



## EuroMed Journal of Business

The future prospects of Islamic banking in Tunisia: an empirical survey  
Abdelghani Echchabi, Dhekra Azouzi, Hassanuddeen Abd. Aziz,

### Article information:

To cite this document:

Abdelghani Echchabi, Dhekra Azouzi, Hassanuddeen Abd. Aziz, (2016) "The future prospects of Islamic banking in Tunisia: an empirical survey", EuroMed Journal of Business, Vol. 11 Issue: 1, pp.119-131, <https://doi.org/10.1108/EMJB-03-2015-0018>

Permanent link to this document:

<https://doi.org/10.1108/EMJB-03-2015-0018>

Downloaded on: 25 February 2018, At: 19:25 (PT)

References: this document contains references to 56 other documents.

To copy this document: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

The fulltext of this document has been downloaded 299 times since 2016\*

### Users who downloaded this article also downloaded:

(2016), "Determinants of Islamic banking adoption in Tunisia: empirical analysis", International Journal of Bank Marketing, Vol. 34 Iss 7 pp. 1069-1091 <<https://doi.org/10.1108/IJBM-02-2015-0020>>

(2016), "The determinants of the choice of Islamic banks in Tunisia", International Journal of Bank Marketing, Vol. 34 Iss 5 pp. 710-730 <<https://doi.org/10.1108/IJBM-11-2014-0170>>

Access to this document was granted through an Emerald subscription provided by emerald-srm:316947 []

### For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit [www.emeraldinsight.com/authors](http://www.emeraldinsight.com/authors) for more information.

### About Emerald [www.emeraldinsight.com](http://www.emeraldinsight.com)

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

\*Related content and download information correct at time of download.

# The future prospects of Islamic banking in Tunisia: an empirical survey

Future prospects of Islamic banking

119

Abdelghani Echchabi

*College of Business, Effat University, Jeddah, Saudi Arabia*

Dhekra Azouzi

*El-Manar University, Tunis, Tunisia, and*

Hassanuddeen Abd. Aziz

*College of Business, Effat University, Jeddah, Saudi Arabia*

Received 31 March 2015  
Revised 1 July 2015  
Accepted 3 July 2015

## Abstract

**Purpose** – The purpose of this paper is to examine the readiness of the Tunisian customers to adopt Islamic banking services, and the factors that might influence their decision.

**Design/methodology/approach** – A total of 100 questionnaires were randomly distributed to Tunisian banking customers. structural equation modelling and one sample *t*-test were subsequently applied.

**Findings** – The results revealed that the attitude dimensions have a significant impact on the Tunisian customers' intention to adopt Islamic banking services. On the other hand, the results have also shown that the Tunisian customers are willing to shift to Islamic banking services.

**Originality/value** – These findings have significant contributions that are discussed thereafter.

**Keywords** Structural equation modelling, Islamic banking, Tunisia, Theory of planned behaviour

**Paper type** Research paper

## 1. Introduction

With an annual growth rate ranging between 10 and 20 per cent (Rehlander and Csonka, 2009) and an impressive increase in its global assets from \$5 billion in 1985 (Iqbal, 1997) to \$100 billion in the beginning of this millennium (Martens, 2001) and exceeding \$1 trillion worldwide in 2011 (African Development Bank (AFDB), 2011), Islamic finance is rapidly growing and is expected to witness increasing growth in the following years since its assets are forecasted to reach \$4 trillion by 2015 (Rehlander and Csonka, 2009). Moreover, its relative ability to overcome the financial crisis effects allowed it to comparatively position itself *vis-à-vis* the conventional banking and to receive more attention from politicians, investors, and bankers as well as researchers.

However, this fast-growing industry remains at a rudimentary stage in panoply of Muslim countries especially in North Africa and particularly in Tunisia which forms, with Egypt and Morocco, a group commonly known as the “newcomers” (Rehlander and Csonka, 2009). In fact, even after the demise of the Ben Ali regime, Islamic banking is still linked to Islamic political and radical movements. To this reason, are added the unfamiliarity of Tunisians with Islamic banking services and the very slow evolution of the overall banking activities and infrastructures.

Moreover, there is an increasing concern about the fact that Islamic banking products and services are more expensive than conventional ones (El Oudi, 2011b). With high costs of these products and services on one hand, and their convenience to *Shari'ah* on the other hand, the question that imposes itself is how will the customers perception be with regard to these products? Studies with such a core have been



severely conducted in the South East Asian countries but remain scarce in North Africa and particularly in Tunisia.

Hence, the aim of this paper is to study the perception and the willingness of the Tunisian customers to shift to Islamic banking services and to identify the dimensions determining the banking decisions of Tunisian customers *vis-à-vis* Islamic banking services. In contrast with the previous studies on the potential selection criteria of Islamic banking services (Erol and El-Bdour, 1989; Haron *et al.*, 1994; Naser *et al.*, 1999; Hegazy, 1995; Metwally, 1996; Okumus, 2005; Erol *et al.*, 1990; Edris, 1997; Gerrard and Cunningham, 1997) TPB is expected to offer a more comprehensive framework to study the factors that lead customers to opt for either type of banking services, in the sense that it identifies the main stimulators and channels of the patronisation behaviour towards these services.

