Empirical Investigation of Customers’ Perception and Adoption Towards Islamic Banking Services in Morocco

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Abstract: The main purpose of the study is to examine the willingness of the Moroccan customers to adopt Islamic banking services and the factors that may influence their decision. A total of 200 questionnaires were randomly distributed to Moroccan banking customers, out of which 146 were properly filled and returned. Multiple regression and one sample t-test were subsequently applied. The results showed that uncertainty, relative advantage, compatibility, awareness as well as subjective norm, have a significant impact on the attitude towards Islamic banking services in Morocco. Likewise, normative belief was also found to have a significant influence on subjective norm, with particular reference to the parents, siblings, peers and colleagues, as the main referent groups. In addition, facilitating conditions was found to have a significant influence on perceived behavioural control and finally attitude, subjective norm and perceived behavioural control were found to have a significant impact on the intention to adopt Islamic banking services in Morocco. It is worth noting that complexity does not have any influence on attitude and self efficacy does not have any influence on perceived behavioural control as well. On the other hand, the results have also shown that the Moroccan customers are willing to shift to Islamic banking services, with a slight preference of long run adoption i.e. three years and above. This study is one of the earliest to be conducted on customers’ perception and willingness to adopt Islamic banking services in Morocco. The study also extends the decomposed theory of planned behaviour to a different setting and also to a different area of study.

Key words: Morocco • Decomposed theory of planned behaviour • Islamic banking • Multiple regression

INTRODUCTION

The first Islamic bank was established in Egypt in 1963 and was called Mit Ghamr Local Savings Bank. This was followed by Nasir Social Bank in 1967, which was the first social bank to be established based on shari’ah principles [1]. Following these establishments, a number of other Islamic banks have been set up including IDB (1975), Faisal Islamic Bank (1976), etc.

The introduction and sustainability of Islamic banking in Morocco is of great importance for several considerations. Including the geographic location of the country, that is in the extreme North of Africa and in proximity to the European continent and particularly to Spain. Secondly, the culture and history of the country is a mixture of Arab, Berber, Sub-Saharan and European elements. Among others, these make Morocco a particular case in adopting Islamic banking and finance that can bring about great benefits.

In this context, the governor of Bank Al Maghrīb (Moroccan Central Bank) has signed the recommendation allowing the banks to market and launch their Halal products on 17th of September 2007. According to [2], the delay by Bank Al Maghrīb to officially launch these alternative products is justified by the fact that financing companies should agree on the basic rules of offer which
include denominations, juristic rules, etc. The authors added that this decision can be also explained by the fact that the Moroccan authorities want to adapt the Moroccan environment in order to meet the expectations and desires of the investors as well as the increasing demand on the Islamic banking services. Few years later, specifically, on August 2010, Attijari Wafa Bank group opened a new subsidiary named Dar Assafaa offering Islamic banking services only, including Murabaha, Musharakah and Ijarah.

Few years later, specifically, in August 2010, the AWB group opened a new subsidiary named Dar Assafaa offering Islamic banking services only such as Murabaha, Musharakah and Ijarah. Nevertheless, the Moroccan banking sector is dominated by eight main banks that are conventional in nature. These are Attijariwafa Bank (AWB), Banque Populaire du Maroc (BPM), Banque Marocaine du Commerce Exterieur (BMCE), Banque Marocaine du Commerce et de l’Industrie (BMCI), Societe Generale Maroc (SGM), Credit Agricole du Maroc (CAM), Credit Du Maroc (CDM) and Credit Immobilier et Hotelier (CIH).

According to [3], Islamic banks benefit from clientele with more inelastic demand, coming from religious principles. Therefore, religious clients are more captive to Islamic banks following their will to respect shari’ah than non-religious clients to all categories of banks. This claim was empirically supported, whereby some of the previous studies found that the religious motivation was the main factor for Islamic banks’ selection [4-6].

Nevertheless, the previous studies on the patronisation behaviour of Islamic banks’ customers have also shown that the religious factor is not one of the criteria for Islamic banks’ selection [7-9]. This is due to many reasons, most importantly, the additional charges applied by the Islamic banks, referred to as “the cost of being Muslim” [10]. Furthermore, financial liberalisation and expansion of the banking industry require customer oriented services due to the increased competition and the active participation of private sector banks [11].

