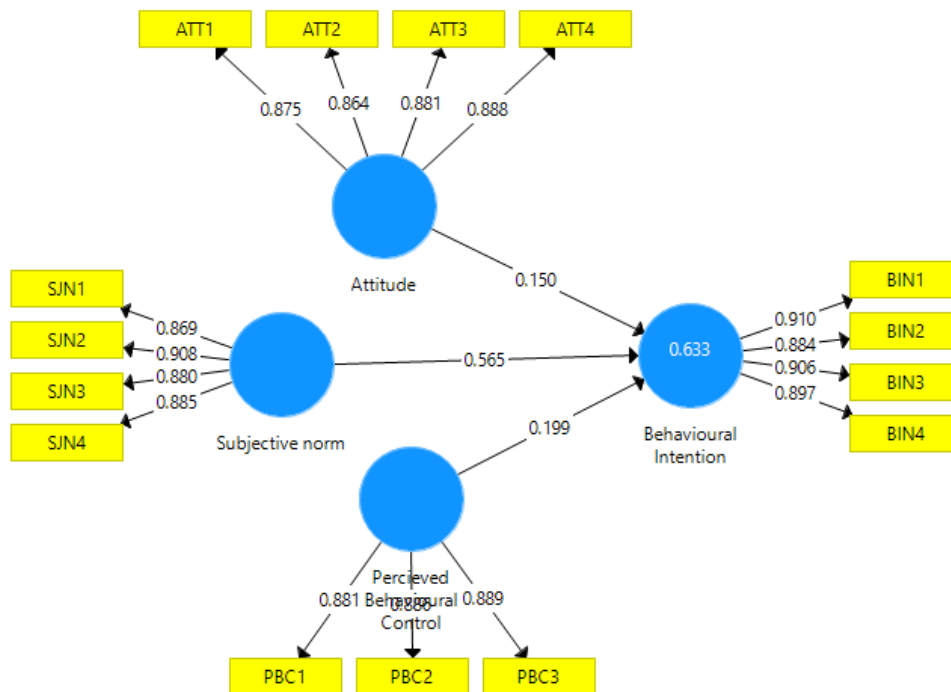


Figure 2

4.3 Structural Model

In this study PLS algorithm style approach was used to obtain the R^2 while the bootstrapping procedure was employed to determine the significances of all the path coefficients among exogenous and endogenous constructs. Similarly, Predictive Relevance (Q^2) of the model was determined which is the evaluation of the magnitude of R^2 of endogenous construct. It is calculated by the use of blindfolding procedure through cross-validated redundancy (Hair *et al.*, 2011; Hair *et al.*, 2012; Hair, *et al.*, 2017).

The R^2 value of 0.633 was obtained for behavioural intention (BIN) which is the main endogenous latent variable and shows that the R^2 for behavioural intention (BIN) is moderate. The results of coefficient of determination of endogenous latent variables are presented in Table 2. Similarly, Q2 values are larger than zero which indicates the establishment of predictive relevance.

