

Moderating effects of marketing communication and financial consideration on customer attitude and intention to purchase Islamic banking products

A conceptual framework

Mohammad Enamul Hoque, Nik Mohd Hazrul Nik Hashim and
Mohammad Hafizi Bin Azmi

*Graduate School of Business, Universiti Kebangsaan Malaysia
(The National University of Malaysia), Bangi, Malaysia*

Customer
attitude and
intention

799

Received 23 January 2017
Revised 6 November 2017
6 April 2018
13 April 2018
Accepted 17 April 2018

Abstract

Purpose – The purpose of this paper is to introduce a conceptual framework that can facilitate investigations concerning the impact of marketing communication and financial consideration on the relationship between customer attitude and purchase intention of Islamic banking products and services.

Design/methodology/approach – This conceptual paper is structured based on the extant literature; it provides a review of theoretical perspectives, highlights the gap and illustrates the significance for developing a framework.

Findings – The authors identify notable patterns and limitations in previous empirical studies. Specifically, despite increasing interest in Islamic banking customer behavior, prior research has not given much attention to explore moderating effects on the customer attitude–intention link. This has left researchers and bank managers with very limited information to explain the conditions that enhance customers' attitude and intentions toward Islamic banking products. Based on this backdrop, the paper displays a viable research model with propositions that assess potential moderating effects on the domain relationship.

Research limitations/implications – This paper contributes to Islamic banking and management literature because prior research has predominantly focused on variables that directly influence customers' behavior. This novel conceptual framework enables managers to better understand their customers and has implications for emerging themes, such as formulating strategies for specific customer groups and internationalization process. In addition, this paper provides a starting point to empirically examine whether and how the proposed moderators affect the link between customer attitude and behavioral intentions to purchase Islamic banking products.

Originality/value – To the best of knowledge, this is the first attempt to introduce relevant moderating variables for investigating the attitude and intention nexus in an Islamic banking context. Furthermore, the authors propose a new measure, namely, profit-loss sharing proportions which could enhance customers' intention to purchase Islamic banking products.

Keywords Malaysia, Purchase intention, Islamic banking, Islamic financial services marketing, Theory of planned behaviour, Marketing communications, Financial consideration, Profit-loss sharing proportions

Paper type Conceptual paper



Journal of Islamic Marketing
Vol. 9 No. 4, 2018
pp. 799-822
© Emerald Publishing Limited
1759-0833
DOI 10.1108/JIMA-01-2017-0005

1. Introduction

In countries like Malaysia, *Shariah*-based banking principles, broadly known as Islamic banking, have played a major role in the mainstream banking industry. Islamic banks in

Malaysia have thrived and achieved ground-breaking developments in advocating Islamic banking and financing concepts than in other major Islamic markets (Ahmad and Haron, 2010; Kassim, 2016)[1]. The phenomenal growth of Islamic banking in the country has been facilitated by encouraging developments in the sector, particularly due to product innovation, diversity of financial institutions, broad range of innovative Islamic investment instruments, comprehensive financial infrastructure, embracing global policies and best practices (Bank Negara Malaysia, 2015b). With various Islamic financial facilities – such as the well-applied *ijarah* (leasing), *mudharabah* (profit sharing), and *musyarakah* (partnership) – Islamic banks have a great deal of flexibility in their operations and can creatively offer a range of Islamic financial products for customers to choose from (Qorchi, 2005). Islamic banking also “sets a higher standard for investments and promotes greater accountability and risk mitigation” (Bank Negara Malaysia, 2015b). For these reasons, Malaysia’s Islamic finance facility has evolved rapidly (Kassim, 2016).

The development started off, steps by steps, with the first Islamic bank in 1983. Subsequently, Islamic insurance emerged in 1984, Islamic capital market in 1993, Islamic inter-money market in 1994, the Kuala Lumpur Stock Exchange Sariah Index in 1999 and the list keeps growing (Bank Negara Malaysia, 2015b; Furqani and Mulyany, 2009). In line with these progressions, the number of Islamic banking customers continues to grow regardless of their background and religious orientations[2] (Amin, 2013; Souiden and Rani, 2015). Consequently, to thrive in the market, Islamic bank managers need to understand influential factors that drive customers toward them. This understanding will greatly facilitate their efforts in formulating strategic directions that will motivate potential customers to purchase or adopt novel Islamic banking products. In the same vein, many scholars emphasize that despite encouraging developments, Islamic banks need to sustain their growth by capturing wider consumer demographics and offering better products (Fang, 2016; Nazim and Ibrahim, 2012). In such endeavours, the attitude of customers toward Islamic banks represents an important indicator of customer participation and could translate into enhanced market share and Islamic banking performance (Amin *et al.*, 2010; Amin, 2013). Islamic banks therefore need to investigate customer behavior in greater depth to gain better understanding of how customers’ attitude toward Islamic banking affects purchase intentions, including critical factors that moderate the attitude–intention link.

Communication is undeniably an important factor that assists customers in their decision-making process (i.e. choosing better products and services), and this is especially pertinent in the case of financial decision-making as it involves comprehending intricate financial concepts and their implications (Fang *et al.*, 2016; Hiltz *et al.*, 1986; Hollingshead, 1996; Kotler *et al.*, 2015). Accordingly, financial consumers use communicative channels through online media, advertisement and websites as important information intermediaries to facilitate their decision-making process (Clark and Monk, 2013; Howcroft *et al.*, 2002). In brief, information can be disseminated across varied communicational channels (Kotler *et al.*, 2015; Mulhern, 2009), and the information that customers receive will greatly affect customer purchase decisions (Agnihotri *et al.*, 2016; Fang *et al.*, 2016). Due to the significance of communication, banks and financial institutions immerse themselves in pervasive marketing communication activities to form, shift, maintain and improve brand equity, including strategic relationships with current and potential customers (Howcroft *et al.*, 2002, Waite and Harrison, 2002, Csikósová *et al.*, 2016). Furthermore, in making financial decisions, customers need a wide range of information related to the type of products or services available in the market. Information availability to the public initially builds up and increases the level of product awareness (Armstrong and Kotler,

2010). Later, that information helps customers make the right decision. Therefore, to facilitate customers in making a desirable financial decision, it is necessary for Islamic banks to provide a wide range of information about their products and services to ensure that customers are well-informed. Only then, customers will be aware of specific financial product characteristics and appropriately choose their preferred financial provider. Customers can also distinguish why Islamic banking is unique from others, and the publicized underlying facts about Islamic banking products can inhibit misconceptions and provide comparative information on products and services. Accordingly, information about Islamic financial products via advertising, relationship marketing and online websites should have an effect on customers' attitude and purchasing behavior. Such marketing activities could ultimately help Islamic banks to build brand equity and maintain overall performance in the long run.

In addition to communication factors, the financial aspects or concerns are equally important in banking because risks are associated in financial transactions[3]. In view of that, customers' risk aversion and rational behavior may influence customers' financial decisions as Islamic banking transactions are accompanied with some form of monetary risks and benefits. Therefore, financial consideration such as customers' perceived risk, benefits and profit-loss sharing (PLS) may influence their behavioral intentions toward Islamic banking products and services. PLS is a financing method commonly used in Islamic banking transactions, promoting equal sharing of risks and profits between parties involved (termed as *musharakah*: partnership). Based on this discussion, it is necessary to look at how communication -and financial-related matters affect the relationship between attitude and purchase intentions. Understanding of how these concepts relate to each other could help banks formulate better marketing strategies and policies in an informative fashion to enhance purchase intentions. Therefore, this study attempts to introduce a framework:

- to investigate the impact of customer attitude toward Islamic banking on purchase intentions; and
- to explore the effects of moderating variables, namely, marketing communication and financial consideration, on the relationship between attitude and purchase intentions.

Motivations for introducing a contingency framework with relevant moderators are further justified. First, although [Amin et al. \(2011\)](#) and [Wahyuni \(2012\)](#) have attempted to introduce moderating effects, most of their interactions were found to be insignificant. This has left researchers and practitioners with very limited information on a critical question: Under what conditions will customer attitude have an enhanced positive affect on intentions to purchase Islamic banking products? Accordingly, it is reasonable to consider other potential factors that may affect the relationship between customer attitude and intentions toward adopting Islamic banking products. We believe that marketing communication and financial consideration influence the relationship between customer attitude and intentions toward adopting Islamic banking products as these factors typically shape the customers' attitude and behavior (e.g. expectations, opinions and trust). Second, research on attitude and behavior from an Islamic perspective remains independent of each other with no uniformity in theoretical conceptualizations and methodologies and appears to cut across a range of different empirical settings ([Amin, 2013](#); [Awan et al., 2015](#); [Taib et al., 2008](#)). This paper exhibits possibly the first attempt to develop a general conceptual framework with multiple contingent factors that can be investigated in future empirical studies. Third, most studies on purchase intention of Islamic banking and finance have considered either religiosity or Muslim customers' attitude or norms to gauge purchase intention of Islamic

banking products (Amin *et al.*, 2011; Butt and Aftab, 2013; Jalil and Rahman, 2014), with little emphasis on moderating influences. This further motivates us to develop a more comprehensive model from an Islamic banking context to facilitate systematic investigation along functional contextual influences such as marketing communication and internet experience or customer interface quality (e.g. ease of online banking). Fourth, Islamic banks and financial institutions generally operate based on PLS method (Islam and Rahman, 2017; Khan, 1987; Mirakhor and Zaidi, 2007). Despite this important fact, the concept of PLS has never been considered in past empirical studies pertaining to customer behavior toward Islamic banking. We contend that for customers who prefer interest-free income, PLS systems will likely lead to desirable financing with Islamic banking institutions. We include PLS proportion as a contingent financial factor in our model to establish how such links would affect Islamic banking customer attitude and intentions. In summary, this paper explicitly explores the following question: Under what conditions does the alignment of firm communication efforts and customer judgments affect the customer attitude–intention link? Specifically, will marketing communication and financial consideration enhance (or attenuate) customers' attitude and intentions to adopt Islamic banking products?

