

Accelerating Choices: Key Factors Shaping Car Ijarah Adoption in Pakistan

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Abstract: Car Ijarah is a vital Islamic banking product which is contributing anomalously to the economic growth of Pakistan. The research study is conducted to explore the important factors influencing consumers to use car Ijarah among customers in Pakistan using the Theory of Planned Behavior. A research instrument is used to collect the data of 250 Islamic bank customers who intend to use car Ijarah facility and multiple regression analysis is applied. The results proved that subjective norms and self-identity expressiveness lead to intentions to use the Ijarah facility in Pakistan. On the other side brand attitudes, perceived behavioural control and social identity expressiveness don't lead to intentions to use car Ijarah. The findings of the study provide policymakers, scholars, and regulators with important information on how to modify their tactics and approaches to increase car Ijarah's acceptance in Pakistan. Moreover, the study renders information in shaping Islamic finance service providers' marketing strategy for an effective demand in relation to car Ijarah.

Keywords: Car Ijarah, Attitude, Subjective Norms, Perceived Behavioral Control, Self-Identity Expressiveness, Social Identity Expressiveness.

I. Introduction

The economic condition of any country depends on the soundness and accuracy of the financial system, therefore its importance in the current economic situation cannot be denied (Aslam, Ur Rehman, & Iqbal, 2023). The banking sector works to give fuel to engine the progress of an economy (Jain et al., 2023). Therefore, any kind of disruption or problem in the financial sector would have a drastic effect on the economic growth of any country (Khan & Bhatti, 2008). In Pakistan, the banking system comprises Islamic and conventional banks and the Central Bank of Pakistan is the regulator of all banks (Rehman, Aslam, & Iqbal, 2021).

The Islamic banking assets are estimated reached to \$5.47 trillion globally in 2026 which is approximately 15 percent of conventional banking. The term Islamic banking is based on a banking system that is based on the principles of Islam (Aslam & Haron, 2021). Islamic banking has its foundations in the Islamic law (Shariah law). Islamic banking prohibits interest, guarantees fairness based on underlying business activity and governs the principle of mutual risk and profit sharing among the parties (Ahmad & Amjad, Muhammad, Aslam, 2018). Islamic banks are essential to the financial system because they provide a wide range of products that follow Sharia law. Ijarah is one of the main products that stands out as important and unique (Adeinat, Al Rahahleh, & Bhatti, 2019). Ijarah is a leasing or rental arrangement wherein the bank buys an asset and leases it to the customer for a predetermined amount of time (Ehsan Wahla, Hasan, & Bhatti, 2018).

Ijarah, a vital part of Islamic banking portfolios, is a testament to the sector's dedication to offering Sharia-compliant financial solutions (Aslam, Ur-Rehman, & Iqbal, 2021). This product serves people based on a hire-purchase facility, which is designed to meet the current demand and avoid certain risks in the financing of consumer durables and motor vehicles (Chhapra, Ahmed, Rehan, & Hussain, 2018). Ijarah is a term of Islamic fiqh which means "to give something on rent" (Akhtar et al., 2013). Car Ijarah is a car financing product based on the Islamic financing mode of leasing (Rizwanullah et al., 2012). Ijarah is lease lease-based product in which the usufruct is transferred to the client for a certain period. It is an arrangement under which the Islamic banking institutions lease vehicles, equipment instruments or other facilities to a client, against an agreed periodical rental (Kalim & Arshed, 2023). It is utilized for Auto Financing, Equipment Financing etc. Upon completion of the Ijarah period, the vehicle/equipment will be sold at a token amount or gifted to the customer (Rahim & Ahmad, 2015).

In the vibrant landscape of financial decisions, the acceptance and adoption of Car Ijarah in Pakistan emerge as a pivotal focal point, steering the trajectory of consumer choices (Chhapra et al., 2018). This research explores the nuances of the selection criteria that impact the adoption of car Ijarah, a unique type of Islamic auto lending, in the Pakistani market. Al-Ijarah in Pakistan is growing faster nowadays (Rizwanullah et al., 2012), therefore, this study attempted to investigate the factor that contributes to the fast growth of car Ijarah from customers in Pakistan utilizing the

extended Theory of Planned Behavior (TPB). There was an increased number of customers who had bought motor vehicles by using Ijarah transactions during the last decade, but we do not know what factor influenced them to choose or intend to use car Ijarah. From this research, we want to determine the factors of self-identity expressiveness, social identity expressiveness, subjective norms, customer's attitude, and behavioural controls on the intention to use the Ijarah facility in Pakistan.