The remainder of this paper is organised as follows: Section 2 presents an overview on Islamic banking in Tunisia. Section 3 highlights the main studies related to Islamic banking and customers' patronisation behaviour. Section 4 briefly explains the methodology used in the study. Section 5 discusses the empirical results and Section 6 summarises and concludes the study.

## 2. Overview on Islamic banking in Tunisia

Since its independence, Tunisia has solely experienced conventional banking and while Islamic banking is spreading worldwide, it remained underdeveloped in North Africa and particularly in Tunisia. This is proven by statistics reported by the AFDB (2011) in the African Development Bank Report, whereby Tunisia is ranked 23rd in the world with 2.2 per cent share of global *Shari'ah*-compliant assets.

Currently, there is only one Tunisian Islamic bank, namely, Bank Zitouna which was established in May 2010. However, it is noteworthy that since the eighth decade, few modest steps towards Islamic banking and finance were undertaken by welcoming, in 1983, Beit Ettamwil Saudi Tounsi, known as Best-Bank, whose name has been recently modified to Bank Al Baraka Tunisia. This institution is considered the pioneer in Islamic banking in Tunisia. Noor Bank, a Gulf bank, has been set up in Tunisia in 2008; one year after Islamic finance was authorised in Tunisia. These two banks function as offshore institutions.

These three Islamic banks provide only few Islamic financial products (Ayari, 2011), namely, *ijarah*, *istisna'*, *mudharabah*, *murabahah* and *musharakah* and finance projects in different fields such as energy, real estate, infrastructure, etc. The most important project in Tunisia is "a Bahrain-like financial hub" run in 2011 (AFDB, 2011).

According to the AFDB (2011) report, multiple efforts need to be deployed in order to promote Islamic finance in Tunisia. Recently, the Finance Act 2012 has been passed and published on the 19 January, 2012 (*Leaders*, 2012), its hard core is focused on Islamic banking and can be considered as a complete law regulating the industry promising Tunisian economy sanitation by channelling Islamic foreign capital and creating job opportunities (El Oudi, 2011a).

## 3. Literature review

According to Visser (2009), the major difference between Islamic and conventional banking lies in the four fundamental principles of the former, i.e. prohibition of *Gharar* (excessive uncertainty), prohibition of *Maysir* (gambling), prohibition of unethical investments, e.g. investment in pork, alcohol, or pornography related activities, etc. and last but not least, the prohibition of *riba*.

Iqbal *et al.* (1998) added that risk sharing, emphasis on productivity rather than credit worthiness as well as the moral dimensions of Islamic banking are distinctive features of latter. This is further supported by Zaher and Hassan (2001).

These features that make Islamic banking different from the conventional, subsequently dictated that the studies on customers' behaviour in general and patronisation behaviour in particular should be undertaken differently, by taking into account dimensions that reflect the specificity of Islamic banking.

The basis of the customers to select their banks, either from conventional or Islamic industry has been widely studied in the literature. Specifically, the studies on Islamic banks customers' selection criteria started in the 1980s by the early work of Erol and El-Bdour (1989) who have explored the selection criteria of Islamic banks' customers in Jordan. Their findings showed that religiosity is not the main factor of Islamic banks selection; rather, factors such as efficient service, reputation and image, quality and reputation were more important to the respondents. To some extent, these results were similar to those of Haron *et al.* (1994) and Naser *et al.* (1999).

Nevertheless, Hegazy (1995) studied the selection criteria of the banks' customers in Egypt, and he found that religion is the main factor for Islamic banks selection. His findings are slightly similar to those of Metwally (1996) as well as Okumus (2005). However, this contradicts the findings of Erol *et al.* (1990), Edris (1997), as well as Gerrard and Cunningham (1997), who have found that religion is not among the factors that influence the selection of Islamic banks.

It is worth mentioning that the above studies have focused on the factors that determine the selection of banks by the customers, mainly through their attitude. Nevertheless, there are other dimensions that determine services adoption, beside attitude, i.e. the control over the behaviour as well as the influence of a set of referent groups (Ajzen, 1991). These three dimensions together are the main pillars of the psychometric theory of planned behaviour (Ajzen and Fishbein, 1980). The theory suggests that behavioural intention is predicted by three main determinants, i.e. attitude towards the behaviour, subjective norm and perceived behavioural control (Caperchione *et al.*, 2008). In other words, the extent to which individuals have a positive (negative) attitude towards a particular behaviour, perceive that significant others recommend (do not recommend) them to engage in that behaviour, and believe that they are able (unable) to perform the behaviour, serves as determinant of their willingness (non-willingness) to perform that behaviour (Lee *et al.*, 2010).