The remaining paper is organized in the following manner. Section 2 presents the conceptual background and model development. This is followed with research propositions and discussion about research contributions and potential methods for future empirical work in Section 3. Finally, we wrap-up with concluding remarks in Section 4.

2. Conceptual model development

2.1 Related studies in Islamic banking

Islamic banking is a set of banking practices developed in accordance with the principles of the Shari'ah and the laws of the Holy Qur'an which prohibit gharar (risk or speculation) and the acceptance of riba (interest) (Sun *et al.*, 2012, p. 82).

Islamic banking activities and operations are free from interest, and those prohibited elements are clearly mentioned in *Sharia* law (Islam and Rahaman, 2017). In other words, Islamic banking system is founded on the doctrine of Islamic law and administered with Islamic economics principles (Kamarulzaman and Madun, 2013). The principles of Islamic economics believe in wealth creation through sharing risks and rewards (Razak and Taib, 2011). It promotes partnership and entrepreneurship in the society and inspires individuals who are actively involved in economic activities. Mutual responsibility by means of financial project investments encourages both parties to be honest and faithful to one another (Ben and Ammi, 2015). Such commitments will lead to greater possibilities for success and returns. Fundamentally, the concept and activities that Islamic banking upholds should increase customers' attitude and intention toward Islamic banking and financing.

The study on consumer behavior and adoption of Islamic products and services has received greater attention in the literature in recent years. One strand of literature concentrates on halal products (Hanzae and Ramezani, 2011; Hussin *et al.*, 2013; Jamal and Sharifuddin, 2015; Saida *et al.*, 2014; Shaari and Mohd, 2010; Wahid and Ahmed, 2011). Others have focused on Islamic financial institutions (Butt and Aftab, 2013; Gumel and Othman, 2013; Jalil and Rahman, 2014; Thambiah *et al.*, 2011). In the following paragraphs, we report prior studies on Islamic financial services context. Table I provide an overview of key studies in the area.

Taib *et al.* (2008) studied factors influencing intention to use diminishing partnership home financing. Their study confirms the rationalization of Theory Reason Action in that consumers' intention to engage in diminishing partnership home financing is highly influenced by their attitude and subjective norms (i.e. social pressure). Amin *et al.* (2010) confirmed that attitude toward Qardh Hassan (an Islamic financing method) and subjective

Year and Author	Data, sample and analysis	Variable independent (IV) and dependent (DV)	Key findings
Taib <i>et al.</i> (2008)	Survey data collected from 300 Malaysian postgraduate university students	IV: Attitude and Subjective Norms DV: intention to use DP	The findings confirm that TRA's reasoning in that consumers' intention to engage in DP is highly influenced by their attitude and subjective norms, although the latter commands greater influence than the former
Amin <i>et al.</i> (2010)	This study used convenience sampling and data from bank customers in 2009. 214 useable questionnaires and used regression models for analysis	IV: Attitude toward Qardhul Hassan, subjective norms, and pricing of Qardhul Hassan DV: Acceptance of Qardhul Hassan	Their findings show that attitude and subjective norms impact on acceptance of Qardhul Hassan but pricing also one of important determinants of predicting acceptance of Qardhul Hassan
Amin, <i>et al.</i> (2011)	Data were obtained through a face-to-face survey using semi-structured questionnaire. Out of a total of 150 responses, only 136 responses were usable for further analysis	IV: Attitude, social influence and pricing of Islamic personal financing. DV: Intention to use Islamic personal financing Moderating: religious obligation, government support and pricing of Islamic personal financing	Islamic banks have more than one competitive advantage that is unique to their customers. Important determinants of intention to use Islamic personal financing are attitude and social influence
Rahim and Amin (2011)	They collected 176 valid survey responses and used regression	IV: Attitude, subjective norm, and Amount of Information DV: Acceptance of Islamic insurance	This study reveals that attitude, subjective norm, and amount of Information are influential predictors of acceptance of Islamic insurance
Sun <i>et al.</i> (2012)	This study used convenience sampling and snowball sampling and obtained 130 responses. This study used regression for analysis	IV: Perceived usefulness, perceived credibility, perceived financial cost, perceived self-expressiveness and subjective norms Moderating: Religious affiliation and commitment DV: Intention to adopt Islamic mobile phone banking	This study asserts that religious affiliation and commitment moderates relationship between perceived usefulness, perceived self-expressiveness, subjective norm and intention to adopt Islamic mobile phone banking. Also confirmed that perceived credibility and perceived financial cost impacts on intention to adopt Islamic mobile phone banking
Al-Qasa <i>et al.</i> , 2013	Random sampling method was used, with 70% response rate. A total of 890 respondents were collected for the study	IV: Perceived service quality, banking legal framework, bank advertisement, cultural belief DV: Behavioral intention to use banking services	This study produced rich results and highlighted that service quality, banking legal framework, bank advertisement are significant and positively related to behavioral intention. Cultural belief was significant but played a negative role on behavioral intent to use banking system in Yemen

(continued)

Table I.
Overview of key empirical studies on behavioral intention in Islamic financial services

Year and Author	Data, sample and analysis	Variable independent (IV) and dependent (DV)	Key findings
Amin (2013)	The paper extends partial least Squares (PLS) to examine the impact of variables on intention to choose Islamic credit cards. Their model was tested using survey data from 257 respondents	IV: Attitude, norms and perceived financial cost DV: Intention to choose Islamic credit cards	The results disclose that attitude, subjective norm, and perceived financial cost significantly influence the intention to choose Islamic credit cards. Attitude is first ranked as an influential factor in explaining one's intention to choose Islamic credit cards
Hussin <i>et al.</i> (2013)	200 adult Muslim respondents using convenience sampling method	IV: Brand, price, quality, ingredients, labeling Mediating: Advertising DV: Purchase intention	Advertising is a mediator for price-purchase intention relationship. It was found that the presence of advertising may not change the intention to purchase Halal products but price may influence purchase intentions
Awam <i>et al.</i> (2014)	300 respondents were taken from four major cities of Pakistan	IV: Halal awareness, Religious belief, Halal marketing, Halal certification, and personal societal Perception DV: Intention to purchase halal product	Most customers rely on Halal marketing. Personal and societal perceptions, Halal certifications produced little impact when making a purchase decision
Amin <i>et al.</i> (2014)	Drawing upon Maqasid al-Shariah, this study develops an Maqasid al-Shariah index (MSI) and religious satisfaction (RS) for Islamic mortgage industry in Malaysia. These indexes are developed as the basis for theory development in their research setting. The model developed was later examined with survey data	IV: Three objectives of Shariah Mediating and moderating: Religious satisfaction DV: Willingness to consider applying for Islamic mortgage	This study reveals that education is instrumental in determining Islamic home financing preferences. In contrast, justice and welfare are insignificantly related to Islamic home financing preference. Religious satisfaction, to a certain extent, plays a role not only as a mediator but also as a moderator. Also find that RS has a full mediation effect on the relationship between welfare and willingness to consider applying Islamic mortgage. They discover justice is moderated by RS. Education and welfare however did not produce moderating effects
Souiden and Rani (2015)	The scale was pre-tested on a sample of 188 respondents. To test the research hypotheses, a second data was collection based on a convenience sampling technique, yielding a sample of 217 respondents	IV: Religiosity Mediating: Consumer attitudes DV: Purchase intention toward Islamic banking	The authors find that individuals' religiosity significantly influences their attitude toward Islamic banks. Religiosity has an indirect effect on purchase intentions of Islamic bank services through attitude toward banks

Table I.

(continued)

Table I.

Year and Author	Data, sample and analysis	Variable independent (IV) and dependent (DV)	Key findings
Md Husin <i>et al.</i> (2016a)	This paper investigates the influence of mass media (MM) and word of mouth (WOM) on intentions to purchase a Takaful. They used a convenience sampling technique and SEM for hypothesis testing	IV: Mass media (MM) and word of mouth Mediating: Subjective norms DV: Intention to purchase	Subjective norm mediates the relationship between mass media and intention to purchase Takaful. It also mediates the relationship between word-of-mouth and intention to purchase Takaful
Jamshidi and Hussin (2016)	This paper determines factors that influence adoption of Islamic credit cards. Unit of analysis was bankers and users. They used Smart-PLS and path analysis	IV: Perceived usefulness, perceived ease of use, perceived religiosity, trust, Mediating: Attitude DV: Intention to use	They found attitude has significant effects on intention to use Islamic credit cards. They also found perceived usefulness, perceived ease of use, and perceived religiosity significantly affects intention to use Islamic credit cards

norms of bank customers has a positive correlation with an intention to apply for credit. They also provide empirical evidence that pricing of Qardhul Hassan is an important determinant for predicting acceptance of Qardhul Hassan.

Amin *et al.* (2011) examined the determinants of customer's intention to use Islamic personal financing. They found that attitude, social influences and pricing have an effect on customer's intention to use Islamic personal financing. Rahim and Amin (2012) provided additional insights on customer attitude, subjective norm and amount of information toward Islamic insurance acceptance. Alam and Sayuti (2011) studied *musharakah-mutanaqisah* and the influence of religiosity on customer adopt. Based on their findings, perceived behavioral control proved to be relevant in their study. They recommended government intervention through policies is critical as this encourages motivation among first-time buyers of financial services. Sun *et al.* (2012) looked into what are the factors affecting Southeast Asian young adults' intention to adopt Islamic mobile phone banking. Their study found that intentions to adopt Islamic mobile phone banking services are dependent on perceived usefulness, perceived self-expressiveness and subjective norm. They also discovered that religious affiliation and commitment moderate the relationship between the three criteria and intention to adopt Islamic mobile phone banking. Wahyuni (2012) investigates the moderating effects of knowledge and pricing on the relationship between attitude and behavioral intention toward Islamic banks in Indonesia. She found that these moderator variables do not influence the Islamic banking attitude and intention relationship; knowledge, however, acts as a determinant of intention toward Islamic banks.