II. Literature Review

Erol and El-Bdour (1989) in their research observed that customers consider efficient service by bank staff, the bank's reputation, confidentiality, and image of the bank as the significant factors for patronizing Islamic banks. These findings were later found to be consistent with the work of Naser, Jamal and Al-Khatib (1999) who found the bank's confidentiality policy, reputation, image and name to be vital factors among the Jordanian customers' satisfaction and the same as Chhapra et al. (2018) find in Pakistan.

According to Adeinat et al. (2019), anticipations serve as the facets of the service top quality that they expected need to be crucial indicators regarding the customer preferences. Likewise, carrier networks must find what customers anticipate. This way, they are able to raise pleasure by simply lowering anticipation. Most probably, anticipations came primarily from prior knowledge having related companies, yet word-of-mouth, as well as advertising, additionally participates in crucial assignments. With regard to commonly used companies for instance most retail stores, banking companies, mobile phone services, eating places, or hotels, the anticipations regarding frequent customers could be adequate (Aslam, Ashraf, & Iqbal, 2022).

The expectations of customers play an important role in service quality perceptions. Excessive promotional attraction should be avoided, which can help a company attain a good quality image (ur Rehman et al., 2023). The rise in customer expectations to an idealistic level may lead to more business at an early level, but at a later stage, it results in customer disappointment and rejects future relations (Rahim & Ahmad, 2015). They stated that the quality perception of customers can be improved by explaining to them the underlying principles and policies. From the conventional banking composition, moving over behaviour involving bank customers is modelled in addition to understood value in addition to customer satisfaction (Aslam, Azam, & Iqbal, 2020).

According to Aris et al. (2013), the demand for Islamic financial products and services was found statistically significant with the type of occupation, education level and income level of the respondents in the UK banking sector. The study had collected data from 300 people with a self-administrative questionnaire. Regression analysis, factor

analysis, Chi-square and Z score tests were applied to examine the association among the demographic variables and Islamic financial products demand in the UK. Devlin and Ennew (2005) examined the choice for home loans and found that professional advice, interest rate charged and having an existing relationship with the bank were the main factors for the choice criteria for the selection of mortgage financing.

In the banking industry, there are many dimensions actually to determine the service quality. Ehsan Wahla et al. (2018) discovered sizes connected with assistance quality that do reliability, responsiveness, skills, accessibility, politeness, conversation, reliability, stability, and comprehension consumer, in addition to tangibles. Nonetheless, considering their results, Colgate, Stewart and Kinsella (1996) demonstrate consumer value influences customer satisfaction. It is certainly an inter-linkage involving understood support value, and customer satisfaction evaluation in addition to the purpose of changing for you to some other service providers.

The study of Khafafa and Shafii (2013) exposed that customer satisfaction is significantly influenced by the factors of service quality. Tangibility, responsiveness, assurance, and sympathy of banks are important and aimed at improving the quality of their services in Libya. Amin, Ghazali and Supinah (2010) to determine the factors for the selection of AITAB facilities by the customers of Islamic banks. They found that customers prefer to use the AITAB facilities due to the adherence to Islamic laws. The research study also contributed that religion's role affects people's attitudes and choices.

Irwani and Ashraf (2006) conducted a similar study to examine the perception of customers regarding the car Ijarah facility in Malaysia. They found that more than 60 per cent of the respondents have awareness and knowledge about the Islamic hire purchase facility from various sources. These sources can be bank's prospectus, seminars, workshops, conferences and advertisements in newspapers and electronic media. Seif and Irwani (2007) in their research work found that Ijarah financing is one of the most popular financing modes in Malaysia as very few people can afford houses, cars or land on a cash basis. They found that almost all Islamic banks in Malaysia provide AITAB facilities except HSBC and Ban Pembangunan.

