

EXPLOITING ADVANTAGE OF DEMOGRAPHICS IN ADVERTISEMENT OF BANKING SECTOR; A STUDY ON MUSLIM CONSUMER MARKET IN PAKISTAN

Dr. Shuomaila Asad^{*1}, Dr. Sara Rashid²

^{*1,2}*Iqra University, Karachi*

¹shuomaila.majeed@gmail.com; ²drsara@iqra.edu.pk

Corresponding Author: *

Received	Revised	Accepted	Published
15 August, 2024	15 September, 2024	30 September, 2024	11 October, 2024

ABSTRACT

Background: The ratio of Islamic banking is rising in Pakistan, it has been claimed that the reason behind its rise is the concept of Islamic values or interest free services associated with it and marketed by the Islamic banks.

Objective: The key objective is linked with identifying the role of different demographics been used in advertisement over the perception of the customers on their choice of Islamic banking.

Methods: The study incorporated the interview approach where major cities of Pakistan were touched upon to capture the data about the customer perception in these areas, including Karachi, Islamabad and Lahore.

Results: The findings reflected that there are major reasons on basis of which the customers value Islamic banking or opt for their services and the reasons are not limited to Islamic values or religiosity based advertisement, in fact there are other factors as well including convenience, account services, location, digital services and recommendations of the people in social structure. Many of the conventional banking system have adopted the Islamic banking products offering to persuade the interest of the consumers and to increase their deposits and assets. They have even adopted different marketing tactics to tackle the interest of the consumers and capture their loyalty with the Islamic values projection in their advertisement or marketing messages.

Conclusion: The services attractiveness is associated with different factors like the convenience and the ease of utility, the consumers prefer the services that are easily available to them so that they can put up their feedback when needed and get assistance. However religiosity is also one critical factor due to which the banking systems are moving towards Islamic values because Pakistan is an Islamic republic that shows a prominent attraction towards the Islamic values in the consumer behavior therefore the companies, specially banks need to realize this and specially the banking service providers need to understand this need.

Keywords: Religiosity, Marketing, Banking service, Islamic banking.

INTRODUCTION

Pakistan is accounted to be one of the developing nations in the global structure. The state bank of Pakistan have developed different production and infrastructure criteria for the nation to make it associated with the local values of the people of Pakistan. The Muslim dominant nation has been deviated towards the values of Islam in their purchase behavior therefore many products and

services are shifted towards adopting this practice in their offerings (Salman, Nawaz, Bukhari & Baker, 2018). Apart from this, the commercial banking are equally developing but the share of religion is prominent, the banks that have both conventional as well as Islamic banking services are earning 45% of their revenue from the Islamic banking products thus it further highlights that a greater chunk of consumer

market is interested in the Islamic banking products (Iqbal, 2022). The banking system has started the deposits and customer accounts on basis of the Islamic banking output that attracts the consumers accordingly (Afzal & Hassan, 2018).

There are different governance approaches that are required to capture the interest of the consumers towards the reliability of the banking service; one of the key element is to ensure the values of their social and cultural along with religious obligations in the products and services to make it more interesting for the consumers. As per the year on year growth pattern, it has been evident that around 76% increase in the net investment and 37% increase in the financing products of Islamic banking have been observed as per the record of March 2022 (Iqbal, 2022). Even the government through the State bank has reflected that by the end of 2025 almost all of the banks will offer Islamic banking and the Islamic banking will be part of 30% of the overall banking revenue thus the growth pattern of the Islamic banking is clearly evident (State Bank of Pakistan, 2023).

Banks have been transforming to Islamic designs to offer more pronounced services as per the religious preferences of the customers in Pakistan (Iqbal, 2022). Studies have been considering the aspect of religiosity mainly in influencing the behavior of the consumers in Islamic regions and often data is been collected using limited freedom for the respondents like Surveys or secondary data are the key sources, the least consideration is provided towards utility of diverse tools for data collection. This lays the gap in the generation of more diverse knowledge from the consumer market. Considering this, the current paper will focus on answering the below questions;

- Which key demographics or social factors are valued by consumers in their banking choice?
- Are there other factors along with religion that play a role in changing consumer choices towards Islamic banking services in Islamabad, Lahore and Karachi?

Literature Review

Theoretical Grounding

Glock Model of Dimensions of Religiosity and Durkheim's perspective

The Glock model of religiosity depicts that there are around 5 dimensions of religiosity which help in measuring the impact of the religion over the decision making of the consumer. The model reflects that the individual might have different belief, practice, experience, values or consequences on basis of which they develop the behavior in their routine decision making. This specially applies in their buying behavior where these dimensions play a vital role. The intellectual and other dimensions play a role in changing the behavior and the seriousness towards the religious values and element in the buying behavior of the consumers (Hodl, 2023). However, Durkheim presented the concept of religion to be critical part of the overall social system. The Religion was directed to be providing social control, cohesion and it was linked to providing the purpose of living and decision making to the people thus the united set of people has different communications and values associated with religion on basis of which they practice their daily life (Shelling and Mellor, 2011). According to Durkheim, the religion holds a significant role in the consumer behavior, it offers the decision making insight and it develops the purpose for people to act accordingly. Therefore many of the decisions of purchase and practice are based on the religious values and if any product or service is against the religious values, the consumers often avoid it, religion is a source of the overall consumer mental makeup (Saini & Kumar, 2023).