In another study, Amin (2013) explored the factors that influence customer intention to choose Islamic credit cards; the study demonstrates that attitudes, norms and perceived financial cost significantly affect intention to choose Islamic credit cards. Hussin *et al.* (2013) examined the mediating effect of advertising on the relationship between product factors (e.g. attributes such as halal ingredients and cleanliness) and purchase intention of halal cosmetics. A study conducted by Al-Qasa *et al.* (2013) found that service quality, banking legal framework and bank advertisement (e.g. television, social media, etc.) have a positive effect, while cultural belief has negative impacts on intention to use the banking system.

[Awan et al. \(2015\)](#) examined halal awareness, religious belief, halal marketing, halal certification and personal, societal perception toward an intention to purchase. [Souiden and Rani \(2015\)](#) showed that attitude (i.e. favorable or unfavorable evaluations) has effects on purchase intentions of Islamic bank services and also mediates the relationships between religiosity and purchase intentions of Islamic bank services. [Md Husin et al. \(2016\)](#) showed that subjective norms establish the relationship between mass media and intention toward takaful, as well as the relationship between word-of-mouth and intention toward takaful. [Md Husin and Ab Rahman \(2016\)](#) also found that attitude has a significant effect on intention to use Islamic credit cards. Additionally, perceived usefulness, perceived ease of use and religiosity significantly affect intention to use Islamic credit cards. [Md Husin et al. \(2016c\)](#) documented that attitude mediates the relationship of knowledge (i.e. benefits of Takaful), awareness and exposure with intention to purchase takaful, and subjective-norms mediate the relationship of word-of mouth, media influence with behavioral intention toward takaful. [Mbawuni and Nimako \(2017\)](#) also discovered that attitudes affect behavioral intention toward Islamic banking.

A review of the literature evidently shows that there is variability in drawing conclusions on customer purchase intention toward Islamic banking. A large portion of the antecedents and proposed moderators were found to exert inadequate theory-building efforts in comprehending customer behavior. Furthermore, studies on the topic along moderating effects were rather limited, even though the importance and role of moderators have been documented in many behavioral-centered empirical studies ([Amireault et al., 2008](#); [Jones et al., 2015](#); [Patel et al., 2017](#); [Verplanken, 1989](#); [Wilding et al., 2016](#); [Zhang et al., 2014](#)). Additionally, [Amin et al.'s \(2011\)](#) study found government support and religious obligations insignificant as moderators. Similarly, [Wahyuni \(2012\)](#) did not find any moderating effects on intention. Therefore, limitations in previous studies open a window of opportunity for us to look into different moderators for assessing intention to purchase Islamic banking products or services. In addition, [Md Husin et al. \(2016\)](#), [Md Husin and Ab Rahman \(2016\)](#), [Jamshidi and Hussin \(2016\)](#), showed that knowledge, awareness, exposure, perceived ease of use, word-of-mouth and media influence are significant factors of behavioral intention to purchase or use Islamic financial products/services. Accordingly, we believe that specific communication factors such as relationship marketing, advertising and ease of online use will facilitate knowledge sharing and consequently influence customer decision-making process. Past studies have also highlighted the importance of perceived benefits, perceived risk and pricing with customer decisions and intention to purchase banking products, thus implying that monetary matters are essential for banking transactions ([Amin, 2011](#); [Srivastava and Sharma, 2011](#); [Thambiah et al., 2011](#); [Amin, 2013](#); [Sun, 2012](#); [Penz and Hogg, 2015](#); [Sarina et al., 2015](#)). In line with these studies, we believe that perceived benefits, perceived risk and pricing represent key financial concerns of customers.

Based on the above discussion, our study undertakes marketing communication (relationship marketing, advertising and ease of online use) and financial consideration (perceived risk, perceived benefits and profit loss sharing proportion) as moderating variables for assessing intention to purchase Islamic banking products. The selected variables are based on communication channel exposure and financial considerations that typical Islamic banking customers go through before making a financial transaction or investment decision.

2.2 Theories and conceptual model

Previous studies on intentions to adopt or purchase Islamic banking products exhibit how different factors affect individual's behavior and decision-making process. Researchers have used theoretical models to explain and visualize the phenomena affecting individual purchasing behavior. As there is a drought for studies in the banking domain, most adopted theories come from the field of social psychology such as theory of reasoned action (TRA: Fishbein and Ajzen, 1975), theory of planned behavior (TPB: Ajzen, 1985, 1991), perceived risk theory (PRT: Roselius, 1971), theory of communicative action (TCA: Habermas, 1981) and social exchange theory (SET: Homans, 1961). Theories in support of information and technological aspects include theory of information diffusion (TID: Premkumar *et al.*, 1994) and technology acceptance model (TAM: Davis, 1989).

These theories provide better understanding and new insights into adoption and purchase intention of banking products. Among these, TPB and TRA are widely applied theories in understanding customer attitude and intention to purchase (Amin *et al.*, 2010, 2011, 2014a; Bashir and Madhavaiah, 2015; Jalil and Rahman, 2014; Lada *et al.*, 2009; Rahim and Amin, 2011; Souiden and Rani, 2015; Taib *et al.*, 2008). Fishbein and Ajzen (1975) first introduced the concept of attitude in TRA in which they used individual's attitude to assess behavioral intentions. Other personal factors, for example, psychological and utilitarian aspects persistently interact and shape the outcome of an individual's behavior (Bashir and Madhavaiah, 2015). As identifiable behavioral aspects such as perceptions, attitudes and beliefs concerning Islamic banking products play a critical role in customer decision-making process, we suggest that TPA and TRA need to be taken into account when explaining the attitude-behavioral relationship. Moreover, we believe that marketing communication and financial considerations are particularly relevant in understanding customer banking attitudes and behavior. In the context of purchasing Islamic banking products or services, for instance, customer attitude becomes more prevalent as it is directly associated with monetary transactions (i.e. risk and returns, benefits) and the information that customers receive (i.e. knowledge, transparency and clarity). Therefore, underlying consumer beliefs about the benefits and risk and familiarity about Islamic banking products should influence the attitude of customers. Furthermore, as attitude is also treated as a social function (Nunnally and Bernstein, 1994), it is transmissible, and individuals influence each other's attitudes by affirming or contradicting their views through interactive experiences. Additionally, according to TPB and TRA, intention to purchase products depends on individual attitudes, norms and perceived controlled behavior. From the Islamic banking and finance perspective, both theories are broadly used for predicting acceptance, adoption and purchase intention of banking products (Amin, 2013; Amin *et al.*, 2014a; Taib *et al.*, 2008). In this study, the frameworks of TRA and TPB are applied to predict purchase intention of customers for Islamic banking products and services. Leading theorists have also argued that information diffusion (Premkumar *et al.*, 1994) and perceived risk (Roselius, 1971) could influence customer behavior. Therefore, we incorporated TID and PRT with TPB and TRA for observing how marketing information and financial considerations influence the relationship between consumer attitude and behavioral intention toward Islamic banking.

TID postulates that information could impact on an individual's behavioral intention by modifying perceptions and attitudes (Amin *et al.*, 2014b; Wahid and Ahmed, 2011; Premkumar *et al.*, 1994). Thus, information specifications in advertisements can have an impact on customers' behavioral intentions. In addition to that, online banking also provides useful information that aid financial customers to make a decision. Therefore, this study indicates that information disseminated through diverse and appropriate channels could be influential in

shaping customers' attitude and behavioral intentions. Moreover, TCA and SET hint that human interactions might have an influence on purchase intention (Homans, 1961). Innovation and TAM provide insights about online Islamic banking that can be used as information sharing intermediations, which facilitate decision-making (Bashir and Madhavaiah, 2015). Therefore, TID is integrated into the TPB and TRA framework to observe whether and how communication-related factors influence the relationship between consumer attitude and behavioral intention toward Islamic banking.

PRT posits that perceived risk and benefits could influence purchase intention of individuals (Liu *et al.*, 2013; Roselius, 1971; Xue, 2015). The theory also suggests that individuals who become aware of financial risk and returns could impact on repurchase intention and their decision-making process (Kesharwani and Bisht, 2012; Liu *et al.*, 2013; Mandrik and Bao, 2005; Penz and Hogg, 2015; Srivastava and Sharma, 2011; Thambiah *et al.*, 2011). These assertions are in line with financial matters such as perceived benefits, perceived risk and PLS in Islamic banking financial transaction decisions.

Perceived benefits, perceived risk and PLS were incorporated into the framework to grasp the influence of risk-return or financial matters on customer attitude and purchase intentions. We also consider relationship marketing, advertising and ease of online to understand the role of communicational factors on attitude and purchase intentions. The operational definition of variables is presented in Table II. A conceptual framework was drawn based on theories discussed above. As a basis for Islamic banking behaviors, past studies have used TRA and TPB to predict behavioral intentions to purchase Islamic banking products. We adopt a similar approach but added several moderating constructs along communication and financial perspectives (Figure 1).

3. Concepts and research

3.1 Attitude toward Islamic banking and purchase intentions

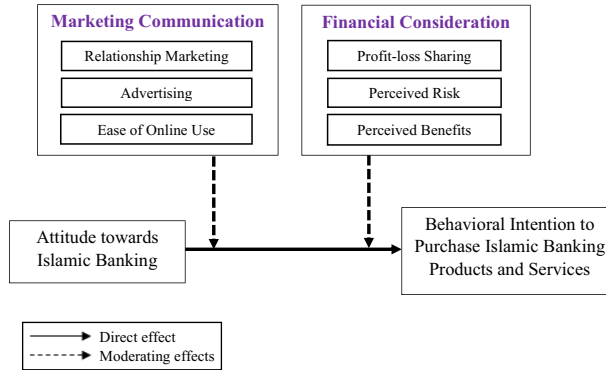
Attitude is defined as "learned predisposition to respond in a consistently favorable or unfavorable manner on a given object" (Fishbein and Ajzen, 1975). Attitude is one of the fundamental factors influencing consumers' buying behavior and has, therefore, attracted considerable attention from researchers probing the behavior of bank customers and their relationship with these institutions (Bashir and Madhavaiah, 2015). In this study, attitude is defined as positive and negative feelings of an individual toward Islamic banking products and services. If a person perceives that the outcome from engaging in Islamic banking facilities is positive, he or she will have a positive attitude toward performing that behavior.