The attitude towards the behaviour is determined by the sum of accessible behavioural beliefs, which refer to the subjective probability that the behaviour will achieve expected outcomes positively or negatively. Subjective norm is determined by the sum of normative beliefs which reflect the perceived behavioural expectation or opinions of important referent individuals or groups. Perceived behavioural control is determined by the sum of accessible control beliefs which refer to the perceived presence of requisite resources and opportunities to perform a given behaviour (Ajzen, 1991).

This model has been applied recently in the area of Islamic finance. Specifically to examine the depositors' perceptions regarding Islamic finance products. For instance, Echchabi and Aziz (2012) investigated the Moroccan customers' perception of Islamic banking in Morocco and found that the model fits and applies to the Moroccan context. Furthermore, they found that the attitude dimensions have a significant positive influence on the customers' adoption of Islamic banking services in Morocco.

In another study, Echchabi and Echchabi (2013) applied TPB to examine the French Muslims perception of Islamic insurance (*Takaful*). Their results revealed that

perceived behavioural control and the attitude dimensions have significant impact on customers' perception of Takaful services.

In another context, Ayedh *et al.* (2014) examined the factors that influence the adoption of Islamic banking services in Yemen, in light of the Arab uprising. Their findings revealed that generally the Yemeni customers are willing to adopt Islamic banking services, while the main factors that influence their decision are the environmental influence as well as the decision making control (Figure 1).

Based on the above model, the following hypotheses are formulated:

- H1. Attitude has a positive influence on the intention to adopt Islamic banking services in Tunisia.
- H2. Subjective norm has a positive influence on the intention to adopt Islamic banking services in Tunisia.
- H3. Perceived behavioural control has a positive influence on the intention to adopt Islamic banking services in Tunisia.
- H4. The Tunisian banking customers are willing to adopt Islamic banking services.

#### 4. Methodology

In the current study, the data has been collected using self-administered questionnaire, which was distributed randomly to bank customers in Tunisia. The study does not only cover the main cities in Tunisia, but the other small cities as well.

The questionnaire contains two main sections. The first one is designed to collect information about the TPB constructs based on Ajzen (1991), Ajzen and Fishbein (1980), Sharma and Bock (2005), Rammal and Zurbruegg (2007), Ndubisi (2004), Shih and Fang (2004), Lin (2005), To *et al.* (2008), Williams (2009), Fisher and Chu (2009), Puschel *et al.* (2010), and Al-Majali and Nik Mat (2010). The items under this section are measured using seven-points Likert scale (1 = strongly disagree and

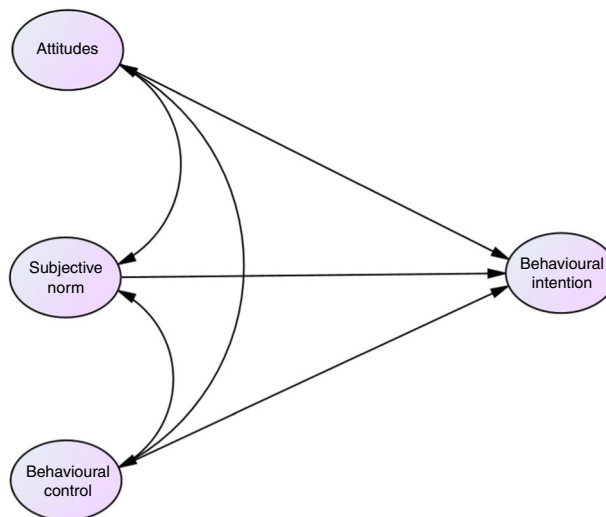


Figure 1.  
Research model

7 = strongly agree). The second part is meant to collect information about the demographic information of the respondents.

The questionnaire was made in English and subsequently translated into French to be distributed as such. The translation process was guided by language experts in both French and English to avoid any biases. For this matter, three experts were selected based on their prior academic and practical expertise in this area, and their affirmed strength in both languages.

The target sample size in this study was 100 respondents, calculated based on the following formula:

$$SS = \frac{(Z^2) \times (p) \times (1-p)}{C^2}$$

where SS is the sample size;  $Z$  is the  $Z$ -value;  $p$  is the percentage of population;  $C$  is the confidence interval.

This sample is also suitable for (structural equation modelling) SEM models which usually requires a sample of about 100 observations (Iacobucci, 2009). Furthermore, similar sample sizes were used in comparative studies (e.g. Daud *et al.*, 2011; Abiah and Wabekwa, 2012; Khan *et al.*, 2007; Siswanto, 2011). The sample size was also dictated by current critical situation in the country, which made it complicated to collect a relatively larger data set (Rosiny, 2012). Out of these 100 respondents, 93 were properly filled and returned, thus a response rate of 93 per cent, which is considered acceptable based to the previous studies (e.g. Dusuki and Abdullah, 2007). SEM and one sample  $t$ -test were subsequently applied using SPSS18 and AMOS18.

Out of the 93 respondents, around 62.4 per cent are male, while 37.6 per cent are female, including 51.6 per cent of single respondents, 45.1 per cent of married respondents, 2.2 per cent divorced, while 1.1 per cent of the respondents are widowed. In terms of age decomposition, 67.7 per cent of the respondents are between 20 and 30 years, 24.7 per cent are between 31 and 40 years, 4.3 per cent are between 41 and 50 years, while the remaining 3.2 per cent are above 50 years old.