Table 2: Coefficient of Determination R^2

Endogenous Latent Variable	R - Squared Value
Behavioural Intention	0.633

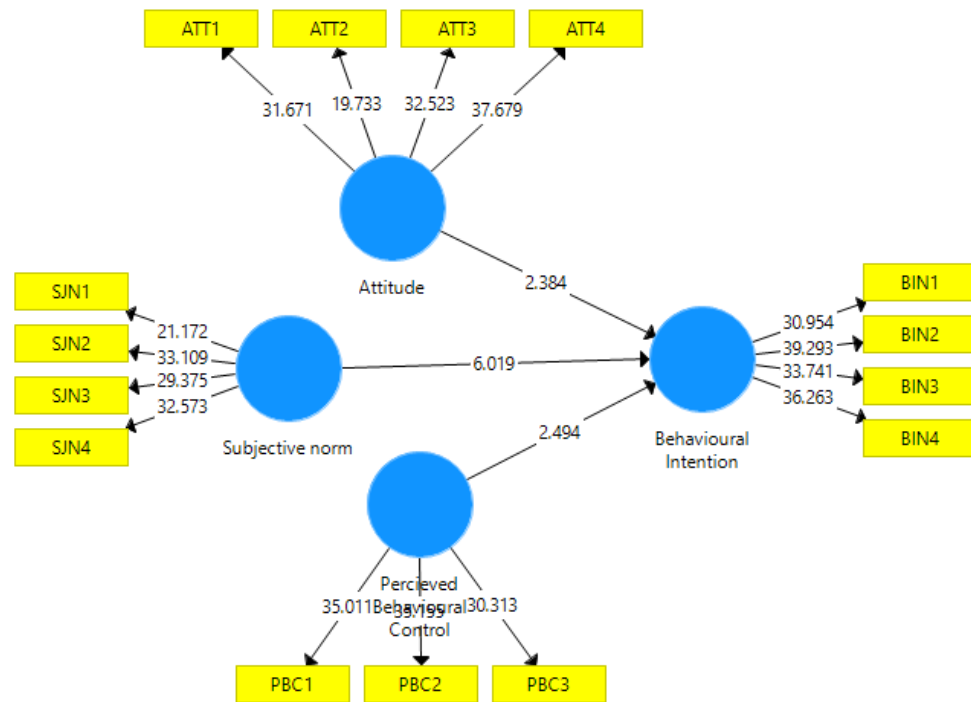


Figure 3

Figure 3 represents validated a structural model which expresses the supported and not supported path coefficients from the formulated hypotheses. The sample size 5,000 was used for the bootstrap while testing for the significance level of the formulated hypotheses. Table 3 below summaries the path coefficient, Hence, two hypotheses were supported using a significant level of $p < 0.05$.

Table 3. Results of Path Coefficients

No	Hypothesis Path	Beta	Std Er	T-Value	P-Values
H1	Attitude -> Behavioural Intention	0.150	0.063	2.384	0.018
H2	Perceived Behavioural Control -> Behavioural Intention	0.199	0.080	2.494	0.013
H3	Subjective norm -> Behavioural Intention	0.565	0.094	6.019	0.000

$p < 0.05$; ns= Significant (n=122)



Based on the results of the test in Table 6, the following are presented. The result of Hypothesis 1 (H1) showed that was positive significant relationship between Attitude (ATT) and Behavioural Intention (BIN) in the overall model as the path coefficient was ($\beta = 0.150$, $t = 2.384$, $p < 0.018$). With regard to Hypothesis 2 (H2), there was a significant positive relationship between Subjective Norm (SJN) and Behavioural Intention (BIN) ($\beta = 0.199$, $t = 2.494$, $p < 0.013$). With regard to Hypothesis 3 (H3), there was a significant positive relationship between Perceived Behavioural Control (PBC) and Behavioural Intention (BIN) ($\beta = 0.565$, $t = 6.019$, $p < 0.000$)

5.1 Conclusion and Recommendation

The study concludes that behavioural intention to use Islamic financial services is determined by attitude, subjective norm and Perceived Behavioural Control. The significant positive relationship exists between ATT and BIN, this result is in line with the findings of (Zinser, 2018; Rasheed, Siddiqui & Rahman 2018; Aziz & Afaq 2018; Al Balushi, Locke & Boulanouar 2018; Jamshidi & Hussin 2018). However, the result is not inline with the finding of (Albashir et al., 2018). Also, the relation between SJN and BIN is significant it is also the same similar findings with Rasheed, et al., 2018 Aziz & Afaq 2018; Al Balushi, et al., 2018; Albashir et al, 2018). However, the result of this findings not in line with the finding (Zinser 2018). Similarly, the relation between PBC and BIN is significant it is also the same similar findings with Rasheed, et al., 2018; Ghani, et al., 2018 Aziz & Afaq 2018; Balushi, et al., 2018; Albashir et al., 2018) However, the result of this findings not in line with the finding (Zinser 2018).

The study recommends that Islamic financial service provider should understand customers' attitude at the same time it is vital for them to use reference groups (friends and family) in promoting Islamic financial services as negative negative reference can reduce the intention to use Islamic financial services of the people who are closest to them. It is also recommended that Islamic financial service providers should put their effort in enhancing the consumer's perceived behavioural control such as by demonstrating the benefits Islamic financial services, for example, interest free financing.

5.2 Limitation and Direction of Future Research

The use of non-probability method could be justified by the lack of actual total list of bank customers. Future researchers should explore the possibility of using probability sampling methods in order to generalise the result. The coefficient of determination of the study indicated that the variables used in the study explained about 63% of the changes in behavioural intention to use Islamic financial services thus, the remaining 37% could be explained by the other variables not included in the research model such as awareness, future orientation price and Individualism, this also left for future research.