Many previous studies that have researched on consumers' attitude influences in banking found that attitude has a significant effect on intention (Bashir and Madhavaiah, 2015; Cheng *et al.*, 2006; Chiou and Shen, 2012; Giovanis *et al.*, 2012; Juwaheer *et al.*, 2012; Lai and Li, 2005; Lee, 2009; Martins and Popović, 2014). However, existing studies are mostly related to internet banking; very few are found in pure Islamic banking contexts. Literature from the Islamic financial context, for instance, Taib *et al.* (2008), who studied home financing in Malaysia (one of the products offered by Islamic banks), found a significant relationship between attitude and intent to engage in *musharakah-mutanaqisah* (i.e. a partnership contract between two parties, where one partner progressively buys the whole part of the property). In another study, Alam and Sayuti (2011) reveals a significant positive relationship between attitudes and intention to purchase halal products among selected consumers in Malaysia. Amin *et al.* (2011) found that attitude is positively related with the intention to use Islamic personal financing. In their studies, they measured attitude toward Islamic methods of finance from five determinants of attitude, i.e. awareness and knowledge, religion obligation, cost benefits, business support and reputation, which may influence

Construct	Definition
Purchase intention	Intention is a state of a person's willingness to perform a specific behavioral action, and it is considered as an immediate antecedent of behavior (Ajzen, 1985). In the Islamic banking context, it refers to a customer's willingness to purchase or adopt a new product offer or service provided by the bank
Customer attitude	Attitude is defined as "the degree to which a person has a favorable or an unfavorable evaluation of a behavior in question" (Ajzen, 1991, p. 188). Customer attitude are a composite of a consumer's belief, feelings, and behavioral intention toward a particular subject matter; in our case the customer's attitude toward Islamic banking concepts and operating procedures
Marketing communication	The means for how Islamic banks communicate with their customers and potential customers to convey their corporate values, updating information about the bank and products, and sharing their advantages or objectives via diverse communication channels. Such information can shape and correct a customer's banking attitude, motivate financial transactions, encourage contract agreements, and promote customer purchase
Relationship marketing	Relationship marketing is generally defined as firms' services to attract, maintain and enhance relationships with customers (Berry, 1983). In our research, it refers to marketing efforts by Islamic banks to form and establish long-term relationships with customers. It is typically rooted in a bank's CRM program and can be regarded as a strategy that emphasizes customer value, loyalty, and trust to the bank
Ease of online use	Ease of online use is the level of effort required in order to find desired information, or gaining access to something using an internet-based service (Davis, 1989). In other words, the extent which a customer believes Islamic banking communication technology can be used without much effort, for example easy online navigation system, website design, well-organized online catalogues, and easy to understand instructions or sentences
Advertising	According to the Advertising Association in the UK, advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. Islamic banking advertising can include both visual and acoustic forms of marketing communication with meaningful messages to promote and sell their products or services. Any medium can be used to communicate advertising information to customers, including television, radio, internet, newspapers, and magazine
Financial consideration	Financial consideration plays an important role for customers to decide whether or not to make a financial transaction. Customer financial concerns include judgments of how they can benefit from the transaction and what are the risk and returns involved if they decide to engage in a specific banking transaction. Customers will use available financial knowledge at hand to evaluate the advantages and disadvantages of a particular transaction
Profit-loss sharing	PLS refers an equitable sharing of risks and profits between the parties involved in a financial transaction (Khan, 1987). PLS is a method of financing that is commonly used in Islamic banking transaction to comply with the prohibition on interest on loans, equity funds, and house financing. It lies on the notion of unbiased or equal sharing of risks and profits between the parties involved
Perceived risk	Peter and Ryan (1976) defined perceived risk as a kind of subjective expected losses. Perceived risk in Islamic banking refers to the fear of loss in financial investments or transactions. It can also be viewed as concerns whether the investment will subsequently result in adequate financial returns
Perceived benefits	Perceived benefits are beliefs about the positive outcomes associated with a behavior (Chandon et al., 2000). Perceived benefits in Islamic banking refer to a customer's perception of the benefits that will yield satisfactory financial returns by engaging in a specific banking transaction

Table II.
Operational
definition of
variables in
this study

Figure 1.
Conceptual
framework



entrepreneurs' behavioral intention to adopt Islamic methods in business. [Alam and Sayuti \(2011\)](#) confirmed that attitude is a significant factor that influences the intention of Islamic home financing among Muslims. [Souiden and Rani \(2015\)](#) showed that attitudes affect purchase intentions of Islamic bank services, and that attitude also mediates the relationship between religiosity and purchase intention of Islamic banking services. [Lujja et al. \(2016\)](#) also found that attitude has a positive impact on intention to adopt Islamic product among customers in Uganda. Similarly, [Mbawuni and Nimako \(2017\)](#) evidenced that customers' attitude affects behavioral intention toward Islamic banking. Based on these findings, we propose that:

- P1.* Attitude toward Islamic banking will have a positive relationship with intention to purchase Islamic banking products and services.

3.2 The moderating effects of marketing communication

3.2.1 Relationship marketing. In this dynamic environment, companies including banks are unable to remain competitive by relying solely on few common survival tactics such as attracting new customers or expanding into new markets. The paradigm shift from transactional strategies to relational strategies has resulted in banks investing in relationship marketing strategies ([Çalık and Balta, 2006](#); [Carson et al., 2004](#)). However, financial service offerings are aplenty and hard to be distinguished among competitors, resulting in customers to become more price conscious ([Çalık and Balta, 2006](#)), although the advantages of relationship marketing strategies are widely acknowledged ([Chiou et al., 2009](#)).

Within the banking context, relationship marketing is defined as “activities carried out by banks in order to attract, interact with, and retain more profitable or high net-worth customers.” ([Walsh et al., 2004](#), p. 469). The aim of relationship marketing is to gain hold of customers while providing better services from personal interactions ([Eisingerich and Bell, 2006](#); [Leverli and Liljander, 2006](#)). It tends to be more effective when customers' involvement is really high in operationalizing the service ([Eisingerich and Bell, 2006](#)). In such conditions, relationship marketing programs exchange information among customers, hence increasing positive attitude and feeling toward the respective bank ([Barnes and Howlett, 1998](#); [Page and Luding, 2003](#); [Leverli and Liljander, 2006](#)). Relationship-based approach recognizes the lifetime value of customers, and this enables firms to survive in mature markets via sustaining long-term relationships with stakeholders ([De Madariaga and Valor, 2007](#)). Consequently, relationship marketing will likely have a positive effect on customers'

attitude and behavioral intentions (Jham and Khan, 2008). In brief, information flow will result in greater customer engagement, satisfaction and loyalty, and these would enhance the relationship between customer attitude and behavioral intention to purchase. Therefore:

- P2. Relationship marketing will increase the strength of the relationship between customers' attitude and intention to purchase Islamic banking products and services.

3.2.2 Advertising. For a long time, advertising has been used as a medium of visible contact to interact with consumers (Kotler and Armstrong, 2009). It communicates both emotional and functional values of the advertised brand and also crafts a favorable and a unique image of the brand in the customers' mind (Lambin and Schuiling, 2012). Armstrong and Kotler (2010) stated that advertising can influence customers' purchase decisions directly. The influence over purchase behavior through creating awareness and providing comprehensive information about products helps customers to determine a product's worth and quality, hence facilitating customers to decide on the best purchase option.

In the financial services industries, advertising cannot be ignored as it provides valuable information relating to products and services. Therefore, it will most likely have some impact on decision-making process. Wang *et al.* (2013) stated that advertising effects and advertising appeals positively influence purchase intention. Goldsmith and Lafferty (2002) suggested that the attitude which is formed toward the advertisement helps in the transforming of attitudes of consumers toward the products or brands until their purchase intention is formed. Thus, a customer who is persistently exposed to advertising may form a positive attitude toward the brand and subsequently influence the customer's purchase intention (Duffett, 2015; Olsen *et al.*, 2008). Accordingly:

Messages in advertisements may affect the relationship between attitudes and purchase intention, specifically when consumers are not familiar with the advertised brand due to their lack of prior knowledge. Consumers with prior brand familiarity, by contrast, are more likely to draw on their existing brand knowledge, attenuating the influence of attitude towards specific advertisement on attitude towards brand (Wahid and Ahmed, 2011, p. 23).

In addition, awareness about products/services is an important factor and increases intentions to engage in purchase (Md Husin *et al.*, 2016, Md Husin and Ab Rahman, 2016; Ayinde and Echchabi, 2012). It is known that advertising through mass media plays an important role in fostering customer awareness and knowledge of products (Armstrong and Kotler, 2010). Therefore, we believe that affirmative information content via advertising will moderate the relationship between customer attitude and behavioral intentions. Therefore, we posit that:

- P3. Advertisements will increase the strength of the relationship between customers' attitude and intention to purchase Islamic banking products and services.

3.2.3 Perceived ease of online use. Davis (1989) defined perceived ease of use as the degree to which a person believes that the use of a particular system would be free of effort. Lewis (1991) states that reasons consumers switched their delivery channel from traditional to online self-service were mainly due to dissatisfaction with their experience at the branch. These might include the speed of service in branches (leisurely), inconvenient branch opening hours and inadequacy in terms of the number of staffs available to serve customers.

Customers' prior experience with computers and technologies and attitudes toward computers influence both attitudes toward online banking and actual behaviors (Karjaluoto *et al.*, 2002; Loureiro *et al.*, 2014). Positive attitudes toward online banking transpire because of speed, cheaper, easier and more service-oriented as compared to conventional methods

(Karjaluoto *et al.*, 2002). In the past few years, it has become more common for banks to make such services available from web pages to mobile phone applications (Amin *et al.*, 2014b). Thus, as technology advances, perceived ease of use of online banking may be better in today's context. It has also been empirically proven that an online banking system attracts existing and potential customers[4]. Therefore, customers are likely to accept online banking services if the online banking is easy to use and helps in reducing costs, as well as improving work performance. These assertions provide hints that any positive changes in online Islamic banking system will likely have a positive effect on the relationship between customer attitude and behavioral intentions to purchase Islamic banks' products and services. Therefore:

- P4. Perceived ease of online use will increase the strength of the relationship between customers' attitude and intention to purchase Islamic banking products and services.

