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An empirical investigation of banking customers' perception of the viability of Islamic banking in Côte d'Ivoire (Review)Adeyemi, A.A.^a , Zare, I.^b ^a IIUM Institute of Islamic Banking and Finance, International Islamic University, Malaysia^b Department of Finance, International Islamic University, Kulliyah of Economics and Management Sciences, Malaysia

Abstract

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This study empirically examines the **perceptions** of bank **customers** in **Côte d'Ivoire** on the **viability** of **Islamic banking** in the country. Specifically, the study investigates the level of awareness of the bank **customer** respondents about **Islamic banking** as well as the **factors** that motivate their patronage. A sample of 274 respondents residing in Abidjan, **Côte d'Ivoire** took part in this research. The data elicited via an adapted research instrument is subjected to both descriptive and inferential statistics using IBM SPSS AMoS software version 21. The results reveal that most of the Ivorian bank **customers** are aware of **Islamic banking** but lack knowledge about its operation. Moreover, the **customers** indicate commendable willingness to patronize the **Islamic banks** when established in **Côte d'Ivoire** as long as it is not relatively costlier to do so. The likely patronage-influencing factors include religion, **banking-related** and **customer-related** factors, and societal norms. Recommendations based on research findings are also offered. Copyright © IIUM Press.

Author keywords

Customer perception; Côte d'Ivoire; Islamic banking; Measurement model; Religion

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