As such, the nature of the Islamic banking services, as regulated by the Islamic law of contracts [12], makes it mandatory for the Islamic banks to understand the customers’ behaviour and preferences in order for them to be able to compete with the long existing conventional banks. These banks have a comparative advantage in terms of marketing expertise, international connections, superior technology and better customer relations [13].

Hence, the current study is an attempt to examine the customers’ perception and acceptance of Islamic banking services in Morocco. Specifically, the study attempts to examine the willingness of the Moroccan customers to adopt Islamic banking services and also to uncover the factors that may influence it. The study is based on the Decomposed Theory of Planned Behaviour (DTPB) and uses multiple regression and t-test as the main tools for data analysis, the latter which will be collected using questionnaire distributed to the Moroccan customers. Accordingly, the study has the following specific objectives:

- To inspect the willingness of the Moroccan customers to adopt Islamic banking services.
- To examine the factors that lead to the intention to adopt Islamic banking services in Morocco.
- To unveil the factors that influence the attitude of the Moroccan customers towards Islamic banking services.
- To detect the referent groups that influence the customers’ perception about Islamic banking services in Morocco.
- To explore the factors that constitute the perceived behavioural control of the Moroccan customers to adopt Islamic banking services.

The remaining part of this paper is organised as follows: Section two is a brief literature review of the previous studies on Islamic banks’ selection criteria, as well as an overview on the decomposed theory of planned behaviour. Section 3 shed light on the methodology employed in the study. And section 4 presents the findings of the study, by emphasising the reliability of the model and the hypotheses’ testing results. The last part will contain discussions and conclusions based on the findings.

**Literature Review:** According to [14], “Islamic financial institutions are those that are based, in their objectives and operations, on Qur’anic principles. They are thus set apart from conventional institutions, which have no such preoccupations” (p. 5). Another definition is provided by [15], whereby he defines Islamic banking and finance as “a system through which finance is provided in the form
of money in return for either equity or rights to share in future business profits, or in the form of goods and services delivered in return for a commitment to repay their value at a future date” (p. 1). [16] further state that the fundamental principles underlying Islamic financial transactions are the non-involvement in activities that are prohibited by shari’ah, avoidance of riba and gharar-based transactions. It is noteworthy that these prohibitions are not unique to Islam, the Jewish Halakhah shares some of them with the Islamic shari’ah, especially the prohibition of interest based income [10].

Based on [17], Islamic banks use tools that are different from the conventional banks, including partnership, investment with no participation in management, resale contracts, etc. These tools are a reflection of the above definition by [14], [15], as well as [16].

Islamic banking and finance witnessed a rapid expansion over the last few decades and it is still currently expanding [18]. For Islamic banking to continue this expansion and succeed in any other setting, it has to be accepted and positively perceived by the potential customers. In this regards, many studies have been conducted to examine the factors that lead the customers to have a positive attitude and/or opt for a given bank. The main factors identified by the previous studies include religious motivation [4-6,9,19-28], fast and efficient service [4,8,9,23,24], the bank’s reputation and image [8,22,23], confidentiality [4,8,23], third party recommendation [23], pricing policy [8,9,19,21], quality of services [24], convenience [5].

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 [25]. These three dimensions together are the main pillars of the psychometric theory of planned behaviour [26]. The theory suggests that behavioural intention is predicted by three main determinants i.e. attitude towards the behaviour, subjective norm and perceived behavioural control [17]. In other words, the extent to which individuals have a positive (negative) attitude towards a particular behaviour, think that significant other want (do not want) them to engage in that behaviour and believe that they are able (unable) to perform the behaviour, serve as determinant of their willingness (non-willingness) to perform that behaviour [28].

The attitude towards the behaviour is determined by the sum of accessible behavioural beliefs, which refers 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 reflects the perceived behavioural expectation or opinions of important referents individuals or groups. Perceived behavioural control is determined by the sum of accessible control beliefs which refers to the perceived presence of requisite resources and opportunities to perform a given behaviour [25].

Because of the combination of the belief structures into unidimensional constructs, [29] suggests that the three above mentioned belief structures should be decomposed in order to better understand the relationships between the belief structures and the antecedents of behavioural intention. They consider that treating these beliefs as monolithic will obscure the true influence of each of them. This has subsequently given birth to the decomposed theory of planned behaviour, which is the extension of theory of planned behaviour.