Marketing using Religiosity

Religiosity basically is the concept associated with the lifestyle behavior and adoption of the individual where they adopt the practices that matches their religious values. The social structure of the individual brings in different values and attitudes that are essential for their routine decision making but along with them the element of religion also plays a vital role (Wisker, 2020). The previous studies have highlighted that the construct of religion is multidimensional and it can offer the individual with the set of belief and practices that are also influencing the behavior of the organizations to

mold their products accordingly (Ahmed, Zulfiqar, ul Haq, Kausar & Khalid, 2020). The overall concept of religiosity is very closely linked with the consumer behavior. The consumer intention to buy any product is a lot more influenced by the promotional activities and element of social and religious values in the promotional activities put forward by the organizations (Solekah, Premananto & Hartini, 2020). In the religious market, the companies need to take the competition very seriously and they are required to adopt the local preferences of the consumers to design their products accordingly therefore in the religiously dominating market, the consumer products are designed with their values intervened in the products (Kusumawati, Listyorini, Suharyono & Yulianto, 2020).

The religiosity based marketing is based on different strategic approach and tools adoption in order to direct the consumer interest. The religion obligations and the strategic direction of the businesses are integrated in the products to make them more compatible with the market (Chantziaras et al., 2020). It is also associated with the theory of planned behavior where the consumer behavior towards Islamic values is adopted by the banking system and other companies to make the transformation in the consumer choice towards the products or services offered to them (Ahmed et al., 2020). Different Targeted campaigns are adopted to make the product offering more interesting for the consumers, relevant aspect of religion are highlighted in the campaigns to capture interest of the consumers (Kusumawati et al., 2020). Apart from this, some studies have used the social norm theory to capture the behavioral change in the consumer due to the context of religion adopted by the companies (Al Abdulrazak et al., 2017). Similarly in the context of financial institutions in Muslim dominating market, it is essential to adopt the religious point as part of interest in the products and services offerings. The behavior of the consumers is a lot more influenced by the Islamic ideology and therefore choices are required to be made accordingly (Adi et al., 2018).

Customer's interest in using Islamic Banking

The current century is linked with the development of the opportunity by the businesses in order to

compete more effectively, the emergence of the major Islamic nations like Pakistan, Bahrain, Malaysian and others have created the need of adoption of the products and services that adherer to the Islamic values to make them more demanded by the market (Basheer, KhorramI & Hassan, 2018). The overall banking sector has observed that the customer satisfaction level and expectations are rising; the banking sector is today struggling with the adoption of different effective psychological understandings in order to know the changing demands of the customers (Awn & Azam, 2020). Starting from the employees training till the final service delivered to the customers, the banks are observing the shift in demand and adopting the changes to make it more interesting and valued for the consumers (Albaity & Rahman, 2019). The cultural differences as well as the religious values all together influence the choices of the consumers in the banking system (Zaid, 2019). Even the six dimensions of the service quality has been changed and there is integration of new dimension that is the presence of the religious value as per the recent research conducted by Dawami (2020).

The recent studies have highlighted that not only the religion play the part but other factors like the influence of peer, family, quality factors, service delivery and convenience also play a very prominent role in the transformation of the behavior and choice of the consumer towards the banking products (Chowdhury, Saba & Habib, 2019). There is need to focus towards the improvement of the attitude of the banks so that the religion sensitive aspects can be well addressed. The religion based approaches are observed to be generating more revenue in the markets of Muslim nation because they appreciate the integration of religion and feel more comfortable to practice it with their preferred products utility (Dandis, Wright, Wallace-Williams, Mukattash, Al Haj Eid & Cai, 2021). In order to generate positive intention towards the products, the banking system is thus shifting towards the adoption of the religious factors in their marketing so that they can keep their consumers loyal and interested towards their products. The satisfaction and comfort of the consumers is also developed if the elements of religion are well addressed in the marketing practices (Abbas, Nisar, Mahmood, Chenini & Zubair, 2019).

Demographic factors other than religion, impacting customer choices

There are different factors on basis of which the individuals pursue a specific banking sector among which one key factor is the previous experience of the peers. The consumers often buy a product that has good reviews from their social circle because they learn from the experiences of others (Lin, Wang & Hung, 2020). However it has also been argued that the more the marketing techniques adopted by the companies, the more interest is developed towards the service or products purchase. The factors for the adoption of the banking service has been tagged as the availability of service, convenience and the infrastructure of the bank that makes it more attractive for the consumers to opt for (Khan, 2022). Similarly if the banking service is recognized enough in the market, then it becomes more demanding by the consumers. The banks therefore are using different marketing strategies to make their brand image more reflective in the market (Lin et al., 2020). Digital services are another key aspect which makes the banking service more satisfactory and consumers are loyal with the banking service (Khan, 2022).

Islamic Banking preferences in Pakistan based on advertisement

The overall banking sector is observed to be making use of the advertisement seriously, the focus is more towards the analysis of the changing preferences of the consumers therefore the more interest towards the integration of the religious values are observed in the banking sector (Riaz, Khan & Khan, 2017). The financial sectors are observed to be facing the similar level of competition in the consumer market because they are also competing with the maximum capturing of the market share (Ahsan, Rana, Ali & Anwer, 2021). The Islamic banking system of Pakistan is observed to be growing recently, the banks have been more focused towards the adoption of the religiosity based marketing practices in order to portray their image as the totally religious banking service provider, this makes the bank more attractive for the consumers and they opt for the services. The domestic market has also been projected to develop the Islamic values based service and the banks have been considering the challenging financial environment by raising their budget and opting to introduce the capacity for the active promotion of

Islamic products (Selvanathan, Nadarajan, Zamri, Suppramaniam & Muhammad, 2018).