This research study examines the selection factors for the intention to use car Ijarah product financing in Pakistan with an application of the extended theory of planned behaviour (TPB) (Aslam et al., 2022). The study explores the role of TPB in the context of car Ijarah, including a wide array of social influences and self-identity, which was developed and tested by Thorbjornsen, Pedersen and Nysveen, 2007. In 1980, TPB started as the TRA in order to predict the individual's intention regarding engaging in a behaviour at a particular place and time. TPB states that an individual

attitude towards subjective norms, behaviour and perceived behavioural control shapes their behavioural intentions and behaviours (Ajzen, 1991). Conner and Arnitage (1998) argued that TPB was used effectively to explore a wide range of health behaviours and intentions over a specific time and place. Thus, the present study uses TPB and in light of the above discussion highlights the five constructs. which are attitude, subjective norms, perceived behavioural control, self-identity expressiveness and social identity expressiveness, thus collectively representing an individual's control over intention and behaviour of customers.

Attitudes - The first construct of the theory is the attitude towards behaviour. This refers to the extent to which an individual has a favourable or unfavourable appraisal of the given behaviour of interest. This construct of the TPB is based on behavioural beliefs and outcome evaluations. According to Sparks and Shepherd (1992), research usually aligned the attitude construct of TPB to the theoretical position of self-identity (proposed by Fishbein & Ajzen, 1975) that should be reflected in beliefs and values. Therefore, self-identity should be considered an antecedent of attitudinal evaluations (Sparks & Guthrie, 1998). However, later studies by Smith et al. (2008) and Adeinat et al. (2019) showed that self-identity does indeed have an independent effect on intentions.

Hypothesis 1: Brand attitudes lead to intentions to use car Ijarah.

Perceived Behavioral Norms - The second important construct of the TPB is perceived behavioural control. It refers to the perception of an individual of the ease or difficulty of performing the behaviour of interest. The inclusion of perceived behavioural control in TPB has been an important contributor to its explanatory power. It is important to include it in the study when estimating the relative effect of all variables in the extended TPB model. An individual perceived behavioural control varies across different actions and environmental factors (Chhapra et al., 2018; Ehsan Wahla et al., 2018), thus resulting in different behavioural control perceptions depending on the nature of circumstances.

Hypothesis 2: Perceived behavioural control leads to intentions to use car Ijarah.

Subjective Norms- Subjective norms are the third construct of the theory of planned behaviour stated that social pressure to either perform or not perform a specific behaviour. It is the belief that other human beings may approve or disapprove of the behaviour. This reflects an individual belief about subordinates, peers, and people and how they would react to their behaviour. The subjective norm is a central component of TPB and has been included in numerous studies across a large number of different settings (Aslam, Kalim, & Fizza, 2019; Venkatesh & Davis, 2000; Hung, Ku, & Chang, 2003). For the service tested in this paper (car Ijarah), the average

user is expected to be relatively young. Kalim and Arshed (2023) argued that young users may be more affected by external and interpersonal influences because their subjective norms are developing and changing and they are more frequently exposed to sources of external influence, such as the mass media.

Hypothesis 3: Subjective norms lead to intentions to use car Ijarah.

Social Identity Expressiveness— Social identity expressiveness reflects people's behaviour in a group or large cultural context. Social norms are considered normative, or standard, in a group of people. Social identity is suggested as a particularly useful concept to adopt for consumer research (Aquino & Reed, 2002). Social identity is a person's sense of who they are based on their group memberships (Stets & Burke, 2000). A study by Terry et al. (1999) provides important insights into how to align and utilize identity theory and social identity theory for prediction purposes. Social identity expressiveness pertains to how and to what extent consumers expressively use car Ijarah to relate to other in-group persons (Usman, 2023). The central hypothesis is that in-group members may seek to find negative aspects of an out-group in order to enhance their self-image about the particular product/service.

Hypothesis 4: Social identity expressiveness leads to intentions to use car Ijarah.

Self-Identity Expressiveness- The last construct refers to the perceived presence of factors that may facilitate or impede behavior performance. Identity theory maintains that people have distinct components of self, called role identities, for each role position they occupy in society (Terry, Hogg & White, 1999). Several contributions have focused on the role of self-identity in explaining behavioral intentions and actual behavior across a wide array of contexts (Sparks & Guthrie, 1998). For instance, Theodora (1994) concludes that self-identity is a valuable and useful addition to the TPB model. Self-identity expressiveness here denotes how and to what extent consumers use car Ijarah to display their own identity and values (to themselves as well as to others) (Ehsan Wahla et al., 2018).