3.3 The moderating effects of financial consideration

3.3.1 Profit-loss sharing proportion. Islamic banking promotes PLS concept (Mirakhor and Zaidi, 2007) and is used in the Islamic banking system to comply with *Sharia*, which strictly prohibits interest (Khan, 1987). It sets forth an equitable risk and profit sharing between involved parties in a financial transaction consistent with Islamic finance or banking system (Razak and Taib, 2011). Islamic banking systems usually involve three parties; the entrepreneur or the actual user of capita; the bank, which serves as a portal user of capital funds and as a financial intermediary; and the depositors in the bank who are the suppliers of savings or capital funds (Furqani and Mulyany, 2009). The relationship between parties is endorsed in a form of partnership (Mirakhor and Zaidi, 2007) where Islamic banks arrange financial instruments for savers, similar to equity known as *mudaraba* and *musharaka* (Dar and Presley, 2000; Mirakhor and Zaidi, 2007). In this partnership or contract, profits and risks are shared between the investors and fund users on a predetermined basis. In the case of loss, "all financial loss is borne by the capitalist, and the entrepreneur loses his labor" (Dar and Presley, 2000).

Subconsciously, customers may choose Islamic banking for a number of reasons: Islamic banking is interest-free, risks and profits are bored by both parties and contracts are arranged in a partnership manner. These traits will affect customers' behavior when deciding to buy any financial products or services. PLS via Islamic banking system renders customers to believe that they are partners (similar to business partnerships) and the bank will bear some of the business losses if the borrowers' business fails. Furthermore, the risk sharing approach with Islamic banks inhibits trust in the customers' minds, and this will facilitate the adoption of offerings by the bank. The reason is that usually customers look into risk and possibility of losing monetary funds, because in any financial transaction, risk and losses are involved. If customers do not feel secure, they will not get involved with any deals. In Islamic banking, both depositors and borrowers will feel secure to do business due to PLS arrangements in the contract. Ultimately, it is rational to posit that PLS will positively affect attitudes and decision-making process, hence encouraging them to purchase or adopt Islamic banking services or products.

From the return on investment perspective, intuitively, customers look for a higher return from their deposits and business deals. In Islamic banking under *mudaraba* and *musharaka* arrangement, the proportion of profit sharing is determined by the contract (Dar and Presley, 2000; Mirakhor and Zaidi, 2007). Return depends on how the business performs. From borrower or fund users' sides, they also expect higher profits and some sharing of risk,

so under *musharaka* arrangements, bank provides funds, borrowers use the funds and fund providers also bear the risk. Under conventional banking, however, no risk sharing and interest rates are fixed for deposit. Therefore, PLS proportion will instinctively inspire customers to sense that they will get higher returns for their deposits compared to conventional banking. So, logically, Islamic banks that provide greater proportion of profits will attract customers toward Islamic banks and enhance their attitude and likelihood to do business deals with Islamic banks. Thus, this study postulates that:

- P5. Profit-loss sharing proportions will increase the strength of the relationship between customers' attitude and intention to purchase Islamic banking products and services.

3.3.2 Perceived risk. Perceived risk in Islamic banking context can be defined as the uncertainty about determining the consequence of purchasing Islamic banking products and services, such as concerns relating to financial, performance, social and privacy loss (Bashir and Madhavaiah, 2015). According to Murray (1991), Peter and Ryan (1976) and Pollay and Mittal (1993), perceived risk can be regarded as a kind of subjectively expected losses.

The concept of perceived risk has been widely dealt within the literature and has been shown to influence customer behavior to some degree and in varying contexts (Bashir and Madhavaiah, 2015; Mitchell, 1999). The influence of risk perception on consumer attitudes and behavior may be different in situations that are dominated by different types of risks, e.g. either by high social risk or high financial risk (Mandrik and Bao, 2005; Srivastava and Sharma, 2011); "Risk perception increases rather decrease different phase in customers' decision-making process" (Penz and Hogg, 2015, p. 154). We consider financial risk in the context of Islamic banking product purchase because investments and deposits are related to monetary matters.

This perception of financial risk[5] reflects the customers' perception and attitude about the uncertainty of outcomes (Srivastava and Sharma, 2011), which concerns customers to searching and selecting information of a bank's products or services prior to making a purchase. If customers manage to discover any negativity and the actual profit is lower than expected profits from investments, it will make them to perceive higher risks. Consequently, they may drop their decision to purchase any products or services. Furthermore, the nature of Islamic banking products and services seems riskier; the reason is that the return of Islamic banks is not determined. If business conditions go adverse, Islamic banks may encounter high risks (Thambiah *et al.*, 2011) and this may affect the confidence of potential customer (Thambiah *et al.*, 2011) to purchase any products or services. Based on the discussion, this study conjectures that:

- P6. Perceived financial risk will reduce (negatively affect) the strength of the relationship between customers' attitude and intention to purchase Islamic banking products and services.

3.3.3 Perceived benefits. Perceived benefits can be defined as "the perception of the positive consequences that are caused by a specific action" (Leung, 2013). Chandon *et al.* (2000) stated that perceived benefits are beliefs about the positive outcomes associated with behavior. Perceived benefits of any products or services affect individuals' behavioral norms and behavioral intention toward products and services (Sheth and Parvatiyar, 1995; Lee, 2009; Liu *et al.*, 2013).

In the adoption of Islamic banking, products or services can be categorized into tangible and intangible benefits. Tangible benefits relate to profit and loss sharing terms, the risk of business by involved parties and social development. Apart from these, one more benefit could

be online Islamic banking, which allows the customer to make a transaction from anywhere in the world. Intangible benefits, on the hand, reflect inner satisfaction of an individual, for example, not involved in “riba,” a religious attribute. Thinking positively, if a customer envisages the benefits of Islamic banking is higher than the risk and costs, this will result in enhanced attitude and decision to purchase Islamic banking products and services. Financial benefits are also foreseen when customers compare risk sharing and overall returns to conventional banking. Therefore, this perception of tangible and intangible benefits of Islamic banking will have a favorable impact on the attitude-behavioral intention relationship. In a relatively different context, [Ismail and Mokhtar \(2016\)](#) found that perceived benefits moderate the relationship between customers attitude and behavioral intention toward Malaysian herbal products. Based on this discussion, we propose that:

- P7. Perceived benefits will increase the strength of the relationship between customers’ attitude and intention to purchase Islamic banking products and services.

4. Discussion and future research direction

4.1 Implications

Research on this topic has not given much attention regarding moderating factors to examine the relationship between consumers’ attitude and purchase intention toward Islamic banking products and services. To bridge the knowledge gap, this study identifies and introduces several moderating factors that can influence the relationship between attitude and customer purchase intention of Islamic banking products. The moderating factors considered in this paper comprise important aspects of financial and communication elements within the banking industry, those that play important roles in affecting customer decision-making process. Therefore, this study extends the literature in the Islamic finance context, particularly from financial and communication concerns of customers.

Prior research has combined either perceived risk theory or technology adoption model with the theory of planned behavior for investigating customer behavior. However, the inclusion of multiple moderating variables in a single model initiates a novel theory-building effort to understand the subject matter in greater depth. Unlike existing studies, we include different theoretical positions for investigating potential contingent effects linking financial and communication paradigms. Such considerations show that pertinent theories can and should be used for generalizing ideas and developing research models. The proposed conceptual framework can be applied to different and new settings (e.g. cognitive and affective stage) and can provide valuable guidelines for future empirical work. Additionally, the novelty of this framework can be applicable across multi-religious customer groups and hence will facilitate researchers to observe behavioral differences in Islamic banking adoption rates.

Although past studies have suggested that communication factors can moderate customer behavior and decisions ([Duffett, 2015](#); [Lin and Lu, 2010](#); [Leverl and Liljander, 2006](#); [Wahid and Ahmed, 2011](#); [Wang et al., 2013](#)), there is still no empirical work exploring whether communication can affect customer behavior in adopting Islamic banking products. Accordingly, in this study, we attempt to investigate the possibility that such relationship exists and provides rational argumentations for specific communication factors that will influence customer attitude and behavior in adopting Islamic banking products. Therefore, we contribute to the literature by developing a general conceptual framework that can be empirically explored in future research endeavors. Furthermore, this study also introduces a new measure, PLS proportion, which explores financial behaviors unique to Islamic banking institutions. PLS option in Islamic banking contracts determines pricing, whereas interest rates regulate pricing in conventional banking. We introduce PLS

proportions as a moderation factor, because uncertainty always transpires in business and banking transactions (Kesharwani and Bisht, 2012). More often than not, uncertainty regarding returns may affect the relationship between attitude and intention toward Islamic banking. Accordingly, a new measurement inclusion contributes and adds new theoretical standpoint to the Islamic banking and finance literature.

In terms of practical implication, this study postulates that communication and financial components are important factors in understanding consumer behavior. Thus, managers should keep an eye on these factors as both banking traits may substantially influence their customer purchase intentions. Furthermore, the functions of PLS systems in Islamic banking are still unclear to many customers. The customers, including Muslim customers, may not have a full idea of what it encompasses and its advantages amid financial transactions. Therefore, it is of great importance that Islamic banks should educate and inform their customers about the concept and function of PLS. In such cases, relationship marketing could be the best option in educating their customers.