[29] Initially suggest that the behavioural belief should be decomposed based on the innovations diffusion theory (IDT) [30] and Technology Acceptance Model (TAM) [31], including only three main dimensions, namely, compatibility, complexity and relative advantage. Nevertheless, the subsequent studies proved that some of the other dimensions of IDT as well as other dimensions have also a significant influence on the attitude towards behaviour, including uncertainty [32-36], awareness [37-39] and subjective norm [40,41]. Hence, the belief structure will be decomposed into six main dimensions i.e. uncertainty, relative advantage, complexity, compatibility, awareness and subjective norms.

On the other hand, the control belief structure is decomposed into two main constructs. The first is of internal control order i.e. self efficacy, while the second is external in nature i.e. facilitating conditions [41]. Finally, [29] consider that the decomposition of normative beliefs should be related to the divergence of opinions among referent groups. Particularly, in cases where referent groups are expected to be of similar opinions, decomposition will not provide any additional contribution. Hence the normative belief structure will not be further decomposed, but will rather be kept as such.
Based on the above model, the following hypotheses are formulated and will be tested in the following sections:

**H1:** Uncertainty has a negative influence on the attitude towards Islamic banking services.

**H2:** Complexity has a negative influence on the attitude towards Islamic banking services.

**H3:** Relative advantage has a positive influence on the attitude towards Islamic banking services.

**H4:** Compatibility has a positive influence on the attitude towards Islamic banking services.

**H5:** Awareness has a positive influence on the attitude towards Islamic banking services.

**H6:** Subjective norm has a positive influence on the attitude towards Islamic banking services in Morocco.

**H7:** Normative belief has a positive influence on subjective norm.

**H8:** Self efficacy has a positive influence on the perceived behavioural control.

**H9:** Facilitating conditions have a positive influence on the perceived behavioural control.

**H10:** Attitude has a positive influence on the intention to adopt Islamic banking services in Morocco.

**H11:** Subjective norm has a positive influence on the intention to adopt Islamic banking services in Morocco.

**H12:** Perceived behavioural control has a positive influence on the intention to adopt Islamic banking services in Morocco.

**H13:** The Moroccan customers are Indifferent in adopting Islamic banking services.

**Methodology:** In the current study, the data has been collected using self administered questionnaire, which was distributed randomly to the bank customers in Morocco. The study does not only cover the main cities in Morocco, but the other small cities as well. It is worth noting that Morocco is a panacea of a wide range of languages, cultures, races, etc, hence the authors ensured that the sample studied reflects this variety in the Moroccan population.

The questionnaire contains two main sections. The first one is designed to collect information about the constructs of the decomposed theory of planned behaviour [29,30,32,33,34,35,38,41-49]. The items under this section are measured using seven points likert scale (1=Strongly disagree and 7=Strongly agree). The second part is meant to collect information about the demographic
variables of the respondents, including gender, age, education level, type of employment, etc.

The questionnaire was made in English and was subsequently translated into French to be distributed as such. This is because French is the second language in the country and majority of Moroccan people can speak French fluently. The translation process was guided by language experts in French and English as well as Islamic finance to avoid any kind of biasness.

The target sample size in this study was 200 respondents calculated based on the following formula:

\[
SS = \frac{Z^2}{C^2} \times \left(\frac{p}{1-p}\right)
\]

where:
- \(SS\) = Sample Size
- \(Z\) = Z-value
- \(p\) = Percentage of population
- \(C\) = Confidence interval

Out of which only 146 were properly filled and returned, thus a response rate of 73%, which is considered acceptable based to the previous studies [50]. Multiple regression and one sample t-test were subsequently applied using SPSS18.

Out of the 146 respondents, around 52 percent are female, while 48 per cent are male, including 55.5 per cent of single respondents and 45.5 per cent of married respondents. In terms of age decomposition, 40 per cent of the respondents are between 20 and 30 years, 25 per cent are between 31 and 40 years, 15 per cent are between 41 and 50 years and 12 per cent are above 50 years old, while the remaining 8 per cent are less than 20 years old.

With regards to the level of education, around 46 per cent of the respondents are holding a bachelor’s degree, 18 per cent are holding a Baccalaureate (A-levels), 16 per cent are holding a Master’s degree and 12 per cent are holding a PhD degree, while 8 per cent of the respondents are holding a technician or superior technician diploma. Regarding employment grouping, around 42 per cent are working in the private sector, 26 per cent are students and 18 per cent are holding a position in the public sector, while 14 per cent are self-employed.