Hypothesis 5: Self-identity expressiveness leads to intentions to use car Ijarah.

III. Research Methodology

3.1 Population and Sample Size

The target population of the study is the customers of all licensed Islamic banks and conventional banks with Islamic windows/branches who are interested to purchase car through Ijarah financing in the nearby future or already using the car Ijarah facility. This study uses convenient sampling because the cost and time required to carry out a convenience sample are small (Castillo, 2009). A total of 290 customers

selected from Islamic and conventional banks with Islamic windows for collecting data from the Lahore region, out of which 250 respondents filled properly, representing a response rate of 85 percent. Moreover, earlier similar studies also followed convenient sampling and a sample of approximately 250 respondents in their research for generalizing of the results (Yousaff & Kamdari, 2014).

3.2 Research instrument

The primary data is used for data collection and is taken with the help of a survey instrument (Annexure – A). The questionnaire used in this study is based on two sections. The first section is based on several questions to achieve different objectives of the study, while the second section contains seven questions related to demographics. The questionnaire was adopted and developed from the earlier scholarly work of Othman and Owen (2001), Thorbjornsen, Pedersen and Nysveen (2007) and Yusoff and Kamdari (2014).

3.3 Multiple Regression Analysis

The intention to use car Ijarah and its selection factors for the acceptance using the TPB in Pakistan is estimated through the following multivariable regression model.

$$PI = \alpha + \beta_1BA + \beta_2SN + \beta_3PBC + \beta_4SI + \beta_5SE + \epsilon$$

Where, PI refers to purchase Intention, BA refers to Brand Attitude, SN refers to Subjective Norms, PBC refers to Perceived Behavioral Control, SI refers to Social Identity Expressiveness, SE refers to Self-Identity Expressiveness, β_{1-5} refers to Coefficients, ϵ refers to Error Term

3.4 Demographics Profile

Table 2 shows the respondent’s age profile that filled the instrument for the data collection. The major crunch of respondents belongs to the age group of 20-29 years and second highest percentage is of respondents belongs to age group under 20 years which shows that young and middle-aged people are more inclined towards car Ijarah facility due to professional and educational life. One of the reasons for taking below 20 years respondents in the analysis is that many landlords from urban areas moved to Lahore for the last few years and takes permanent residential. Thus, the youngsters take Ijarah financing from their parents’ money. There are 30.0 percent respondents age is below 20 years, 61.3 percent respondents fall in the age group of 20-29 years, 6.7 percent in the age group of 30 years to 39 years, while only 2.0 percent are 40 years and above.

		Frequency	Percent
Valid	Below 20	75	30.0
	20-29	153	61.3

	30-39	17	6.7
	40 & Above	5	2.0
	Total	250	100.0

3.4.1 Gender

Table 3 shows the number of respondent’s gender that filled the questionnaire for the research study. In this survey 87.3 percent of the respondents are male, whereas remaining 12.7 percent of the respondents are female who provide their valuable suggestions and feedback on the study.

		Frequency	Percent
Valid	Male	218	87.5
	Female	32	12.5
	Total	250	100.0

3.4.2 Education / Qualification

Table 4 show that majority of the respondents, almost 51.3 percent have Masters or PhD degree, 32.0 percent have Bachelor’s degree, 11.3 percent respondents are certifications or diploma holders and only 5.3 percent respondents have other qualifications which may be professional qualifications (ACCA, CIMA, MBBS, etc) or primary / secondary level education.

		Frequency	Percent
Valid	Bachelors	80	32.0
	Master’s or PhD	125	51.5
	Certifications/Diploma	30	11.5
	Others	15	5.3
	Total	250	100.0

3.4.3 Marital Status

In Table 5 show that 82 percent of the respondents are married while 18.0 percent of the respondents are unmarried. This corroborates with the data of their ages as the car is a basic necessity these days for the family.

