Does Religious Obligation of Muslims in Western China Influence Their Intention to Adopt Islamic Banking?

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Abstract

With a total number of 23 million Chinese Muslims, the Islamic banking service in China is still at its early stage of development. This study seeks to examine the factors that influence the Chinese Muslims’ intentions to adopt Islamic banking. Employing the theory of planned behaviour (TPB), the present study investigates the effects of attitude, subjective norms, perceived behavioural control and religious obligation on the intention to adopt Islamic banking services amongst the Chinese Muslims. The survey data used in the process of research was collected from 669 Muslim respondents across four major cities in the western