4.2 Potential methods and future directions

In investigating customer behavior, we believe that convenience sampling method via survey mall or bank-intercepts will be appropriate for collecting data. In spite of that, researcher may encounter some difficulties in data collection because of sensitive questions concerning to monetary matters and attitude toward Islamic banking. Therefore, the face-to-face intercept method should be useful to gain respondent trust and to clarify the research objective. In addition, this conceptual model deals mainly with moderating effects; hence, multivariate analytical procedures such as hierarchical moderated regression analysis could be adopted to produce estimations for testing the hypotheses. Furthermore, we believe that the current conceptual framework is not just limited to Malaysian Islamic banking context, implying that the current conceptual framework could be useful for different countries (e.g. developed and transition economies) and other context in studying customer behavior of Islamic banks. Moreover, existing studies covering customers' intention toward Islamic banking are focused primarily on Muslims in their usage of Islamic banking products or services. The moderating variables in this study, however, are appropriate for comparative empirical study across different religious customer groups. In view of that, our proposed model provides a platform for future research along multi-country and multi-religious perspectives in the Islamic banking context.

Like other studies, the current conceptual model is also not free from limitations. Although we have initiated and considered interaction variables that have not been previously explored, the study needs to establish the propositions through empirical assessments. Empirical evidence is needed to support the basic premise underlying this study. Moreover, efforts to uncover important empirical findings from the proposed model should enable managers to develop and implement effective strategies that will lead to successful Islamic banking products and services. Apart from that, the current model only places emphasis on communication and financial matters of Islamic banking practices. However, other factors such as financial literacy, education, electronic commerce and brand identity may also influence the link between customer attitude and intention to adopt Islamic banking products. It would also be interesting to explore how internationalization processes affect customer attitude and behavior, for example, culture orientations and the effects of customizing communication strategies and products, to suit local markets.

5. Concluding remarks

The phenomenal growth and interest in Islamic banking practices urges scholars to investigate beyond direct effects to help managers determine situational factors that will

enhance (or attenuate) the relationship between consumer attitude and behavioral intentions to adopt Islamic banking products. The underlying mechanisms involving contingency linkages in the context of Islamic banking, customer attitude and behavior are still unclear. Therefore, we introduce a comprehensive framework that could assist future research efforts in gaining important empirical evidences and knowledge in the respective area. Clearly, there is still much work to be done before we achieve a sound understanding of Islamic banking customer behavior.

Notes

1. As of 2015, Malaysia's Islamic banking assets reached USD76.68billion, with an average growth rate of 14-18% each year ([Bank Negara Malaysia, 2015a](#)).
2. The main reason for the growing number of customers is because Islamic banks do not lend funds or give money on the basis of compound interests. More accurately, the profit and loss sharing concept used in Islamic financial transactions and pricing of Islamic banking products have attracted non-Muslim customers ([Olson and Zoubi, 2008](#)). Apart from that, according a number of studies ([Amin et al., 2011](#), [Othman and Owen, 2002](#), [Amin and Isa, 2008](#)), efficient customer service and politeness among staffs have drawn non-Muslim customers to adopt Islamic banks.
3. Investment decision-making process is complicated as it involves uncertainty and risks. In financial banking transactions, customers need to consider the overall benefits, the extent of risk involved, and potential returns as these can have an influence on the consumer's decision. Therefore, consumer's perceived risk, perceived benefits, and Islamic banking PLS proportion are important financial-related factors that Islamic banking customers will consider, hence may likely influence the Islamic banking customer attitude and intention nexus.
4. [Guriting and Ndubisi \(2006\)](#) found that bank customers are more likely to adopt online banking when it is easy to use. Similarly, according to [Ramayah et al. \(2003\)](#), ease of use has proven to have a significant impact on intention to use Internet banking. [Liao and Cheung \(2002\)](#) also reported that ease of use and user-friendliness are critical aspects for Internet banking adoption decisions. In another study by [Howcroft et al.'s \(2002\)](#), one of the most important factors in encouraging the use of online banking is low fees and improved levels of services for example error-free service.
5. Financial risk is described as a possibility of losing money (monetary loss) from a purchase or transaction ([Liu et al., 2013](#)). In Islamic banking, monetary loss involves either 1) differences between expected profits and actual profits distributed by Islamic bank, or 2) investments in projects with Islamic banks may lead to profit losses or capital losses. Financial risk plays a crucial role in investments and deposit decision-making in Islamic banks ([Ahmed, 2011](#)).

References

- Agnihotri, R., Dingus, R., Hu, M.Y. and Krush, M.T. (2016), "Social media: influencing customer satisfaction in B2B sales", *Industrial Marketing Management*, Vol. 53 (February), pp. 172-180.
- Ahmed, H. (2011), *Product Development in Islamic Banks*, Edinburgh University Press, Edinburgh.
- Ahmad, N. and Haron, S. (2010), "Perceptions of Malaysian corporate customers towards Islamic banking products and services", *International Journal of Islamic Financial Services*, Vol. 3 No. 4, pp. 13-29.
- Ajzen, I. (1985), "From intention to actions: a theory of planned behaviour", in Kuhl, J. and Beckman, J. (Eds), *Action Control: From Cognitions to Behavior*, Springer-Verlag, New York, NY, pp. 11-39.
- Ajzen, I. (1991), "The theory of planned behaviour", *Organizational Behavior and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.

- Alam, S.S. and Sayuti, N.M. (2011), "Applying the theory of planned behavior (TPB) in halal food purchasing", *International Journal of Commerce and Management*, Vol. 21 No. 1, pp. 8-20.
- Al-Qasa, K., Isa, F.M. and Othman, S. (2013), "Factors affecting intentions to use banking services in Yemen", *Journal of Internet Banking and Commerce*, Vol. 18 No. 2, pp. 2-14.
- Amin, H. (2013), "Factors influencing Malaysian bank customers to choose Islamic credit cards: empirical evidence from the TRA model", *Journal of Islamic Marketing*, Vol. 4 No. 3, pp. 245-263.
- Amin, H., Abdul-Rahman, A.-R. and Razak, D.A. (2014a), "Theory of Islamic consumer behavior: an empirical study of consumer behavior of Islamic mortgage in Malaysia", *Journal of Islamic Marketing*, Vol. 5 No. 2, pp. 273-301.
- Amin, H., Rahman, A.R.A. and Razak, D.A. (2014b), "Willingness to be a partner in musharakah mutanaqisah home financing: empirical investigation of psychological factors", *Jurnal Pengurusan (UKM Journal of Management)*, Vol. 40.
- Amin, H., Ghazali, M. and Supinah, R. (2010), "Determinants of Qardhul Hassan financing acceptance among Malaysian bank customers: an empirical analysis", *International Journal of Business and Society*, Vol. 11 No. 1, pp. 1-16.
- Amin, H., Rahman, A.R.A., Laison Sondoh, S., Jr and Hwa, A.M.C. (2011), "Determinants of customers' intention to use Islamic personal financing", *Journal of Islamic Accounting and Business Research*, Vol. 2 No. 1, pp. 22-42.
- Amin, M. and Isa, Z. (2008), "An examination of the relationship between perception of service quality and customer satisfaction: a SEM approach towards Malaysian Islamic bank", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 1 No. 3, pp. 191-209.
- Amireault, S., Godin, G., Vohl, M.C. and Pérusse, L. (2008), "Moderators of the intention-behaviour and perceived behavioural control-behaviour relationships for leisure-time physical activity", *International Journal of Behavioral Nutrition and Physical Activity*, Vol. 5 No. 1, p. 7.
- Armstrong, G. and Kotler, P. (2010), *Principle of Marketing*, Prentice Hall, New York, NY.
- Awan, H.M., Siddiquei, A.N. and Haider, Z. (2015), "Factors affecting halal purchase intention—evidence from Pakistan's halal food sector", *Management Research Review*, Vol. 38 No. 6, pp. 640-660.
- Ayinde, L.O. and Echchabi, A. (2012), "Perception and adoption of Islamic insurance in Malaysia: an empirical study", *World Applied Sciences Journal*, Vol. 20 No. 3, pp. 407-415.
- Bank Negara Malaysia (2015a), *Quarterly Bulletin*, Bank Negara Malaysia, Kuala Lumpur.
- Bank Negara Malaysia (2015b), "Malaysian financial sector", available at: www.bnm.gov.my/index.php?ch=fs_mfs&pg=fs_mfs_bank (accessed 29 December 2015).
- Bashir, I. and Madhavaiah, C. (2015), "Consumer attitude and behavioural intention towards internet banking adoption in India", *Journal of Indian Business Research*, Vol. 7 No. 1, pp. 67-102.
- Berry, L. (1983), "Relationship marketing", in Berry, L., Shostack, G. and Upah, G. (Eds), *Emerging Perspectives on Services Marketing: Proceedings Series*, American Marketing Association, Chicago, IL.
- Butt, M. and Aftab, M. (2013), "Incorporating attitude towards halal banking in an integrated service quality, satisfaction, trust and loyalty model in online Islamic banking context", *International Journal of Bank Marketing*, Vol. 31 No. 1, pp. 6-23.
- Çalık, N. and Balta, N.F. (2006), "Consumer satisfaction and loyalty derived from the perceived quality of individual banking services: a field study in eskisehir from Turkey", *Journal of Financial Services Marketing*, Vol. 10 No. 4, pp. 35-149.
- Carson, D., Gilmore, A. and Walsh, S. (2004), "Balancing transaction and relationship marketing in retail banking", *Journal of Marketing Management*, Vol. 20 Nos 3/4, pp. 43-55.
- Chandon, P., Wansink, B. and Laurent, G. (2000), "A benefit congruency framework of sales promotion effectiveness", *Journal of Marketing*, Vol. 64 No. 4, pp. 65-81.
- Cheng, T., Lam, D. and Yeung, A. (2006), "Adoption of internet banking: an empirical study in Hong Kong", *Decision Support Systems*, Vol. 42 No. 3, pp. 1558-1572.