References

- Ajzen I, (2002). Residual effects of past on later behaviour: Habituation and reasoned action perspectives. *Personal Social Psychology Review*, 6(2), 107-122. https://doi.org/10.1207/S15327957PSPR0602_02
- Ajzen, I. (1988), *Attitudes, Personality, and Behaviour*, The Dorsey Press, Chicago, IL.
- Ajzen, I. (1991). The theory of planned behaviour. *Organizational behaviour and human decision processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)



- Ajzen, I., & Fishbein, M. (2000). Attitudes and the attitude-behaviour relation: Reasoned and automatic processes. *European review of social psychology*, 11(1), 1-33. <https://doi.org/10.1080/14792779943000116>
- Ajzen, I., Lange, P. A. M., Kruglanski, A. W., & Higgins, E. T. (2012). Handbook of theories of social psychology. *The theory of planned behaviour*, 1(1) 438-459.
- Albashir, W. A., Zainuddin, Y., & Panigrahi, S. K. (2018). The acceptance of Islamic banking products in Libya: a theory of planned behaviour approach. *International Journal of Economics and Financial Issues*, 8(3), 105.
- Al Balushi, Y., Locke, S., & Boulanouar, Z. (2018). Islamic financial decision-making among SMEs in the Sultanate of Oman: An adaption of the theory of planned behaviour. *Journal of Behavioural and Experimental Finance*, 20, 30-38. <https://doi.org/10.1016/j.jbef.2018.06.001>
- Ali, M., Raza, S. A., Puah, C. H., & Karim, M. Z. A. (2017). Islamic home financing in Pakistan: a SEM-based approach using modified TPB model. *Housing Studies*, 32 (8) 1156-1177. <https://doi.org/10.1080/02673037.2017.1302079>
- Amin, H. (2011). Determinants of Islamic Insurance acceptance: An empirical analysis. *International Journal of Business & Society*, 12(2), 37.
- Amin, H. (2017). Explaining the decision to choose Islamic Mortgage financing: The case of East Malaysia. *International Journal of Business and Society*, 18(S1), 177-192.
- Atal, N. U., Iranmanesh, M., Hashim, F., & Foughi, B. (2020). Drivers of intention to use Murabaha financing: religiosity as moderator. *Journal of Islamic Marketing*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIMA-07-2019-0147>
- Aziz, S., & Afaq, Z. (2018). Adoption of Islamic banking in Pakistan an empirical investigation. *Cogent Business & Management*, 5(1), 1-18.
- Bhatti, T., & Md Husin, M. (2019). An investigation of the effect of customer beliefs on the intention to participate in family Takaful schemes. *Journal of Islamic Marketing*. 11(3), 709-727. <https://doi.org/10.1108/JIMA-04-2018-0066>
- Cain, M. K., Zhang, Z., & Yuan, K. H. (2017). Univariate and multivariate skewness and kurtosis for measuring nonnormality: Prevalence, influence and estimation. *Behavior Research Methods*, 49(5), 1716-1735.
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*. 10(3) 724-742. <https://doi.org/10.1108/JIMA-12-2017-0143>
- Fishbein, M. & Ajzen. I. (1975). *Belief, attitude, intention, and behaviour: An introduction to theory and research*.
- Fornell, C. and Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Francis, J., Eccles, M. P., Johnston, M., Walker, A. E., Grimshaw, J. M., Foy, R., & Bonetti, D. (2004). *Constructing questionnaires based on the theory of planned behaviour: A manual for health services researchers*, University of Newcastle, Centre for Health Services Research. available at: <http://openaccess.city.ac.uk/1735/1/TPB%20Manual%20FINAL%20May2004.pdf>
- Ganesan, Y., Pitchay, A. B. A., & Nasser, M. A. M. (2020). Does intention influence the financial literacy of depositors of Islamic Banking? A case of Malaysia. *International Journal of Social Economics*, 47 (5), 675-690. <https://doi.org/10.1108/IJSE-01-2019-0011>