		Frequency	Percent
Valid	Single	45	18.0
	Married	205	82.0
	Total	250	100.0

3.4.4 Number of Years being Customer to an Islamic Bank

Table 6 shows that 52.7 percent of the respondents are Islamic bank customers for the 2 to 5 years, 33.3 percent respondents have less than 1 year relationship with the Islamic banks and remaining 14.0 percent of the respondents have more than 5 years of relationship with the Islamic bank.

		Frequency	Percent
Valid	Less than 1 year	83	33.3
	2-5 years	132	52.7
	Above 5 years	35	14.0
	Total	250	100.0

IV. Results and Discussion

4.1 Descriptive Statistics

Table 7 show that mean value of Brand Attitude (BA) is 3.54, Subjective Norms (SN) is 3.42, Perceived Behavioral Control (PBC) is 3.45, Social Identity Expressiveness (SI) is 3.57, Self-Identity Expressiveness (SE) is 3.54 and Purchase Intention (PI) is 3.58. BA has a standard deviation of 1.04, SN has 0.98 standard deviation value, PBC has standard deviation of 0.97, SI has a value of 0.95, SE has a value of 0.92 and PI has a standard deviation of 0.99 respectively. The values of standard deviation depicted that there are no outliers in the data set and data is said to be in normal shape for running the regression analysis.

The descriptive statistic of skewness is in between +1 and -1 for all variables and kurtosis is closer to 3 for all

variables. There seems to be no issue of kurtosis and skewness in the variables as the values of all ratios are in the range. Lastly, the minimum and maximum values of all variables are 1.00 and 5.00 respectively. The level of significance for the research study is 5 percent, that is, 0.05.

Variables	N	Mean	Std. Deviation	Skewness	Kurtosis
Brand Attitude	250	3.5430	1.04308	-1.006	.389
Subjective Norms	250	3.4233	.98135	-.556	-.332
Perceived Behavioral Control	250	3.4556	.97373	-.311	-.483
Social Identity Expressiveness	250	3.5717	.95509	-.416	-.353
Self-Identity Expressiveness	250	3.5471	.92241	-.564	-.185
Purchase Intention	250	3.5833	.99902	-.723	.063

4.2 Correlation Analysis

Table 8 shows that the correlation coefficient for all variables is below 0.70, representing no serious issue of multicollinearity among the variables. The results revealed all variables found to have a positive correlation between them at the 99 per cent level of confidence.

		BA	SN	PB	SI	SE	PI
BA	Pearson Correlation	1	.651**	.461**	.435**	.550**	.498**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	250	250	250	250	250	250
SN	Pearson Correlation	.751**	1	.571**	.465**	.469**	.517**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	250	250	250	250	250	250
PB	Pearson Correlation	.461**	.571**	1	.655**	.477**	.440**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	250	250	250	250	250	250
SI	Pearson Correlation	.435**	.465**	.655**	1	.660**	.447**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	250	250	250	250	250	250
SE	Pearson Correlation	.550**	.469**	.477**	.660**	1	.659**

	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	250	250	250	250	250	250
PI	Pearson Correlation	.498**	.517**	.440**	.447**	.659**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	250	250	250	250	250	250
**. Correlation is significant at the 0.01 level (2-tailed)							

4.3 Reliability Analysis

Reliability refers to the consistency and stability of the results of a test or scale. The more reliable a scale, the better (e.g., more valid) the scale (Kline, 1986)

Cronbach's Alpha	N of Items
.938	26

The final survey questionnaire is filled in by the 250 respondents to check the reliability of the instrument design in Table 9. In this case, alpha is above 0.938 and is certainly in the region indicated by Kline (1986), so this probably indicates good reliability. The reliability analysis for individual constructs is shown in Table 10.

Construct	Cronbach's Alpha	Number of Items
Brand Attitude (BA)	.880	5
Subjective Norms (SN)	.820	4
Perceived Behavioral Control (PBC)	.824	4
Social Identity Expressiveness (SI)	.826	4
Self-Identity Expressiveness (SE)	.838	5
Purchase Intention (PI)	.847	4

4.4 Multiple Regression

Multiple regression analysis is used to measure the selection factors for the acceptance of car Ijarah using TPB. Table 11 shows the value of the R square is 0.496. It measures the strength of the association between the variables. Explanatory power in regression model is 49.6 percent which means 49.6 percent.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704	.496	.479	.721

Table 12 shows the resulting model is significant as its F value is 0.000 and the F-statistics value of the model is also greater than the critical value of 3.52 (for 5 percent level of significance using the F-statistics chart), that is, 28.345 which also indicates that model is statistically significant.