RESULTS

Reliability Measures: Prior to hypothesis testing through multiple regression, it is important to diagnose the reliability of the constructs. Cronbach alpha is the most widely used objective measure of reliability [51]. Alpha measures refers to the extent to which the items of the same construct measure the same concept, in other words, it measures the inter-relatedness of the items representing the same construct [52]. The closer Cronbach’s alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale [53]. According to [54], the Cronbach alpha should be at least 0.6. The results shown in Table 1 indicate that all the variables meet the threshold required, with Alpha’s values ranging from 0.722 to 0.967.

The collinearity diagnostics indicate that there is no multicollinearity between the explanatory variables, for instance the VIF value for all the variables does not exceed the threshold of 10, as suggested by Stevens [55]. This means that there are no high correlations between the independent variables [56].

One Sample t-test: In order to examine the willingness of the Moroccan customers to adopt Islamic banking services, a one sample t-test is conducted for the specific

<table>
<thead>
<tr>
<th>Test Value = 4</th>
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<tbody>
<tr>
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</table>

Table 1: One sample t-test

<table>
<thead>
<tr>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>Lower</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>INT1</td>
<td>10.213</td>
<td>145</td>
<td>.000</td>
<td>1.49315</td>
<td>1.2042</td>
</tr>
<tr>
<td>INT2</td>
<td>11.152</td>
<td>145</td>
<td>.000</td>
<td>1.50685</td>
<td>1.2398</td>
</tr>
<tr>
<td>INT3</td>
<td>8.413</td>
<td>145</td>
<td>.000</td>
<td>1.22603</td>
<td>.9380</td>
</tr>
<tr>
<td>INT4</td>
<td>9.865</td>
<td>145</td>
<td>.000</td>
<td>1.43151</td>
<td>1.1447</td>
</tr>
<tr>
<td>INT5</td>
<td>5.975</td>
<td>145</td>
<td>.000</td>
<td>.89726</td>
<td>.6004</td>
</tr>
<tr>
<td>INT6</td>
<td>5.192</td>
<td>145</td>
<td>.000</td>
<td>.79452</td>
<td>.4920</td>
</tr>
<tr>
<td>Intention</td>
<td>9.184</td>
<td>145</td>
<td>.000</td>
<td>1.22489</td>
<td>.9613</td>
</tr>
</tbody>
</table>
Table 2: Regression coefficients (Attitude is the dependent variable)

<table>
<thead>
<tr>
<th>Predicting variables</th>
<th>Beta</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncertainty</td>
<td>-0.185</td>
<td>&lt;0.005</td>
</tr>
<tr>
<td>Relative Advantage</td>
<td>0.102</td>
<td>0.028</td>
</tr>
<tr>
<td>Compatibility</td>
<td>0.731</td>
<td>&lt;0.0005</td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>0.198</td>
<td>&lt;0.0005</td>
</tr>
<tr>
<td>Awareness</td>
<td>0.121</td>
<td>0.012</td>
</tr>
</tbody>
</table>

Table 3: Regression coefficients (Subjective Norm is the dependent variable)

<table>
<thead>
<tr>
<th>Predicting variables</th>
<th>Beta</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normative Belief</td>
<td>0.796</td>
<td>&lt;0.0005</td>
</tr>
</tbody>
</table>

Table 4: Regression coefficients (Perceived behavioural control is the dependent variable)

<table>
<thead>
<tr>
<th>Predicting variables</th>
<th>Beta</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitating Conditions</td>
<td>0.468</td>
<td>&lt;0.0005</td>
</tr>
</tbody>
</table>

Table 5: Regression coefficients (Behavioural intention is the dependent variable)

<table>
<thead>
<tr>
<th>Predicting variables</th>
<th>Beta</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Behavioural Control</td>
<td>0.92</td>
<td>0.027</td>
</tr>
<tr>
<td>Attitude</td>
<td>0.842</td>
<td>&lt;0.0005</td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>0.134</td>
<td>0.007</td>
</tr>
</tbody>
</table>

variable intention and its various items. By setting the test value as 4 i.e. the neutral point, the results show that all the items are significant at 95% confidence level, which shows that the Moroccan customers are not indifferent about adopting Islamic banking services. The mean difference further shows the willingness of the Moroccan customers to adopt Islamic banking services, indicated by the positive mean difference for all the items.