With regards to the level of education, around 38.7 per cent of the respondents are holding a PhD degree, 34.4 per cent are holding a Master's degree, 30.4 per cent are holding a Bachelor's degree, while 6.5 per cent of the respondents are holding a Diploma, Baccalaureate (A-levels) or a secondary school level. Regarding employment status, 35.5 per cent are working in the public sector, 32.3 per cent are working in the private sector, and 31.2 per cent are students, while the remaining 1.1 per cent of the respondents are self-employed (Table I).

## 5. Results

Prior to the structural model estimation through SEM, a basic requirement is the analysis of the model validity. The latter comprises of four main elements, namely, convergent validity, discriminant validity, face validity, and nomological validity.

Convergent validity refers to the requirement that the items measuring a given construct should share a high proportion of common variance. There are several tools to assess convergent validity, including average variance extracted (AVE), factor loadings, as well as reliability measures (Cronbach  $\alpha$  for this study) (Hair *et al.*, 2010). Accordingly, it is suggested that a Cronbach  $\alpha$  greater or equal to 0.6 is acceptable, similarly, and acceptable level of AVE and factor loadings should be 0.5 and above.

**Table I.**  
Respondents'  
profiles

Variable	Categories	Percentage	
Gender	Male	62.4	
	Female	37.6	
Age	20-30	67.7	
	31-40	24.7	
	41-50	4.3	
	Above 50	3.2	
	Level of education	Secondary school	1.1
Level of education	Baccalaureate	2.2	
	Diploma	3.2	
	Bachelors	20.4	
	Masters	34.4	
	PhD	38.7	
	Marital status	Married	45.1
		Single	51.6
Divorced		2.2	
Type of employment	Widowed	1.1	
	Public sector	35.5	
	Private sector	32.3	
	Self-employment	1.1	
	Students	31.2	

In this regard, Table II shows that the Cronbach  $\alpha$  values are ranging between 0.812 and 0.961. Furthermore, the AVE values range between 0.721 and 0.857. Hence, all the requirements for convergent validity are met, since the factor loadings are also all greater than 0.5. Thus, convergent validity is achieved in this model.

On the other hand, discriminant validity refers to the requirement that each construct in the model is distinct from the remaining constructs. There are different ways to assess discriminant validity. In this study the correlation between constructs is fixed to 1 and the fit indices for the baseline and restricted models are then compared. At this level, discriminant validity is achieved if the difference in fit indices between the two models is significant. In this regard, the results in Table III show a  $\chi^2$  value of 417.782 and 183 degrees of freedom for the baseline model, and a  $\chi^2$  value of 432.467 and 187 degrees of freedom for the restricted models. This amounts to a  $\chi^2$  difference of 14.685 and degrees of freedom difference of 4. By comparing the  $\chi^2$  difference with the tabulated  $\chi^2$  value corresponding to a degree of freedom of 4 and a confidence margin of 0.05, namely, 9.49, it can be concluded that the fit indices for the baseline and restricted model are significantly different. Hence, discriminant validity is achieved by this model. Besides these two validity measures, face validity and nomological validity were also analysed by consulting the experts in this field, as well as the previous studies.

Finally, the results indicate that the model's comparative fit index is 0.909 and RMSEA value is 0.118. These values are acceptable for both indicators (Broyles *et al.*, 2010; Singh *et al.*, 2011; Kim and Forsythe, 2010), hence, the overall model is valid.

In order to test the hypotheses posited above, the path analysis using SEM is applied for the first three hypotheses, while *t*-test is used to test the fourth hypothesis. In This regard, the mean values in Table IV indicate high values for behavioural intention, with significant *t*-test values. This indicates that the Tunisian customers are initially intending to adopt Islamic banking services, shown by the high mean

Elements	Means	SD	Cronbach $\alpha$	AVE
Perceived behavioural control	5.3835	1.36019	0.812	0.728
PBC1	5.22	1.594		
PBC2	5.55	1.598		
PBC3	5.39	1.581		
Attitude	5.3029	1.60444	0.914	0.857
At1	4.94	1.660		
At2	5.38	1.811		
At3	5.33	1.759		
At4	5.37	1.768		
At5	5.30	1.737		
At6	5.51	1.659		
Subjective norms	4.3208	1.62690	0.957	0.828
SN1	4.52	1.897		
SN2	4.45	1.862		
SN3	4.31	1.788		
SN4	5.16	1.789		
SN5	4.44	1.803		
SN6	4.17	1.773		
Intention to behave	4.4211	1.36657	0.961	0.842
Int1	5.56	1.741		
Int2	5.58	1.670		
Int3	5.33	1.777		
Int4	5.56	1.691		
Int5	5.08	1.890		
Int6	5.00	1.911		

**Table II.**  
Descriptive statistics and reliability measures

Elements	$\chi^2$	DF
Baseline model	417.782	183
Restricted model	432.467	187
Change	14.685	4

**Table III.**  
Discriminant validity

	$t$	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Intention	2.972	92	0.004	0.42115	0.1397	0.7026
INT1	8.635	92	0.000	1.559	1.20	1.92
INT2	9.126	92	0.000	1.581	1.24	1.92
INT3	7.234	92	0.000	1.333	0.97	1.70
INT4	8.894	92	0.000	1.559	1.21	1.91
INT5	5.488	92	0.000	1.075	0.69	1.46
INT6	5.046	92	0.000	1.000	0.61	1.39

**Table IV.**  
One sample  $t$ -test result

value and the significance of its difference from the neutral point of reference. Hence,  $H4$  is supported.