The banks are focused towards building strong relationship with the consumers because the relationship is the key for the long term loyalty of the consumers with the bank. The influence of the bank's marketing practices is evident in the buying behavior of the consumers. The connectivity developed with the consumers is used as the key to build up long term sustainability for the bank (Ahsan et al., 2021). The value delivery is observed to be focused towards the generation of the long term output and potential for the business, the previous studies have also highlighted that for the Islamic banking, it is essential to develop the products that can touch upon the religious values in the advertisement because it is the only source of attracting consumer market (Farooq, Raza, Zia-ur-Rehman & Bhatti, 2018). Mudarbah, Musharka and other similar modes are also developed by the Islamic banking in order to further gauge the interest of the consumers, however the major chunk of deposits that is around 15 billion PKR by the end of 2018 reflects that even the current accounts in the Islamic banking are opted as the major priority by many of the consumers present in Pakistan (Ahsan et al., 2021). Communications observed to be the major key which helps the companies to reach out to the consumers and share their product offerings. The commercials are source of sharing the news about any new offer or product to the consumers thus the banks can influence the consumers with their change in service as per the Islamic values to make it more recognized in the consumer market (Riaz et al., 2017).

Methodology

The current study is focused on the qualitative research approach; it is using phenomenological approach of naturalistic inquiry because the study is based on the lived experiences of the people where their behavior in the natural setting is observed. The study is also embedded with the interpretivist research approach, where the inquiry is linked with the ontological perspective that there is no single reality and every individual bring in their own experience of reality therefore the experiences shall be captured from different individuals and the interpretation helps in the development of the

perception of the individual about the reality. Furthermore the expertise plays a vital role in generating the meaning out of the diverse content available (Darby, Fugate & Murray, 2019). Apart from this, the epistemological perspective is associated with the interpretive approach to be offering rich description and in-depth knowledge about the reality to generate meaningful outcomes from it (Goertz & Mahoney, 2012). The current study is also based on gauging the experience of the individuals who bank accounts have so that they can offer insight about the key factors that motivated them to opt for a specific bank account. The study is inductive in nature where the in-depth analysis is done and the study is centered on the phenomenological perspective where idea from the specific audience and implication over the general audience is directed in the study. The qualitative study approach makes it more productive in generating the knowledge with adoption of the in-depth experiences and reasoning so that the justified answers can be captured and new knowledge can be generated. The study is based on the analysis of the

behavior and perception of the consumer market of Pakistan regarding the shift in banks towards the Islamic perspective. The real time structure is used as the environment and the perception about the real practices of advertisement and promotion of the Islamic banking products is also developed from the study.

Population and Sampling

The total population of Pakistan that owns the bank accounts is very high, therefore it is practically not possible to reach out to every consumer therefore the sample from the overall population has been captured to project the behavior of the overall consumer market of banking sector. From the major cities Karachi, Lahore and Islamabad, the consumers are accessed to generate their perception about the factors influencing towards banking service purchase and at the same time towards the perception towards role of religiosity in banking service. The overall sample is dependent over the accessibility and saturation approach of interview. Below is the sampling frame;

Gender	Age	Occupation	City
Male and Female	Above 18 years	<ul style="list-style-type: none">ProfessionalsEntrepreneurs /Self EmployedGovernment EmployeePrivate Sector EmployeeUniversity Student	Karachi Lahore Islamabad

Validation and Pilot Testing

Face validity is also been used as the key tool to make sure that the instrument used is up to mark and achieving the objective of study. The validation was done by sharing the instrument with the expert in field which includes Dr. Faheem (From Iqra University) and Dr. Sara Qazi (From SZABIST) who have been working in the field from long and have high quality research work already. Their agreement has been the source of validating the tool. Also to avoid the confusion with the questions and confirm if they are easily understood by the participants, the pilot testing was also done which shared the confirmation that the instrument and its questions are easy for the respondents to understand and answer so that the objective can be achieved easily. Also the research integrates the inclusion and exclusion criteria

where the participants who have bank accounts are included in the study while the participants who are below 18 years of age and have child accounts are not included in the study because they might not be having enough of knowledge about the religious values and their role in banking and they might not be able to take decisions about the bank account selection themselves, therefore their input is not valuable for the study.

Instrumentation and Analysis

As the study is based on the interpretive approach, the interviews with the account holders are conducted face to face in three big cities of Pakistan considering them because they have the maximum branches of Islamic banks. The cities include Karachi, Lahore and Islamabad. The output thus generates the deeper insight into the factor of

religiosity, its role in banking service for the participants and the other factors that might have influenced them to opt for the specific banking service. The thematic analysis along with the nVivo Software is been directed in the study where

the consumers have share their perception and the thematic matrix is developed to produce the major themes or identify the factors as per the analysis that create the need of adoption of the specific bank service.

Analysis and Discussion

Demographics overview of the respondents

Below are the key demographic distributions of the respondents;

Demographics	Categories	Distributions
Cities	Karachi	37%
	Lahore	30%
	Islamabad	33%
Gender	Male	53%
	Female	47%
Marital Status	Widow	1
	Divorced	1
	Married	19
	Single	8
Income	PKR 150000 and above	10
	100000-150000 PKR	4
	50000-100000 PKR	9
	25000-50000 PKR	6
Age	18-24 years	13%
	25-35 years	17%
	36-45 years	57%
	above 45 years	13%
Occupation	Others	1
	University Student	5
	Pvt. Sector Employees	10
	Gov. Employees	6
	Self Employed	3
	Professionals	4

Interview Findings

Two methods have been applied to evaluate the data that has been collected using the interviews.