Nevertheless, the mean difference seems smaller for items 5 and 6, referring to the customers’ willingness to adopt Islamic banking services in the next two years and in the next year respectively. This implies that the customers have a tendency to prefer opting for Islamic banking services in the long run i.e. three years and above. This is further shown by the diminishing mean difference with the increasing time horizons. Hence, hypothesis 13 is rejected. This finding is similar to that of [57]. This may be due to the general understanding that Moroccan customers have about Islamic banking and finance.

Hypothesis Testing: The hypothesis testing was done through multiple regression analysis. According to [56], multiple regression is a very useful tool that has become very popular in behavioural studies. The results indicate that uncertainty has a significant negative influence on the attitude towards Islamic banking services adoption. Thus, hypothesis 1 is supported. This is in line with the findings of [32], [33], [34], [36], as well as [35]. This implies that the uncertain aspect of banking services is still haunting the Moroccan customers, especially the uncertainty related to the interest rate fluctuations and high degree of exposure especially during crises. Thus, the Islamic banks as well as the authorities should increase the awareness of the Moroccan customers regarding the difference between the two modes of banking.

The results also show that complexity does not have any influence on the customers’ attitude towards Islamic banking services. Hence, hypothesis 2 is rejected. This is similar to the findings of [34], while it contradicts with the findings of [32], [47], [43] as well as [29]. This might be due to the perception of the Moroccan customers with regards to the features of the Islamic banking and finance products.

On the other hand, relative advantage was found to have a positive significant influence on attitude. Thus hypothesis 3 is supported as well. This result is in line with those of [29], [34], [35], [47], [36] as well as [46]. Relative advantage was measured based on various dimensions including cost and profit of the banking services, knowledge and competence of bank personnel, efficiency in service delivery, prestige offered by the bank, confidence and confidentiality offered by the banks, as well as the friendliness of the bank’s stuff. Hence, these are the main dimensions that can determine the superiority of either the banks from the customers’ perspective.

Similarly, compatibility has a significant positive influence on attitude, which supports hypothesis 4. This is in accordance with the findings of [34], [32], [36], [46] and [48]. Nevertheless, it contradicts with the findings of [35], [47], [42] and [43]. Compatibility in the current study was measured based on social values, religious values, financial and banking needs, lifestyle, as well as the nature of the banking contracts and their suitability with the customers’ preferences. Hence, Islamic banks are recommended to offer banking services that responds to these dimensions.

Furthermore, awareness was found to have a significant positive influence on attitude, which supports and validates hypothesis 5. This is in line with the proposition of [39], which is also in line with the findings of [48], [37] as well as [38].
In the same context, the findings indicate that subjective norm has a positive significant influence on the attitude towards banking services. Thus hypothesis 6 is also supported. This outcome is similar to that of [29] as well as [40]. It is worth noting that the referent groups that are mostly considered by the respondents are parents, peers, siblings and colleagues. This implies that the Islamic banks should focus on these groups in their marketing and promotion strategy.

In summary, five variables are significantly influencing the attitude towards Islamic banking services in Morocco, out of the six variables taken into account initially. These five variables explain 87% of the variation in attitude. Thus the regression equation can be written as follows:

\[
\text{Attitude} = 0.705 - 0.197 \text{Uncertainty} + 0.147 \text{Relative Advantage} + 0.765 \text{Compatibility} + 0.186 \text{Subjective norm} + 0.109 \text{Awareness}.
\]

On the other hand, normative belief has a positive significant influence on subjective norm, which supports hypothesis 7. This is in accordance with the findings of [47], [32], as well as [43]. Nevertheless, when the latter merely considered TPB framework without decomposing the belief structures into various salient beliefs, no significant influence of normative belief on subjective norm was found. Mainly due to the non decomposition of the belief structures and the non-inclusion of the other DTPB dimensions. Hence the regression equation can be written as follows:

\[
\text{Subjective Norm} = 0.582 + 0.993 \text{Normative Belief}.
\]

Furthermore, facilitating conditions was found to have a significant positive influence on the perceived behavioural control, which is supporting hypothesis 9. This result is compatible with those of [36], [33], [29] and [48], while [41] found that technology facilitating conditions have no impact on perceived behavioural control and [46] found that resource facilitating conditions have no impact on perceived behavioural control. In contrast, [43], [47], [34] and [49] found that facilitating conditions have no influence on perceived behavioural control.