On the other hand, the results in Figure 2 reveal that attitude has a significant positive influence on behavioural intention. Hence,  $H1$  is supported. This is in accordance with Ajzen (1991), Ayedh *et al.* (2014) and Echchabi and Echchabi (2013).



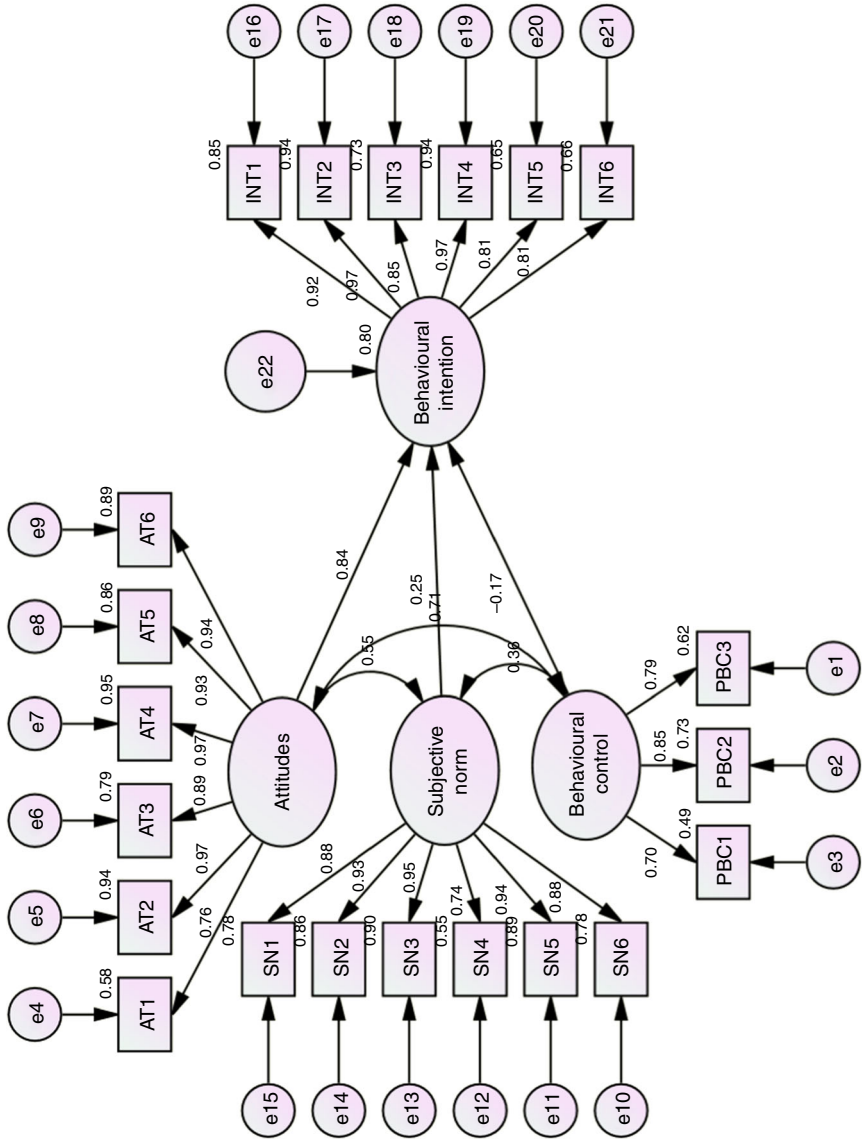


Figure 2.  
Structural model

This indicates that dimensions such as profitability, social prestige, and competence and efficiency of Islamic banks' personnel should be highlighted and emphasised by the Islamic banks' managers to further promote Islamic financial services in Tunisia and the similar settings.

Furthermore, subjective norm has a significant positive influence on behavioural intention. Hence, *H2* is supported. This is in accordance with Ajzen (1991), Ayedh *et al.* (2014) and Echchabi and Echchabi (2013). This implies that specific referent groups including not only peers, colleagues and parents, but also advanced technological media tools should be used in promoting Islamic finance.

In contrast, perceived behavioural control does not have a significant influence on behavioural intention. Hence, *H3* is rejected. This contradicts Ajzen (1991) model and the empirical findings of Ayedh *et al.* (2014) and Echchabi and Echchabi (2013) stating that perceived behavioural control has a positive influence on the behavioural intention. This might be due to entrenched perception of control behaviour which has been spread and forced by the previous Tunisian political regime led by former President Zein El-Abidin Ben Ali. It is foreseen though that this perception might change in the medium term due to the increasing involvement of the youth in the Tunisian political arena. This has been shown by latest reforms implemented not only in Tunisia but also in the remaining North African countries.