Method 1: Manual Thematic Analysis

Below table represents the themes emerged on basis of the overall interview analysis;

1 st Order concept	2 nd Order Themes or categories	Emerging Theme
“mcb value the Islamic beliefs as the fatwa was also added” “I selected meezan bank on the basis of Islamic structure of banking” “The manager told me that your account is free of interest and all. The money will come and go”	Prefer Islamic values	Religiosity influence

“Someone already was using meezan bank in my family” “My father suggested me as he has an account over there” “actually everyone in family has account”	Family experience has an influence over decision of choice , everyone in family using same service	Family influence
“requirement of my university to use meezan bank”	Universities criteria or requirement for transactions	University influence
“no no it was the requirement of the company that our account should be in mcb bank” “so my new job is where the company contract is with allied”	Often companies have certain policies	work requirement,
“meezan bank had good services as I heard from my social circle so that is why I opened my account”	Based on the social circle recommendations	Peer recommendations
“my bank islamic account is my personal account as it is near my house and convenient” “the branch was near as only hbl was there in my vicinity”	Near to house, no other bank nearby	Convenience and Availability

Below table shows the themes generated on basis of the city wise interview distribution to have more clear opinion of the customers from three major cities of Karachi.

1 st Order concept	2 nd Order Themes or categories	Emerging Theme	City to which the interviewee belongs
“secondly job appointment as well”	Organization requirement	Work requirement	Karachi
“The pension account is opened in National bank of Pakistan”			
“absolutely absolutely religious thing was kept as a priority”	Religion had first priority	Religiosity	
“because of my father his account is in hbl”	Family experience was highlighted	Family influence	
“Someone already was using meezan bank in my family”			
“actually it is near to my house”	Nearby to the house	Convenience and Availability	
“habib bank account for savings”	For the sake of saving money	Bank service	
“when I switched my job was retained like the server is always working transactions are easily made”	Better server operation		
“since the beginning of my company bank al habib has facilitated me in a good manner and the foreign remittance which I receive is also looked after very	Good services for remittance etc		

easily. Like this my personal account bank meezan bank has attracted me a lot with its good services”				
“I made the account in 2021 as meezan bank was given the award of best bank in 2020 so this was the reason”	Bank services and offers consideration			
“so my bank islamic account is my personal account as it is near my house”	Near to house, no other bank nearby	Convenience and Availability	Lahore	
“the branch was near as only hbl was there in my vicinity”				
“meezan bank had good services as I heard from my social circle so that is why I opened my account”	Based on the social circle recommendations	Peer recommendations		
“yes I kept in mind I opened a current account of my business where money goes in and out so keeping in mind the interest I opened a current account”	Considered the free of interest account to remain religiously focused	Religiosity		
“I am a government employee and it was the requirement also so I opened my account”	It was government organization requirement Often companies have certain policies	Work requirement		
“no no it was the requirement of the company that our account should be in mcb bank”				
“chose meezan due to online banking is nice and reliable.”	Bank services and digitalization quality and its effectiveness	Online banking service quality		
“basically the main reason in selecting allied is there services at that time and I selected meezan bank on the basis of Islamic structure of banking”	Considered the free of interest account to remain religiously focused	Religiosity		Islamabad
“there was the branch of allied bank which is near female hostel”	Present nearby so its easy to take services	Convenience and Availability		
“My father suggested me as he has an account over there”	Family experience was highlighted	Famsily influence		
“actually everyone in family has account”				
“is for my job purpose which is in mcb”	Company requirement and due to company it offers different concessions	Work requirement		
“absolutely it was the company’s requirement to open account for salary”				

<p>“yes yes company secondly the facilities as it is near as well. So due to company the charges are less as we are given with concession. The company follows the bank so we follow it as well”</p>			
--	--	--	--

Method 2: nVIVO Analysis

Following are the key findings from nVivo analysis;

Islamabad

Below figure shows the cluster Analysis conducted through nVivo for the data collected from Islamabad. The outcomes reflect that the most of the originated themes or codes are associated with

Religion, service of the bank, convenience, Fatwa from the reputed Maulana are the reasons on basis of which the consumers from Islamabad have made their banking service choice.

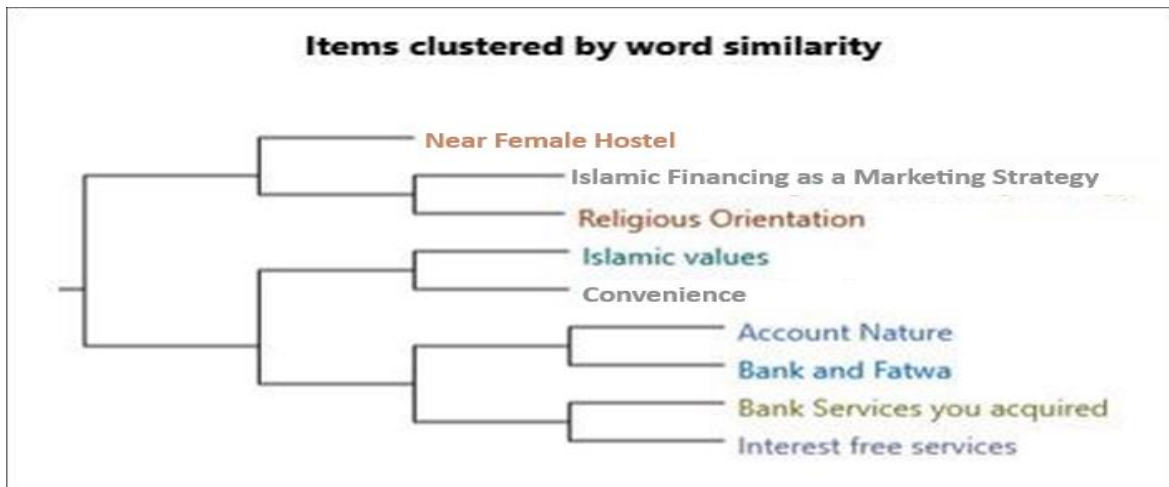


Figure.1: Cluster Analysis Islamabad

Apart from this, below figure shows some of the most emerging words, as it’s a word cloud developed through nVivo software. It has been reflected that many mentioned Meezan bank