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	73.762	5	14.752	28.345	.000
	Residual	74.946	144	.520		
	Total	148.708	149			

Table 13 shows that two variables including subjective norms (SN) and self-identity expressiveness (SE) have a significant impact on the purchase intentions for car Ijarah. Given the substantial influence of subjective norms on purchase intentions, it is likely that societal and cultural norms have a major influence on people's decisions to choose cars over other modes of transportation. Positive subjective norms, in which selecting Islamic financing options is viewed favourably by society, can encourage people to declare their intention to use Ijarah to buy a car. Furthermore, the strong correlation found between self-identity expressiveness and purchase intentions suggests that people see their car's Ijarah as a reflection of who they are, especially when it comes to upholding Islamic principles. This implies that people's intentions to choose Ijarah are greatly influenced by the moral and religious aspects of auto financing.

The study also contributed that brand attitude (BA), perceived behavioural control (PBC) and social identity expressiveness (SI) were found to have a statistically insignificant impact on the acceptance of the car Ijarah in Pakistan. Thus, the results indicate that consumers will give more weight to ethical and religious considerations than brand-related factors in the context of Islamic financial products such as car Ijarah, where adhering to Sharia principles is a primary concern. The lack of significance might suggest that acceptance is more heavily influenced by other factors, such as religious compliance and cultural alignment. In addition, due to their very nature, Islamic financial products may be perceived more as religious statements than as representations of a larger social identity.

The lack of significance can indicate that people do not view car Ijarah as a unique social identity symbol that goes beyond religious considerations.

Table 13: Regression Parameter Estimates

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.596	.275		2.169	.032
	BA	.009	.091	.009	.099	.922
	SN	.241	.099	.236	2.434	.016
	PBC	.104	.088	.101	1.183	.239
	SI	-.111	.096	-.106	-1.250	.252
	SE	.612	.093	.565	6.603	.000

V. Conclusion

The purpose of this research study is to explore the important factors for the acceptance of car Ijarah among customers in Pakistan using the Theory of Planned Behavior. Car Ijarah is a vital Islamic banking product which is contributing anomalously to the economic growth of Pakistan. The research study examines the factors influencing consumers to accept the car Ijarah within Pakistan. The study evaluates the impact of attitude, self-identity expressiveness, social identity expressiveness, subjective norms, and perceived behavioural control on the intention to use car Ijarah facility among the Islamic banking sector consumers in Pakistan.

The population of the study is the customers of all licensed Islamic banks and conventional banks with Islamic branches who are interested in purchasing a car through Ijarah financing shortly or already using the car Ijarah facility. This uses convenient sampling, and a total sample size is 250 customers selected from Islamic and conventional banks, representing a response rate of 85.7 percent. The questionnaire was adopted and developed from the earlier scholarly work of Othman and Owen (2001), Thorbjornsen, Pedersen and Nysveen (2007) and Yusoff and Kamdari (2014). Purchase Intention (PI) is taken as a dependent variable, while brand attitude (BA), subjective norms (SN), perceived behavioural control (PBC), social identity expressiveness (SI), and self-identity expressiveness (SE) are taken as independent variables.

The result of the regression model shows that two variables including subjective norms (SN) and self-identity expressiveness (SE) have a significant impact on the purchase intentions for car Ijarah. The study also contributed that brand attitude (BA), perceived behavioural control (PBC) and social identity expressiveness (SI) were found to have a statistically insignificant impact on the acceptance of the car Ijarah in Pakistan. Overall, the study hypothetically proved that brand attitudes, perceived behavioural control and social

identity expressiveness don't lead to intentions to use car Ijarah in Pakistan. On the other hand, subjective norms and self-identity expressiveness positively lead to intentions to use the Ijarah facility in Pakistan.