## 6. Discussions and conclusions

The main objective of the study was to examine the willingness of the Tunisian customers to adopt Islamic banking services and to identify the factors that may influence their decision based on TPB. The results showed that attitude and subjective norm have a significant impact on the Tunisian customers' intention to adopt Islamic banking services. On the other hand, the results have also shown that the Tunisian customers are strongly willing to shift to Islamic banking services.

The findings of the current study have significant contributions to the body of knowledge, to the practitioners and stakeholders, as well as to the policy makers and regulators. In terms of contribution to the body of knowledge, the study explored the prospects of the Islamic banking industry in another context, that of Tunisia, which has been under-researched in the literature. Hence the study filled this gap in the literature. Furthermore, the study extends and tests the theory of planned behaviour in another context and another area, i.e. Islamic banking services.

On the other hand, the current study gives insights to the practitioners and stakeholders on the Tunisian customers' behaviour and attitude towards Islamic banking services, which should subsequently allow them to establish the necessary strategies to attract customers and retain the existing ones. Furthermore, this study provides great indications to the policy makers and regulators on the perception of the Tunisian banking customers, which should be taken into account in order to formulate and develop policies and regulations to improve the Islamic banking industry in Tunisia.

The current study has a number of limitations that should be taken into account in the future researches in this area. First, the sample size used in this study is relatively limited, hence the findings of the current study cannot be generalised to the whole Tunisian population. Second, the variables and dimensions used in

the current study are not exhaustive, thus future studies are recommended to include other variables and dimensions in order to obtain more comprehensive findings. The future studies are also recommended to extend the current framework to other settings.

### References

- Abiah, F.K. and Wabekwa, B. (2012), "People's perception towards Islamic banking: a field work study in Gombe local government area, Nigeria", *International Journal of Business, Humanities and Technology*, Vol. 2 No. 7, pp. 121-131.
- African Development Bank (AFDB) (2011), *Islamic Banking and Finance in North Africa*, African Development Bank, Abidjan.
- Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behaviour and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.
- Ajzen, I. and Fishbein, M. (1980), *Understanding Attitudes and Predicting Social Behaviour*, Prentice-Hall, Englewood Cliffs, NJ.
- Al-Majali, M. and Nik Mat, N.K. (2010), "Application of decomposed theory of planned behaviour on internet banking adoption in Jordan", *Journal of Internet Banking and Commerce*, Vol. 15 No. 2, pp. 1-7.
- Ayari, S. (2011), "Ennahdha promotes an Islamic financial system", TunisiaLive, November, available at: [www.tunisia-live.net/2011/11/10/ennahdato-reform-the-banking-system-and-to-give-tunisia-a-regional-active-role/](http://www.tunisia-live.net/2011/11/10/ennahdato-reform-the-banking-system-and-to-give-tunisia-a-regional-active-role/) (accessed 17 July 2015).
- Ayedh, A.M., Echchabi, A. and Alnahari, A.A. (2014), "Islamic banking in Yemen in light of the Arab uprising: an empirical study from customers' perspective", *Journal of Applied Sciences*, Vol. 14 No. 22, pp. 3001-3007.
- Broyles, A.A., Leingpitol, T., Ross, R.H. and Foster, B.M. (2010), "Brand equity's antecedent/consequence relationships in cross-cultural settings", *Journal of Product and Brand Management*, Vol. 19 No. 3, pp. 159-169.
- Caperchione, C., Duncan, M., Mummery, K., Steele, R. and Schofield, G. (2008), "An examination of the mediating relationship between body mass index and the direct measures of the theory of planned behaviour on physical activity intention", *Psychology, Health and Medicine*, Vol. 13 No. 2, pp. 168-179.
- Daud, M., Yussof, I.M. and Abideen, A. (2011), "The establishment and operation of Islamic banks in Nigeria: perception study on the role of the Central Bank of Nigeria", *Australian Journal of Business and Management Research*, Vol. 1 No. 2, pp. 14-29.
- Dusuki, A.W. and Abdullah, N.I. (2007), "Why do Malaysian customers patronise Islamic banks?", *International Journal of Bank Marketing*, Vol. 25 No. 3, pp. 142-160.
- Echchabi, A. and Aziz, H.A. (2012), "Modelling the patronization behaviour of Islamic banks' customers in Morocco", *International Journal of Management and Strategy*, Vol. 3 No. 5, pp. 1-14.
- Echchabi, A. and Echchabi, F. (2013), "Islamic insurance in the European countries: insights from French Muslims perspective", *WSEAS Transactions on Business and Economics*, Vol. 10 No. 3, pp. 125-132.
- Edris, T. (1997), "Services considered important to business customers and determinants of bank selection in Kuwait: a segmentation analysis", *International Journal of Bank Marketing*, Vol. 15 No. 4, pp. 126-134.
- El Oudi, O. (2011a), "Tunisia aspires to become a hub for Islamic finance", *Business Life*, August, p. 1, available at: [www.cibafi.org/Images/Attaches/201181825226431.pdf](http://www.cibafi.org/Images/Attaches/201181825226431.pdf) (accessed 17 July 2015).