service in the interview and convenience, salary, religion, work and advertisement have been some of the mostly used reasons;



Figure.2: Word Cloud Islamabad

Karachi

Below figure shows the cluster analysis outcome from nViVo, again the key words emerged are interest free services, Fatwa, organization

requirement, current account and nature of account or convenience that represent the reasons for banking services adoption.

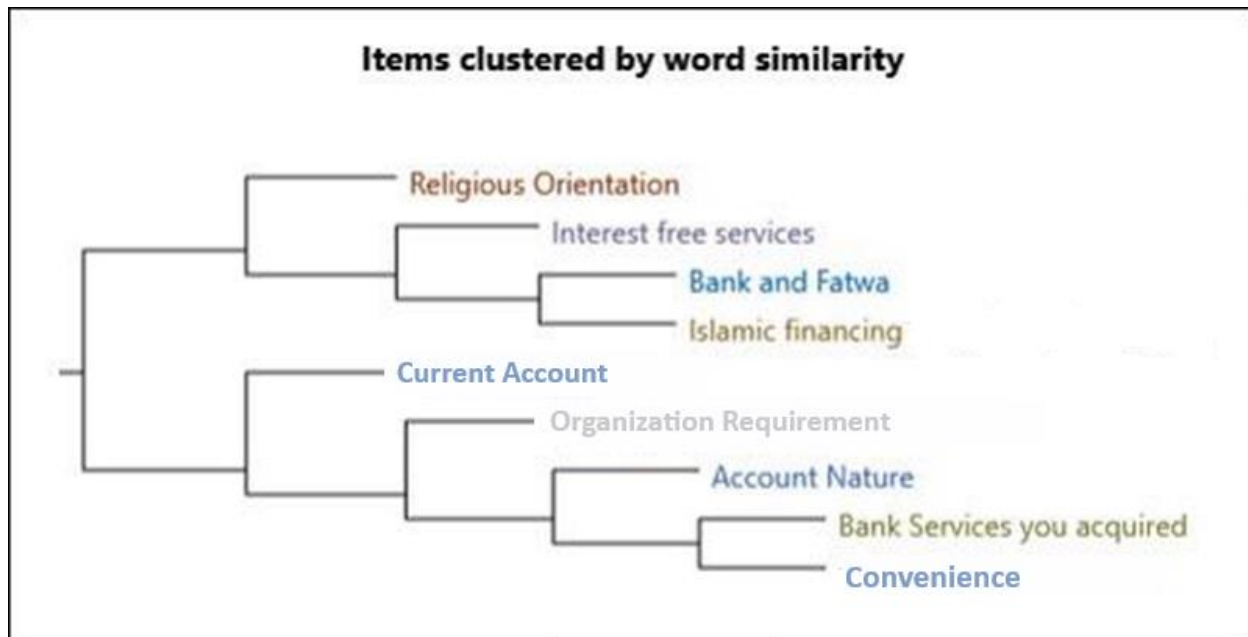


Figure.3: Cluster Analysis Karachi

Below word cloud is for the most used words during the interviews conducted in Karachi;



Figure.4: Word Cloud Karachi

Lahore

Below reflects the cluster analysis for Lahore interviews, the respondents mentioned Fatwa,

digital services, bank services, religion and some more below mentioned factors as reason for their adoption of services by banks;