- Gerbing, D. W., & Hunter, J. E. (1987). ITAN: A statistical package for item analysis including multiple groups confirmatory factor analysis. *Portland, OR: Portland State University, Department of Management.*
- Ghani, H., Rahman, S. A., Dakian, M., & Lambak, S. (2018). Examining the importance of Religious commitment towards Takaful Participation Intention (TP1). In *Proceedings of the 3rd International Halal Conference (INHAC 2016)* (pp. 343-354). Springer, Singapore.
- Global Finance (2018). Islamic Finance: Just for Muslim-Majority Nations? <https://www.gfmag.com/topics/blogs/islamic-finance-just-muslim-majority-nations>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modelling in strategic management research: a review of past practices and recommendations for future applications. *Long Range Planning*, 45 (5-6) 320-340.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*, SAGE Publications Inc., Los Angeles.
- Hair, J., Black, W., Babin, B. and Anderson, R. (2010), *Multivariate Data Analysis*, (7th ed.). Prentice Hall, Upper Saddle River, NJ.
- Hasyim, F. (2018). The determinant of Takaful acceptance: Theory of Reasoned Action Approach. *Journal of Finance and Islamic Banking*, 1(1) 1-22
- Husin, M., & Ab Rahman, A. (2016). Predicting intention to participate in family Takaful scheme using decomposed theory of planned behaviour. *International Journal of Social Economics*, 43(12), 1351-1366.
- Iqbal, M., & Molyneux, P. (2016). *Thirty years of Islamic banking: History, performance and prospects*. Springer. UK
- Islamic Financial Services Board, (2019). Islamic financial services industry stability report. Access at <https://www.ifsfb.org/sec03.php> 22 December, 2019
- Jamshidi, D., & Hussin, N. (2018). An integrated adoption model for Islamic credit card: PLS-SEM based approach. *Journal of Islamic Accounting and Business Research*, 9(3), 308-335.
- Janah, N., Medias, F., & Pratiwi, E. K. (2020). The intention of religious leaders to use Islamic banking services: the case of Indonesia. *Journal of Islamic Marketing*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIMA-01-2020-0012>
- Johan, Z. J., Dali, N. R. S. M., Suki, A. A., & Hafit, N. I. A. (2017). Customers' Intention towards Shariah Compliant Credit Cards: A Pilot Study. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 772-799.
- Kaakeh, A., Hassan, M. K., & van Hemmen Almazor, S. F. (2018). Attitude of Muslim minority in Spain towards Islamic finance. *International Journal of Islamic and Middle Eastern Finance and Management*, 11(2), 213-230.
- Kaakeh, A., Hassan, M. K., & Van Hemmen Almazor, S. F. (2019). Factors affecting customers' attitude towards Islamic banking in UAE. *International Journal of Emerging Markets* 14(4), 668-688
- Kazaure, M. A. (2019). Extending the theory of planned behaviour to explain the role of awareness in accepting Islamic health insurance (Takaful) by microenterprises in north-western Nigeria. *Journal of Islamic Accounting and Business Research*, 10(4), 607-620. <https://doi.org/10.1108/JIABR-08-2017-0113>



- Mbawuni, J., & Nimako, S. G. (2017). Determinants of Islamic banking adoption in Ghana. *International Journal of Islamic and Middle Eastern Finance and Management*, 10(2), 264-288. <https://doi.org/10.1108/IMEFM-04-2016-0056>
- Raza, S. A., Ahmed, R., Ali, M., & Qureshi, M. A. (2019). Influential factors of Islamic insurance adoption: An extension of theory of planned behaviour. *Journal of Islamic Marketing* Vol. ahead-of-print No. ahead-of-print.
- Rasheed, R., Siddiqui, S. H., & Rahman, M. A. (2018). Influence of awareness on SME's intention towards adoption of Islamic Finance in Pakistan. *Review of Economics and Development Studies*, 4(1), 51-59.
- Reuters, T., & Standard, D. (2017). State of the global Islamic economy report 2017/18. *Dubai: Thomson Reuters*.
- Reuters, T., & Standard, D. (2018). State of the global Islamic economy report 2017/18. *Dubai: Thomson Reuters*.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal (AMJ)*, 18(2), 93-104.
- Sudarsono, H., Tumewang, Y. K., & Kholid, M. N. (2021). Customer adoption of Islamic Banking services: Empirical evidence from Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(3), 1193-1204.
- Wardana, M. A., Rahyuda, I. K., Sukaatmadja, I., & Giantari, I. (2021). Antecedents and consequences of intention to become a customer: A case study of Islamic Banks in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(4), 827-839.
- World Development Indicators (2019). <http://data.worldbank.org/datacatalog/Population-ranking-table>
- Zabri, M. Z. M., & Mohammed, M. O. (2018). Examining the behavioral intention to participate in a Cash Waqf-Financial Cooperative-Musharakah Mutanaqisah home financing model. *Managerial Finance*, 44(6), 809-829.
- Zinser, B. A. (2019). Retail Islamic banking and financial services: Determinants of use by Muslims in the USA. *Journal of Islamic Marketing*, 10(1), 168-190. <https://doi.org/10.1108/JIMA-07-2017-0074>
- Zinser, B. A. (2019). Retail Islamic banking and financial services: Determinants of use by Muslims in the USA. *Journal of Islamic Marketing*, 10(1), 168-190. <https://doi.org/10.1108/JIMA-07-2017-0074>