- El Oudi, O. (2011b), "Tunisie: La finance islamique pour relancer l'économie!!", WMC Finance, December, available at: <http://finance.webmanagercenter.com/article-113782-tunisie-la-finance-islamique-pour-relancer-l-economie> (accessed 17 July 2015).
- Erol, C. and El-Bdour, R. (1989), "Attitudes, behaviour and patronage factors of bank customers towards Islamic banks", *International Journal of Bank Marketing*, Vol. 7 No. 6, pp. 31-37.
- Erol, C., Kaynak, E. and El-Bdour, R. (1990), "Conventional and Islamic banks: patronage behaviour of Jordanian customers", *International Journal of Bank Marketing*, Vol. 8 No. 4, pp. 25-35.
- Fisher, R. and Chu, S.Z. (2009), "Initial online trust formation: the role of company location and web assurance", *Managerial Auditing Journal*, Vol. 24 No. 6, pp. 542-563.
- Gerrard, P. and Cunningham, J. (1997), "Islamic banking: a study in Singapore", *International Journal of Bank Marketing*, Vol. 15 No. 6, pp. 204-216.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010), *Multivariate Data Analysis, Seventh Edition*, Prentice Hall, Upper Saddle River, NJ.
- Haron, S., Ahmad, N. and Planisek, S. (1994), "Bank patronage factors of Muslim and non-Muslim customers", *International Journal of Bank Marketing*, Vol. 12 No. 1, pp. 32-40.
- Hegazy, I.A. (1995), "An empirical comparative study between Islamic and commercial banks' selection criteria in Egypt", *International Journal of Contemporary Management*, Vol. 5 No. 3, pp. 46-61.
- Iacobucci, D. (2009), "Structural equations modelling: fit indices, sample size, and advanced topics", *Journal of Consumer Psychology*, Vol. 20 No. 1, pp. 90-98.
- Iqbal, M., Khan, T. and Ahmed, A. (1998), "Challenges facing Islamic banking", Occasional Paper No. 2, *IRTI/IDB*, Jeddah.
- Iqbal, Z. (1997), "Islamic financial systems", Finance and Development, International Monetary Fund, Washington, DC.
- Khan, M.S.N., Hassan, M.K. and Shahid, A.I. (2007), "Banking behaviour of Islamic bank customers in Bangladesh", *Journal of Islamic Economics Banking and Finance*, Vol. 3 No. 2, pp. 159-194.
- Kim, J. and Forsythe, S. (2010), "Factor affecting adoption of product virtualisation technology for online consumer electronics shopping", *International Journal for Retail and Distribution Management*, Vol. 38 No. 3, pp. 190-204.
- Leaders* (2012), "Tunisie: Loi de Finances 2012. Commentaire de la loi de finances 2012", *Leaders*, January, pp. 1-13, available at: [www.leaders.com.tn/article/commentaire-de-la-loi-de-finances-2012?id=7473](http://www.leaders.com.tn/article/commentaire-de-la-loi-de-finances-2012?id=7473) (accessed 17 July 2015).
- Lee, J., Cerreto, F.A. and Lee, J. (2010), "Theory of planned behavior and teachers' decisions regarding use of educational technology", *Educational Technology & Society*, Vol. 13 No. 1, pp. 152-164.
- Lin, Y.M. (2005), "Understanding students' technology appropriation and learning perceptions in online learning environments", unpublished PhD thesis, University of Missouri, Columbia, MO.
- Martens, A. (2001), "La Finance Islamique: Fondements, Théorie et Réalités. Centre de recherche et développement en économique, cahier 20-2001", Université de Montréal, Montréal.
- Metwally, M. (1996), "Attitudes of Muslims towards Islamic banks in a dual-banking system", *American Journal of Islamic Finance*, Vol. 6 No. 1, pp. 11-17.
- Naser, K., Jamal, A. and Al-Khatib, K. (1999), "Islamic banking: a study of customer satisfaction and preference in Jordan", *International Journal of Bank Marketing*, Vol. 17 No. 3, pp. 135-150.