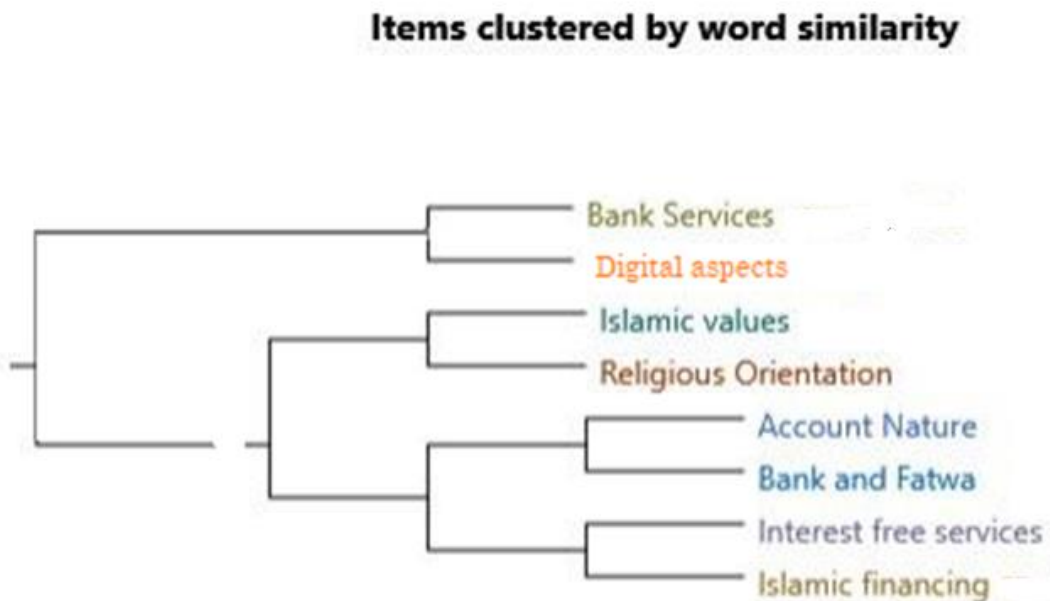


Figure.5: Cluster Analysis Lahore

Discussion

One of the key reasons that the Islamic banks have been progressing in the major cities of Pakistan is that, the participants mentioned that it offers interest free services to them. This aspect has also been reflected in the study of Mustapha et al (2023), the growth of the Islamic banks is mainly because the perception of interest-free investment plans creates their place in the Islamic society. However the Islamic banking has also been misunderstood for offering banking services for Muslims only, due to which it is also losing its worth in the non-Muslims living in the Muslim country. Another major factor identified by the respondents is convenience, almost all three cities had this factor in common that represents a generalized factor for the selection of banking sector by these consumer market from Pakistan. Literature also confirms that the quality of services and the m-banking along with the sharia compliance all together influence the choices of the Muslims in their bank account opening or banking services attaining. Not limited to this, the relationship with the customers or the staff attitude is another major factor that shall not be ignored, when studying about banking customers and their preferences of banking services (Wibowo et al., 2023).

Furthermore, the research outcomes in current analysis has also reflected the Fatwa by Maulana as one key reason due to which many of the respondents specially the one belonging to age group 35 and above are interested in banking services. However there was few that believed that this aspect is only for the sake of capturing customer attention. But many claimed it to be significant part of their choice development regarding Islamic banking services and it has been a stronger point in their advertisement that made a difference. The religious preferences are changing; the world is acknowledging new trends in Islamic financing or banking services. However marketers have realized the new tool to capture the attention of the audience and that is to make use of Fatwa and Islamic values connectivity with their banking services to ensure that it's as per the Islamic values. It has been one of the key factors that is changing the choice preferences of the customers. Fatwas are even sent in court for decisions and Islamic banks

are more concerned over finding the strongest regard of the religious people to become more attractive for this consumer market (Jalil et al., 2023).

Conclusion

Overall the research has been able to achieve the ultimate objective of the firm. It has been able to answer the key research questions of the study that is to identify the role of demographics in advertisement of Islamic banking services. Main demographic is their location and their occupation on basis of which they have been making use of the banking services. Furthermore, the demographic factor is also their faith, religion or values that are based on Islam mainly therefore the advertisements by the banks about the Islamic services offered by the Islamic banks are the key reasons on basis of which many have adapted or accepted their services. Along with this, some has also regarded conventional and Islamic banks to be almost same; it's just the digital services and the account nature that makes it attractive for them to open accounts. It has been reflected that along with religiosity, different factors play a dominating role in influencing the consumer choices of Islamic banking and many of them are associated with their distribution strategy, services delivery and the marketing content used.

Implications

From practical perspective, the study adds up value for the banking services to evaluate the major reasons on basis of which the customers are loyal to them or on basis of which they can gauge the interest of the customers for instance, convenience is one key factor therefore the banks can focus on developing different ATM services in areas with major population, they need to work on their current distribution network for service delivery and identify the areas of gap or the areas where they are not present or customers are facing issues with their services so that they can work on it to become demanded bank for the customers living in that specific area.

Limitations and Future Studies

One of the key limitation of the study is that it is only limited to three cities. It could have been more

productive if more cities were part of it. Specially the interior areas of Pakistan like the rural areas, are more conservative in their choices and their level of religiosity is also very high thus the growth pattern of the banks in that specific country and the reasons behind their choice of banking services could have generated more productive outcomes. Therefore it is recommended that the future studies shall focus upon evaluating the role of Islamic banking in such areas and what are the marketing tactics or the perspective of customers that play role in influencing the consumers in such areas. Apart from this, having data from more cities of Pakistan can be another key approach that can add up value. Furthermore it is also recommended that the study in future shall focus on comparing the adoption level of banking services (having both Islamic and conventional banks) by non-Muslims with Muslims to know the reasoning differences between both of them because the population of Pakistan is not confined to Muslims only.