- Chiou, J. and Shen, C. (2012), "The antecedents of online financial service acceptance: the impact of psychical banking services on internet banking acceptance", *Behaviour and Information Technology*, Vol. 31 No. 9, pp. 859-871.
- Clark, G.L. and Monk, A.H. (2013), "Financial institutions, information, and investing-at-a-distance", *Environment and Planning A*, Vol. 45 No. 6, pp. 1318-1336.
- Csikósová, A., Čulková, K. and Janošková, M. (2016), "Evaluation of quantitative indicators of marketing activities in the banking sector", *Journal of Business Research*, Vol. 69 No. 11, pp. 5028-5033.
- Dar, H. and Presley, J. (2000), "Lack of profit loss sharing in Islamic banking: management and control imbalances", *International Journal of Islamic Financial Services*, Vol. 2 No. 2, pp. 3-18.
- Davis, F. (1989), "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS Quarterly*, Vol. 13 No. 3, pp. 319-339.
- De Madariaga, J.G. and Valor, C. (2007), "Stakeholders management systems: empirical insights from relationship marketing and market orientation perspectives", *Journal of Business Ethics*, Vol. 71 No. 4, pp. 425-439.
- Duffett, R.G. (2015), "Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials", *Internet Research*, Vol. 25 No. 4, pp. 498-526.
- Eisingerich, A.B. and Bell, S.J. (2006), "Relationship marketing in the financial services industry: the importance of customer education, participation and problem management for customer loyalty", *Journal of Financial Services Marketing*, Vol. 10 No. 4, pp. 86-97.
- Fang, E.S. (2016), "Three decades of repackaging Islamic finance in international markets", *Journal of Islamic Marketing*, Vol. 7 No. 1, pp. 37-58.
- Fang, J., Wen, C., George, B. and Prybutok, V.R. (2016), "Consumer heterogeneity, perceived value, and repurchase decision making shopping: the role of gender, age, and shopping motives", *Journal of Electronic Commerce Research*, Vol. 17 No. 2, p. 116.
- Fishbein, M. and Ajzen, I. (1975), *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.
- Furqani, H. and Mulyany, R. (2009), "Islamic banking and economic growth: empirical evidence from Malaysia", *Journal of Economic Cooperation and Development*, Vol. 30 No. 2, pp. 59-74.
- Giovanis, A., Spyridon, B. and George, P. (2012), "An extension of TAM model with IDT and security/privacy risk in the acceptance of internet banking services in Greece", *EuroMed Journal of Business*, Vol. 7 No. 1, pp. 24-53.
- Goldsmith, R.E. and Lafferty, B.A. (2002), "Consumer response to websites and their influence on advertising effectiveness", *Internet Research: Electronic Networking Applications and Policy*, Vol. 12 No. 4, pp. 318-328.
- Gumel, A.M. and Othman, M.A. (2013), "Reflecting customers' innovation and intention to adopt Islamic banking in Nigeria", *Business and Management Quarterly Review*, Vol. 4 Nos 3/4, pp. 27-37.
- Guriting, P. and Ndubisi, N. (2006), "Borneo online banking: evaluating customer perceptions and behavioural intention", *Management Research News*, Vol. 29 Nos 1/2, pp. 6-15.
- Habermas, J. (1981), *The Theory of Communicative Action*, Beacon Press books, Boston, MA.
- Hanzae, K.H. and Ramezani, M. (2011), "Intention to halal products in the world markets", *Interdisciplinary Journal of Research in Business*, Vol. 1 No. 5, pp. 01-07.
- Hiltz, S.R., Johnson, K. and Turoff, M. (1986), "Experiments in group decision making communication process and outcome in face-to-Face Versus computerized conferences", *Human Communication Research*, Vol. 13 No. 2, pp. 225-252.
- Hollingshead, A.B. (1996), "Information suppression and status persistence in group decision making the effects of communication media", *Human Communication Research*, Vol. 23 No. 2, pp. 193-219.
- Homans, G.C. (1961), *Social Behavior in Elementary Forms*, Harcourt, New York, NY.

- Howcroft, B., Hamilton, R. and Hewer, P. (2002), "Consumer attitude and the usage and adoption of home-based banking in the United Kingdom", *International Journal of Bank Marketing*, Vol. 20 No. 3, pp. 111-121.
- Hussin, S., Hashim, H.Y.R. and Alias, N. (2013), "Relationship between product factors, advertising, and purchase intention of halal cosmetic", *Pertanika Journal of Social Science and Humanities*, Vol. 21 No. 5, pp. 85-100.
- Islam, J.U. and Rahman, Z. (2017), "Awareness and willingness towards Islamic banking among Muslims: an Indian perspective", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 10 No. 1, pp. 92-101.
- Ismail, S. and Mokhtar, S.S.M. (2016), "Moderating role of perceived benefit on the relationship between attitude and actual purchase", *International Review of Management and Marketing*, Vol. 6 No. 7S, pp. 22-28.
- Jalil, M.A. and Rahman, M.K. (2014), "The impact of Islamic branding on consumer preference towards Islamic banking services: an empirical investigation in Malaysia", *Journal of Islamic Banking and Finance*, Vol. 2 No. 1, pp. 209-222.
- Jamal, A. and Sharifuddin, J. (2015), "Perceived value and perceived usefulness of halal labeling: the role of religion and culture", *Journal of Business Research*, Vol. 68 No. 5, pp. 933-941.
- Jamshidi, D. and Hussin, N. (2016), "Forecasting patronage factors of Islamic credit card as a new e-commerce banking service: an integration of TAM with perceived religiosity and trust", *Journal of Islamic Marketing*, Vol. 7 No. 4, pp. 378-404.
- Jham, V. and Khan, K. (2008), "Determinants of performance in retail banking: perspectives of customer satisfaction and relationship marketing", *Singapore Management Review*, pp. 35-45.
- Jones, M.A., Reynolds, K.E., Arnold, M.J., Gabler, C.B., Gillison, S.T. and Landers, V.M. (2015), "Exploring consumers' attitude towards relationship marketing", *Journal of Services Marketing*, Vol. 29 No. 3, pp. 188-199.
- Juwaheer, T.D., Pudaruth, S. and Ramdin, P. (2012), "Factors influencing the adoption of internet banking: a case study of commercial banks in Mauritius", *World Journal of Science, Technology and Sustainable Development*, Vol. 9 No. 3, pp. 204-234.
- Kamarulzaman, Y. and Madun, A. (2013), "Marketing Islamic banking products: Malaysian perspective", *Business Strategy Series*, Vol. 14 Nos 2/3, pp. 60-66.
- Karjaluoto, H., Mattila, M. and Pentto, T. (2002), "Factors underlying attitude formation towards online banking in Finland", *International Journal of Bank Marketing*, Vol. 20 No. 6, pp. 261-272.
- Kassim, S. (2016), "Islamic finance and economic growth: the Malaysian experience", *Global Finance Journal*, Vol. 30 No. 1, pp. 66-76.
- Kesharwani, A. and Bisht, S.S. (2012), "The impact of trust and perceived risk on internet banking adoption in India: an extension of technology acceptance model", *International Journal of Bank Marketing*, Vol. 30 No. 4, pp. 303-322.
- Khan, S.R. (1987), "Profit and loss sharing as a substitute for Interest in Islamic Banking", *Savings and Development*, Vol. 11 No. 3, pp. 317-328.
- Kotler, P. and Armstrong, G. (2009), *Marketing Essentials*, Prentice Hall, New York, NY.
- Kotler, P., Burton, S., Deans, K., Brown, L. and Armstrong, G. (2015), *Marketing*, Pearson Higher Education AU.
- Lai, V. and Li, H. (2005), "Technology acceptance model for internet banking: an invariance analysis", *Information and Management*, Vol. 42 No. 2, pp. 373-386.
- Lambin, J.-J. and Schuiling, I. (2012), *Market-Driven Management: Strategic and Operational Marketing*, 3rd ed., Palgrave Macmillan, London.
- Lee, M. (2009), "Factors influencing the adoption of internet banking: an integration of TAM and TPB with perceived risk and perceived benefit", *Electronic Commerce Research and Applications*, Vol. 8 No. 3, pp. 130-141.

- Leung, Y. (2013), "Perceived benefits", *Encyclopedia of Behavioral Medicine*, Springer, New York, NY, pp. 1450-1451.
- Leverii, A. and Liljander, N.V. (2006), "Does relationship marketing improve customer relationship satisfaction and loyalty?", *International Journal of Bank Marketing*, Vol. 24 No. 4, pp. 232-251.
- Lewis, B. (1991), "Service quality: an international comparison of bank customers' expectations and perceptions", *Journal of Marketing Management*, Vol. 7 No. 1, pp. 47-62.
- Liao, Z. and Cheung, M. (2002), "Internet-based e-Banking and consumer attitudes: an empirical study", *Information and Management*, Vol. 39 No. 4, pp. 283-295.
- Liu, M.T., Brock, J.L., Shi, G.C., Chu, R. and Tseng, T. (2013), "Perceived benefits, perceived risk, and trust: influences on consumers' group buying behaviour", *Asia Pacific Journal of Marketing and Logistics*, Vol. 25 No. 2, pp. 225-248.
- Loureiro, S.M.C., Kaufmann, H.R. and Rabino, S. (2014), "Intentions to use and recommend to others: an empirical study of online banking practices in Portugal and Austria", *Online Information Review*, Vol. 38 No. 2, pp. 186-208.
- Lujja, S., Omar Mohammad, M. and Hassan, R. (2016), "Modelling public behavioral intention to adopt Islamic banking in Uganda: the theory of reasoned action", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 9 No. 4, pp. 583-600.
- Mandrik, C.A. and Bao, Y. (2005), "Exploring the concept and measurement of general risk aversion", *Advances in Consumer Research*, Vol. 32, pp. 531-539.
- Martins, C.O.T. and Popovič, A. (2014), "Understanding the internet banking adoption: a unified theory of acceptance and use of technology and perceived risk application", *International Journal of Information Management*, Vol. 34 No. 1, pp. 1-13.
- Mbawuni, J. and Nimako, S.G. (2017), "Determinants of Islamic banking adoption in Ghana", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 10 No. 2, pp. 264-288.
- Md Husin, M. and Ab Rahman, A. (2016), "Predicting intention to participate in family takaful scheme using decomposed theory of planned behavior", *International Journal of Social Economics*, Vol. 43 No. 12, pp. 1351-1366.
- Md Husin, M., Ismail, N. and Ab Rahman, A. (2016), "The roles of mass media, word of mouth and subjective norm in family takaful purchase intention", *Journal of Islamic Marketing*, Vol. 7 No. 1, pp. 59-73.
- Mirakhor, A. and Zaidi, I. (2007), "Profit-and-loss sharing contracts in Islamic finance", in Hassan, M.K. and Lewis, M.K. (Eds), *Handbook of Islamic Banking*, Edward Elgar Publishing Limited, Cheltenham, pp. 49-63.
- Mitchell, V. (1999), "Consumer perceived risk: conceptualisation and models", *European Journal of Marketing*, Vol. 33 Nos 1/2, pp. 163-195.
- Mulhern, F. (2009), "Integrated marketing communications: from media channels to digital connectivity", *Journal of Marketing Communications*, Vol. 15 Nos 2/3, pp. 85-101.
- Nazim, A. and Ibrahim, I. (2012), "The world Islamic banking competitiveness report 2011-2012, Ernst and Young", *18th Annual World Islamic Banking Conference, Dubai*.
- Nunnally, J. and Bernstein, I. (1994), *Psychometric Theory*, 3rd ed. McGraw-Hill, New York, NY.
- Olsen, D., Lynch, C. and Argo, J. (2008), "Hurt by the ones that should love you the most: negative impacts of self comparative advertising", *European Advances in Consumer Research*, Vol. 8, pp. 353-357.
- Olson, D. and Zoubi, T.A. (2008), "Using accounting ratios to distinguish between Islamic and conventional banks in the GCC region", *The International Journal of Accounting*, Vol. 43 No. 1, pp. 45-65.
- Othman, A. and Owen, L. (2002), "The multi dimensionality of CARTER model to measure customer service quality in Islamic banking industry: a study in Kuwait finance house", *International Journal of Islamic Services*, Vol. 3 No. 4, pp. 1-12.