On the same note, self efficacy has no impact on perceived control. This means that hypothesis 8 is rejected. This is in line with the findings of [34] and [44]. Nevertheless, it contradicts with the findings of [43], [43], [45], [36], [46], [33], [41], [35] and [48]. Self efficacy was measured in terms of financial resources, basic knowledge of Islamic banking principles and practice, as well as the overall ability of the respondents to adhere to Islamic banking services. This implies that no matter how good the knowledge of the Moroccan customers about Islamic banking, no matter how much financial resources they have and no matter how ready they are to adopt Islamic banking services, this will not allow them to control their corresponding behaviour i.e. adoption of Islamic banking services. As the results suggest, this is mostly due to the overall socio-political conditions of the country, which is shown by the strong positive influence that facilitating conditions have on the perceived behavioural control. The former is measured in terms of the extent to which The laws, circulars and policies governing Islamic banking facilitate its effective usage, the extent to which the political conditions in the country motivates the customers to use Islamic banking, the extent to which the government support Islamic banking and their use, the extent to which the government is active in setting up various facilities to enable the use of Islamic banking services and finally the extent to which the government promotes and ensures effective usage of Islamic banking services. Hence, for the Moroccan customers to acquire full confidence and control in their behaviour, these issues should be addressed.

From the two variables that were expected to influence perceived behavioural control, only one was found to be significantly influencing it. Thus, the regression equation can be written as follows:

\[
\text{Perceived Behavioural Control} = 2.741 + 0.431 \text{Facilitating Conditions}.
\]

On the other hand, attitude, subjective norm as well as perceived behavioural control were found to have a positive significant influence on the intention to adopt Islamic banking services. Hence, hypotheses 10, 11 and 12 were all supported. This is in line with the findings of [45], [36], [41] and [48]. Nevertheless, [42], [46], [29] and [35] found that perceived behavioural control has no influence on intention. While [43], [47] and [34] found that subjective norm has no influence on intention. Hence, the regression equation can be written as follows:

\[
\text{Behavioural intention} = 0.76 + 0.119 \text{Perceived Behavioural Control} + 0.888 \text{Attitude} + 0.133 \text{Subjective Norm}.
\]
DISCUSSION AND CONCLUSION

The main objective of the study was to examine the willingness of the Moroccan customers to adopt Islamic banking services and to identify the variables that may influence the customers’ adoption of Islamic banking services in Morocco based on Decomposed Theory of Planned Behaviour. The results showed that uncertainty, relative advantage, compatibility, awareness as well as subjective norm, have a significant impact on the attitude towards Islamic banking services in Morocco. Likewise, normative belief was also found to have a significant influence on subjective norm, by particular reference to the parents, siblings, peers and colleagues, as the main referent groups. In addition, facilitating conditions was found to have a significant influence on perceived behavioural control and finally attitude, subjective norm and perceived behavioural control were found to have a significant impact on the intention to adopt Islamic banking services in Morocco. It is worth noting that complexity does not have any influence on attitude and self efficacy does not have any influence on perceived behavioural control as well. On the other hand, the results have also shown that the Moroccan customers are willing to shift to Islamic banking services, with a slight preference of long run adoption i.e. three years and above.

The findings of the current study have significant contributions that can be categorised under contribution to the body of knowledge, contribution to the practitioners and stakeholders, as well as the contribution 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 Morocco, which has not yet been studied in the literature. Hence the study filled this gap in the literature. Furthermore, the study extends and tests the decomposed theory of planned behaviour in another context and another area i.e. Islamic banking services adoption.

On the other hand, the current study examines the adoption of Islamic banking services by focusing on the customers as well as the non customers of Islamic banks in Morocco. Thus, it gives hindsight for the practitioners and stakeholders on the Moroccan 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 customers.

Furthermore, every industry is subjected to a number of regulations and policies. Hence, this study provides great indications to the policy makers and regulators on the perception of the Moroccan banking customers, which should be taken into account in order to formulate and develop policies and regulations to ameliorate the Islamic banking industry in Morocco.

The current study has a number of limitations that should be taken into account in the future researches in this area. Firstly, the sample size used in this study is relatively limited, hence the findings of the current study cannot be generalised to the whole Moroccan population. Secondly, the variables and dimensions used in the current study are not exhaustive, thus future studies have interest in including 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