References

1. Adi, P. H., & Adawiyah, W. R. (2018). The impact of religiosity, environmental marketing orientation and practices on performance: A case of Muslim entrepreneurs in Indonesia. *Journal of Islamic Marketing*.
2. Abbas, A., Nisar, Q. A., Mahmood, M. A. H., Chenini, A., & Zubair, A. (2019). The role of Islamic marketing ethics towards customer satisfaction. *Journal of Islamic Marketing*.
3. Afzal, T., & Hassan, S. (2018). Hindrance of mudharabah financing: a study from islamic banking industry of Pakistan. *International Journal of Islamic Banking and Finance Research*, 2(2), 16-23.
4. Ahmed, M. A., Zulfiqar, R., ul Haq, M. A., Kausar, N., & Khalid, S. (2020). Customer Purchase Intentions toward Islamic Banking Products in Pakistan: A Study of Religiosity-Based Marketing. *Asian Economic and Financial Review*, 10(10), 1187-1202.
5. Ahsan, M., Rana, Z. A., Ali, M., & Anwer, K. (2021). Assessment of knowledge, concerns and support of physicians towards bio banks in Pakistan, and their willingness to donate. *Science Progress and Research (SPR)*, 1(4).
6. Al Abdulrazak, R. M., & Gbadamosi, A. (2017). Trust, religiosity, and relationship marketing: a conceptual overview of consumer brand loyalty. *Society and business review*.
7. Albaity, M., & Rahman, M. (2019). The intention to use Islamic banking: an exploratory study to measure Islamic financial literacy. *International Journal of Emerging Markets*.
8. Alharahsheh, H. H., & Pius, A. (2020). A review of key paradigms: Positivism VS interpretivism. *Global Academic Journal of Humanities and Social Sciences*, 2(3), 39-43.
9. Alhojailan, M. I., & Ibrahim, M. (2012). Thematic analysis: A critical review of its process and evaluation. *West east journal of social sciences*, 1(1), 39-47.
10. Al-Saadi, H. (2014). Demystifying Ontology and Epistemology in research methods. *Research gate*, 1(1), 1-10.
11. Aliyu, A. A., Abdu, A. A., Kasim, R., & Martin, D. (2015). Research framework development on the effect of intangible location attributes on the values of residential properties in Jos, Nigeria. *Dev. Ctry. Stud. www.iiste.org Res*, 5(16), 8-31.
12. Awn, A. M., & Azam, S. F. (2020). LIBYAN INVESTORS' INTENTION TO INVEST IN ISLAMIC SUKUK: THEORY OF PLANNED BEHAVIOUR APPROACH. *European Journal of Economic and Financial Research*.
13. Aziz, S., & Afaq, Z. (2018). Adoption of Islamic banking in Pakistan an empirical investigation. *Cogent Business & Management*, 5(1), 1548050.
14. Basheer, M. F., KhorramI, A. A. A., & Hassan, S. G. (2018). Patronage factors of Islamic banking system in Pakistan. *Academy of Accounting and Financial Studies Journal*, 22, 1-9.
15. Åkerlind, G. S. (2022). Critique of the article, 'Theoretical foundations of phenomenography: a critical review'. *Higher Education Research & Development*, 1-10.
16. Braun, V., & Clarke, V. (2012). Thematic analysis. *American Psychological Association*.
17. Casula, M., Rangarajan, N., & Shields, P. (2021). The potential of working hypotheses for deductive exploratory research. *Quality & Quantity*, 55(5), 1703-1725.
18. Chantzias, A., Dedoulis, E., Grougiou, V., & Leventis, S. (2020). The impact of religiosity and corruption on CSR reporting: The case of US banks. *Journal of Business Research*, 109, 362-374.
19. Chowdhury, Y., Saba, N., & Habib, M. (2019). Factors affecting the choice of Islamic banking by the customers: a case study. *Frontiers in Management Research*, 3(1), 1-5.

20. Cutler, N. A., Halcomb, E., & Sim, J. (2022). Using naturalistic inquiry to inform qualitative description. *Nurse researcher*, 30(3).
21. Dalkin, S., Forster, N., Hodgson, P., Lhussier, M., & Carr, S. M. (2021). Using computer assisted qualitative data analysis software (CAQDAS; NVivo) to assist in the complex process of realist theory generation, refinement and testing. *International Journal of Social Research Methodology*, 24(1), 123-134.
22. Dandis, A. O., Wright, L. T., Wallace-Williams, D. M., Mukattash, I., Al Haj Eid, M., & Cai, H. (2021). Enhancing consumers' self-reported loyalty intentions in Islamic Banks: The relationship between service quality and the mediating role of customer satisfaction. *Cogent Business & Management*, 8(1), 1892256.
23. Darby, J. L., Fugate, B. S., & Murray, J. B. (2019). Interpretive research: A complementary approach to seeking knowledge in supply chain management. *The International Journal of Logistics Management*.
24. Dawami, Q. (2020). Factors influencing the preference of customers towards Islamic banking: Evidence from Malaysia. *Journal of Islamic Economic Laws*, 3(1), 48-67.
25. Farooq, C. U., Raza, I., Zia-ur-Rehman, M., & Bhatti, M. W. (2018). Antecedents of general consumer attitude towards religious advertising in Pakistan. *Journal of Islamic business and management*, 8(1).
26. Goertz, G., & Mahoney, J. (2012). Concepts and measurement: Ontology and epistemology. *Social Science Information*, 51(2), 205-216.
27. Hödl, H. G. (2023). The Dimensional Model of Religion: Its Use in History of Religions, Comparative Religion, and in Defining Religion. In *Transformation of Religion* (pp. 1-18). Brill Schöningh.
28. Iqbal, S. (2022, January 8). Banks attract record Rs3.88tr deposits in 2021. *DAWN.COM*. <https://www.dawn.com/news/1668247>
29. Jalil, A. W., & Firdaus, R. R. (2023). Application Of Fatwa In Islamic Banking Cases In Indonesian Court. *Journal of Namibian Studies: History Politics Culture*, 35, 1250-1264.
30. Jamali, H. R. (2018). Does research using qualitative methods (grounded theory, ethnography, and phenomenology) have more impact?. *Library & Information Science Research*, 40(3-4), 201-207.
31. Khan, I. U. (2022). How does culture influence digital banking? A comparative study based on the unified model. *Technology in Society*, 68, 101822.
32. Khanbolooki, S., Eyvaziheshmat, A., Sanavifard, R., Aghayousefi, A. (2021). Evaluating the Effectiveness of Bank Advertising and Identifying the Factors Affecting Client Preference. *Quarterly Journal of Public Organizations Management*, 9(3), 113-126. doi: 10.30473/ipom.2021.57108.4301
33. Knott, E., Rao, A.H., Summers, K. and Teeger, C., 2022. Interviews in the social sciences. *Nature Reviews Methods Primers*, 2(1), pp.1-15.
34. Kusumawati, A., Listyorini, S., Suharyono, & Yulianto, E. (2020). The role of religiosity on fashion store patronage intention of Muslim consumers in Indonesia. *SAGE Open*, 10(2), 2158244020927035.
35. Lewis, P., & Thornhill, A. (2009). Understanding research philosophies and approaches. *Research methods for business students*, 4, 106-135.
36. Lin, W. R., Wang, Y. H., & Hung, Y. M. (2020). Analyzing the factors influencing adoption intention of internet banking: Applying DEMATEL-ANP-SEM approach. *Plos one*, 15(2), e0227852.
37. Marsonet, M., 2019. Philosophy and logical positivism. *Academicus International Scientific Journal*, 10(19), pp.32-36.
38. Mustapha, N., Mohammad, J., Quoquab, F., & Salam, Z. A. (2023). "Should I adopt Islamic banking services?" Factors affecting non-Muslim customers' behavioral intention in the Malaysian context. *Journal of Islamic Marketing*, 14(10), 2450-2465.
39. Park, Y. S., Konge, L., & Artino, A. R. (2020). The positivism paradigm of research. *Academic Medicine*, 95(5), 690-694.
40. Powney, J. and Watts, M., 2018. *Interviewing in educational research*. Routledge.
41. Riaz, U., Khan, M., & Khan, N. (2017). An Islamic banking perspective on consumers' perception in Pakistan. *Qualitative Research in Financial Markets*.
42. Roulston, K. and Choi, M., 2018. *Qualitative interviews*. The SAGE handbook of qualitative data collection, pp.233-249.
43. Salman, A., Nawaz, H., Bukhari, S. M. H., & Baker, A. (2018). Growth analysis of Islamic banking in Pakistan: A qualitative approach. *Academy of Accounting and Financial Studies Journal*, 22, 1-8.
44. Selvanathan, M., Nadarajan, D., Zamri, A. F. M., Suppramaniam, S., & Muhammad, A. M. (2018). An exploratory study on customers' selection in choosing Islamic banking. *International Business Research*, 11(5), 42-49.