The findings of the study provide policymakers, scholars, and regulators with important information on how to modify their tactics and approaches in order to increase car Ijarah's acceptance in Pakistan. In the context of car Ijarah acceptance, academics can investigate the causes of the insignificance of brand attitude, perceived behavioural control, and social identity expressiveness. Future studies could look into whether these results are influenced by market- or culture-specific factors. It is evident to policymakers that the acceptance of car Ijarah is not greatly impacted by brand attitude, perceived behavioural control, or social identity expressiveness. Other significant variables may be the focus of policies, and decision-makers may promote variety in the selection of Islamic financial products. Regulators can continue to provide a framework for regulations that is adaptable and innovative, allowing for the development of new Islamic financial product offerings. Financial institutions may be encouraged by regulators to diversify their strategies in order to accommodate different customer preferences.

This study only focuses on the demand side of the car Ijarah facility. Future research can explore the individual's perception of the car Ijarah supply side situation in Pakistan as well as around the world. Moreover, Ijarah Thumma Al Bai (AITAB) is being practised, there is room for future research to explore what would be the effect on demand for car Ijarah if other Islamic modes of financing are also used for car financing. The findings of the research can provide valuable information for the Pakistani community regarding Islamic car leasing products. It can create awareness among all other ethnic groups in Pakistan who are willing to gain more reliable and secure car Ijarah facilities. The researcher hopes that this research study may not only improve the development of the Islamic banking stream but also of conventional banks that have licenses to operate Islamic windows. The primary limitation is that this is a small-scale study since it is an academic thesis hence the sample size of the study was limited. The researcher faced difficulty in searching for information to analyze to obtain data and information because the questionnaire was distributed only to customers who had experienced or intended to use Islamic car facilities.

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Annexure –A (Questionnaire)

Please state your level of agreement from *Strongly Disagree* to *Strongly Agree* scale regarding the following statements by marking one of the circles.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Choosing/using car Ijarah is a good idea	1	2	3	4	5
Engaging in car Ijarah is beneficial	1	2	3	4	5
I think car Ijarah are very favorable	1	2	3	4	5
I think car Ijarah is very good	1	2	3	4	5
I like to choose/use/purchase car Ijarah	1	2	3	4	5
My family members prefer car Ijarah	1	2	3	4	5
My friend would think that I should choose car Ijarah	1	2	3	4	5
Most people who are important to me recommended purchasing car Ijarah	1	2	3	4	5
Most people whose opinion I value would approve of my purchase of car Ijarah	1	2	3	4	5
I have the resources to purchase car Ijarah	1	2	3	4	5
I have the knowledge to purchase car Ijarah	1	2	3	4	5
I have the ability to purchase car Ijarah	1	2	3	4	5
Purchasing car Ijarah product is entirely under my control	1	2	3	4	5
I often talk to others about car Ijarah product	1	2	3	4	5
I often show car Ijarah features and services to other	1	2	3	4	5
Other people are often impressed by the way I use car Ijarah	1	2	3	4	5
Most people who are important to me think that car Ijarah is useful & beneficial	1	2	3	4	5
I use car Ijarah to express my personal values	1	2	3	4	5
I use car Ijarah to express who I want to be	1	2	3	4	5
I choose car Ijarah because it is according to Shariah guidelines	1	2	3	4	5
Using car Ijarah is part of how I express my personality	1	2	3	4	5
I choose car Ijarah because it offer good pricing quality	1	2	3	4	5
I plan to purchase car using car Ijarah in the forthcoming month/year	1	2	3	4	5
I am likely to purchase car using car Ijarah in future	1	2	3	4	5
I will purchase car using car Ijarah product	1	2	3	4	5
I like to use Islamic personal financing	1	2	3	4	5

Respondent Age

- Below 20
- 20-29 years
- 30-39 years
- 40 & Above

Gender

- Male
- Female

Education / Qualification

- Secondary / O levels
- Intermediate / A levels
- Bachelors
- Masters or PhD
- Certifications/Diploma
- Others _____

Marital Status

- Single
- Married
- Divorced

Income per month (in PKR)

- 25k and under
- 25k-50k
- 50k-75k
- 75k-100k
- 100k and above

How many years have you been a customer to an Islamic Bank?

- Less than 1 year
- 2 to 5 years
- 6 to 10 years
- Above 10 years

Number of cars you owned?

- 01
- 02
- 03 or Above