- Ndubisi, N.O. (2004), "Factors influencing e-learning adoption intention: examining the determinant structure of the decomposed theory of planned behaviour constructs", paper presented at the HERDSA Conference, Miri, 4-7 July, available at: [www.herdsa.org.au/conference2004/Contributions/RPapers/P057-jt.pdf](http://www.herdsa.org.au/conference2004/Contributions/RPapers/P057-jt.pdf) (accessed 17 July 2015).
- Okumus, S.H. (2005), "Interest free banking in Turkey: a study of customer satisfaction and bank selection criteria", *Journal of Economic Cooperation*, Vol. 26 No. 4, pp. 51-86.
- Püschel, J., Mazzon, J.A. and Hernandez, J.M.C. (2010), "Mobile banking: proposition of an integrated adoption intention framework", *International Journal of Bank Marketing*, Vol. 28 No. 5, pp. 389-409.
- Rammal, H.G. and Zurbruegg, R. (2007), "Awareness of Islamic banking products among Muslims: the case of Australia", *Journal of Financial Services Marketing*, Vol. 12 No. 1, pp. 65-74.
- Rehlander, T. and Csonka, A. (2009), "Islamic finance comes of age", Arthur D. Little, April, available at: [www.adl.com](http://www.adl.com) (accessed 17 July 2015).
- Rosiny, S. (2012), *The Arab Spring: Triggers, Dynamics and Prospects*, German Institute of Global and Area Studies, Hamburg.
- Sharma, S. and Bock, G. (2005), "Factors influencing individual's knowledge seeking behaviour in electronic knowledge repository", *ECIS 2005 Proceedings. Paper 49*, Berkeley, CA, available at: <http://aisel.laisnet.org/ecis2005/49> (accessed 17 July 2015).
- Shih, Y. and Fang, K. (2004), "The use of a decomposed theory of planned behaviour to study internet banking in Taiwan", *Internet Research*, Vol. 14 No. 3, pp. 213-223.
- Singh, R., Sandhu, H.S., Metri, B.A. and Kaur, R. (2011), "Organisational performance and retail challenges: a structural equation approach", *iBusiness*, Vol. 3 No. 1, pp. 159-168.
- To, P.L., Liao, C., Chiang, C.J., Shih, M.L. and Chang, C.Y. (2008), "An empirical investigation of the factors affecting the adoption of instant messaging in organisations", *Computer Standards & Interfaces*, Vol. 30 No. 3, pp. 148-156.
- Visser, H. (2009), *Islamic Finance Principles and Practice*, Edward Elgar Publishing Limited, Cheltenham.
- Williams, P.W. (2009), "Assessing mobile learning effectiveness and acceptance", unpublished PhD thesis, George Washington University, Washington, DC.
- Zaher, T.S. and Hassan, M.K. (2001), "A comparative literature survey of Islamic finance and banking", *Financial Markets, Institutions and Instruments*, Vol. 10 No. 4, pp. 155-199.

### Further reading

- Siswanto, A. (2012), "Creating superior Islamic banking through improving quality of human resources", *Pakistan Journal of Commerce and Social Sciences*, Vol. 5 No. 2, pp. 216-232.
- Stevens, J. (2002), *Applied Multivariate Statistics for the Social Sciences*, Routledge, New York, NY.
- Suki, N.M. (2010), "An empirical study of factors affecting the internet banking adoption among Malaysian consumers", *Journal of Internet Banking and Commerce*, Vol. 15 No. 2, pp. 1-11.
- Tan, M. and Teo, T.S.H. (2000), "Factors influencing the adoption of internet banking", *Journal of the Association for Information Systems*, Vol. 1 No. 5, pp. 1-44.
- Tavakol, M. and Dennick, R. (2011), "Making sense of Cronbach's Alpha", *International Journal of Medical Education*, Vol. 2 No. 1, pp. 53-55.

- Taylor, S. and Todd, P. (1995a), "Understanding information technology usage: a test of competing models", *Information Systems Research*, Vol. 6 No. 2, pp. 144-176.
- Taylor, S. and Todd, P. (1995b), "Decomposition and crossover effects in the theory of planned behaviour: a study of consumer adoption intentions", *International Journal of Research in Marketing*, Vol. 12 No. 2, pp. 137-155.
- Teo, T.S.H. and Pok, S.H. (2003), "Adoption of WAP-enabled mobile phones among internet users", *Omega – The International Journal of Management Science*, Vol. 31 No. 6, pp. 483-498.
- Thambiah, S., Eze, U.C., Tan, K.S., Nathan, R.J. and Lai, K.P. (2010), "Conceptual framework for the adoption of Islamic retail banking services in Malaysia", *Journal of Electronic Banking Systems*, Vol. 2010 No. 1, pp. 1-10, available at: [www.ibimapublishing.com/journals/JEBS/2010/750059/a750059.html](http://www.ibimapublishing.com/journals/JEBS/2010/750059/a750059.html) (accessed 17 July 2015).

**Corresponding author**

Abdelghani Echchabi can be contacted at: [abdelghani.mo@gmail.com](mailto:abdelghani.mo@gmail.com)

---

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

[www.emeraldgrouppublishing.com/licensing/reprints.htm](http://www.emeraldgrouppublishing.com/licensing/reprints.htm)

Or contact us for further details: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

**This article has been cited by:**

1. ShomeAnamitra, Anamitra Shome, JabeenFauzia, Fauzia Jabeen, RajaguruRajesh, Rajesh Rajaguru. What drives consumer choice of Islamic banking services in the United Arab Emirates?. *International Journal of Islamic and Middle Eastern Finance and Management*, ahead of print. [[Abstract](#)] [[Full Text](#)] [[PDF](#)]