45. Seuring, S., Stella, T., & Stella, M. (2021). Developing and Publishing Strong Empirical Research in Sustainability Management—Addressing the Intersection of Theory, Method, and Empirical Field. *Frontiers in Sustainability*, 1, 617870.
46. Shabbir, M. S. (2019). Nexus between customer preference and operation of conventional banks Islamic windows in Pakistan. *Journal of Islamic marketing*.
47. Solekah, N. A., Premananto, G., & Hartini, S. (2020). Green marketing tools, religiosity, environmental attitude and green purchase behaviour among millenials generation. *MEC-J (Management and Economics Journal)*, 4(3), 233-252.
48. Saini, S., & Kumar, R. (2023). Effect of Religiosity on Consumer Decision-making: A Serial Mediation Model. *FIIB Business Review*, 23197145231188624.
49. Shilling, C., & Mellor, P. A. (2011). Rethorising Emile Durkheim on society and religion: embodiment, intoxication and collective life. *The Sociological Review*, 59(1), 17-41.
50. Soratto, J., Pires, D. E. P. D., & Friese, S. (2020). Thematic content analysis using ATLAS. ti software: Potentialities for researchs in health. *Revista brasileira de enfermagem*, 73.
51. State Bank of Pakistan. (2021). Islamic Banking Bulletin. Islamic Banking Department. <https://www.sbp.org.pk/ibd/bulletin/2021/Jun.pdf>
52. State Bank of Pakistan. (2023). Schedule Banks 2023 [Review of Schedule Banks 2023]. Sbp.org. https://www.sbp.org.pk/publications/schedule_banks/Jun-2022/Appendices.pdf
53. Suhartanto, D., Farhani, N. H., & Muflih, M. (2018). Loyalty Intention towards Islamic Bank: The Role of Religiosity, Image, and Trust. *International Journal of Economics & Management*, 12(1).
54. Tsai, K. J. (2019). Corpora and dictionaries as learning aids: inductive versus deductive approaches to constructing vocabulary knowledge. *Computer Assisted Language Learning*, 32(8), 805-826.
55. Wisker, Z. L. (2020). The effect of fake news in marketing halal food: a moderating role of religiosity. *Journal of Islamic Marketing*.
56. Zaid, Z. (2019). Attitudes towards Islamic banks: the impact of religiosity and the moderating role of trust. *International Journal of Accounting & Finance Review*, 4(2), 29-36.
57. Mustapha, N., Mohammad, J., Quoquab, F., & Salam, Z. A. (2023). "Should I adopt Islamic banking services?" Factors affecting non-Muslim customers' behavioral intention in the Malaysian context. *Journal of Islamic Marketing*, 14(10), 2450-2465.
58. Wong, K. M., Musa, G., & Wong, E. S. K. (2011). A review of philosophical assumptions in management research. *African Journal of Business Management*, 5(29), 11546-11550.
59. World Population Review. (2022). Muslim Population by Country 2020. [Worldpopulationreview.com. https://worldpopulationreview.com/country-rankings/muslim-population-by-country](https://worldpopulationreview.com/country-rankings/muslim-population-by-country)