- Patel, J.D., Gadhavi, D.D. and Shukla, Y.S. (2017), "Consumers' responses to cause related marketing: moderating influence of cause involvement and skepticism on attitude and purchase intention", *International Review on Public and Nonprofit Marketing*, Vol. 14 No. 1, pp. 1-18.
- Penz, E. and Hogg, M. (2015), "The role of mixed emotions in consumer behavior: investigating ambivalence in consumers experiences of approach conflicts in online and offline setting", in Limited, E.G.P. (ed.), *A Focus on Consumer Behaviours and Experiences in an Online Shopping Environment*, Emerald Publishing Limited, pp. 151-179.
- Peter, J. and Ryan, M. (1976), "An investigation of perceived risk on Brand level", *Journal of Marketing Research*, Vol. 13 No. 2, pp. 184-188.
- Pollay, R. and Mittal, B. (1993), "Here's the beef: factors, determinants and segments in consumer criticism of advertising", *Journal of Marketing*, Vol. 57 No. 3, pp. 99-114.
- Premkumar, G., Ramamurthy, K. and Nilakanta, S. (1994), "Implementation of electronic data interchange: an innovation diffusion perspective", *Journal of Management Information Systems*, Vol. 11 No. 2, pp. 157-186.
- Qorchi, M.E. (2005), "Islamic finance gears Up", *Finance and Development*, Vol. 4, p. 42.
- Rahim, F.A. and Amin, H. (2011), "Determinants of Islamic insurance acceptance: an empirical analysis", *Journal of Islamic Accounting and Business Research*, Vol. 2 No. 1, pp. 37-54.
- Ramayah, T., Yeap, J.A.L. and Siron, R. (2003), "Service quality of a foreign bank: myth and reality", *Proceedings of the Asia Pacific Business Environment Conference*, Shah Alam, Malaysia.
- Razak, D.A. and Taib, F.M. (2011), "Consumers' perception on Islamic home financing: empirical evidences on Bai Bithaman Ajil (BBA) and diminishing partnership (DP) modes of financing in Malaysia", *Journal of Islamic Marketing*, Vol. 2 No. 2, pp. 165-176.
- Roselius, T. (1971), "Consumer rankings of risk reduction methods", *Journal of Marketing*, Vol. 35 No. 1, pp. 56-61.
- Saida, M., Hassan, F., Musab, R. and Rahman, N. (2014), "Assessing consumers' perception, knowledge and religiosity on Malaysia's halal food products", *Procedia - Social and Behavioral Sciences*, Vol. 130, pp. 120-128.
- Shaari, J.A.N. and Mohd, N.S. (2010), "Dimensions of halal purchase intention: a preliminary study", *International Review of Business Research Paper*, Vol. 6 No. 4, pp. 444-456.
- Sheth, J. and Parvatiyar, A. (1995), "Relationship marketing in customer markets: antecedents and consequences", *Journal of the Academy of Marketing Science*, Vol. 23 No. 4, pp. 255-271.
- Souiden, N. and Rani, M. (2015), "Consumer attitudes and purchase intentions toward Islamic banks: the influence of religiosity", *International Journal of Bank Marketing*, Vol. 33 No. 2, pp. 143-161.
- Srivastava, K. and Sharma, N.K. (2011), "Exploring the multidimensional role of involvement and perceived risk in brand extension", *International Journal of Commerce and Management*, Vol. 21 No. 4, pp. 410-442.
- Sun, S., Goh, T., Fam, K.S. and Xue, Y. (2012), "The influence of religion on Islamic mobile phone banking services adoption", *Journal of Islamic Marketing*, Vol. 3 No. 1, pp. 81-98.
- Taib, F., Ramayah, T. and Abdul-Razak, D. (2008), "Factors influencing intention to use diminishing partnership home financing", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 1 No. 3, pp. 235-248.
- Thambiah, S., Ismail, H. and Malarvizhi, C. (2011), "Islamic retail banking adoption: a conceptual framework", *Australian Journal of Basic and Applied Sciences*, Vol. 5 No. 12, pp. 649-657.
- Verplanken, B. (1989), "Involvement and need for cognition as moderators of beliefs – attitude – intention consistency", *British Journal of Social Psychology*, Vol. 28 No. 2, pp. 115-122.
- Wahid, N.A. and Ahmed, M. (2011), "The effect of attitude toward advertisement on Yemeni female consumers' attitude toward Brand and purchase intention", *Global Business and Management Research: An International Journal*, Vol. 3 No. 1, pp. 21-29.

- Wahyuni, S. (2012), "Moslem community behavior in the conduct of Islamic bank: the moderation role of knowledge and pricing", *Procedia-Social and Behavioral Sciences*, Vol. 57, pp. 290-298.
- Waite, K. and Harrison, T. (2002), "Consumer expectations of online information provided by bank websites", *Journal of Financial Services Marketing*, Vol. 6 No. 4, pp. 309-322.
- Walsh, S., Gilmore, A. and Carson, D. (2004), "Managing and implementing simultaneous transaction and relationship marketing", *International Journal of Bank Marketing*, Vol. 22 No. 7, pp. 468-483.
- Wang, J.S., Cheng, Y.F. and Chu, Y.L. (2013), "Effect of celebrity endorsements on consumer purchase intentions: advertising effect and advertising appeal as mediators", *Human Factors and Ergonomics in Manufacturing and Service Industries*, Vol. 23 No. 5, pp. 357-367.
- Wilding, S., Conner, M., Sandberg, T., Prestwich, A., Lawton, R., Wood, C., Miles, E., Godin, G. and Sheeran, P. (2016), "The question-behaviour effect: a theoretical and methodological review and Meta-analysis", *European Review of Social Psychology*, Vol. 27 No. 1, pp. 196-230.
- Xue, D.F. (2015), "Analysis of the influence factors of bank financial products customer satisfaction based on the perceived risk and perceived benefits theory", *International Journal of Managerial Studies and Research*, Vol. 3 No. 2, pp. 9-14.
- Zhang, K.Z., Cheung, C.M. and Lee, M.K. (2014), "Examining the moderating effect of inconsistent reviews and its gender differences on consumers' online shopping decision", *International Journal of Information Management*, Vol. 34 No. 2, pp. 89-98.

Further reading

- Amin, H., Abdul-Rahman, A.-R. and Razak, D.A. (2014a), "Theory of Islamic consumer behaviour: an empirical study of consumer behaviour of Islamic mortgage in Malaysia", *Journal of Islamic Marketing*, Vol. 5 No. 2, pp. 273-301.
- Beneke, J., Greene, A., Lok, I. and Mallett, K. (2012), "The influence of perceived risk on purchase intent: the case of premium grocery private label brands in South Africa", *Journal of Product and Brand Management*, Vol. 21 No. 1, pp. 4-21.
- Gaur, S.S., Madan, S. and Xu, Y. (2009), "Consumer comfort and its role in relationship marketing outcomes: An empirical investigation", *Asia Pacific Advances in Consumer Research*, Vol. 8, pp. 296-298.
- Grönroos, C. (2004), "The relationship marketing process: communication, interaction, dialogue, value", *Journal of Business and Industrial Marketing*, Vol. 19 No. 2, pp. 99-113.
- Gummesson, E. (1994), "Broadening and specifying relationship marketing", *Asia-Australia Marketing Journal*, Vol. 2 No. 1, pp. 31-43.
- Rizwan, M., Yaseen, G., Nawaz, A. and Hussain, L. (2014), "Incorporating attitude towards Islamic banking in an integrated service quality, satisfaction, trust and loyalty model", *International Journal of Accounting and Financial Reporting*, Vol. 1 No. 1, pp. 456-477.
- Sarina, I. and Sany, S.M.M. (2015), "The moderating effect of perceived benefit on the relationship between attitude and actual purchase of herbal product in Malaysia", *International Journal of Business and Technopreneurship*, Vol. 5 No. 3, pp. 343-356.
- Taylor, J. (2003), "Islamic banking the feasibility of establishing an Islamic bank in the United States", *American Business Law Journal*, Vol. 40 No. 2, p. 31.

Corresponding author

Mohammad Enamul Hoque can be contacted at: iuc.enam@gmail.com

For instructions on how to order reprints of this article, please visit our website:

www.emeraldgroupublishing.com/licensing/reprints.htm

Or contact us for further details: permissions@emeraldinsight.com

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.