

T.R.

ISTANBUL SABAHATTIN ZAIM UNIVERSITY

GRADUATE EDUCATION INSTITUTE

DEPARTMENT OF ISLAMIC ECONOMICS AND FINANCE

**ANALYSING THE INTENTION TO PURCHASE
FAMILY TAKAFUL PLANS IN MALAYSIA: THE
MEDIATING ROLE OF ATTITUDE AND SAVING
MOTIVES**

MA THESIS

Siti Nur Azmina MD ZAN

Istanbul

June-2024

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DECLARATION OF SCIENTIFIC ETHICS AND ORIGINALITY

This is to certify that this MA thesis titled “Analysing the Intention to Purchase Family Takaful Plans in Malaysia: The Mediating Role of Attitude and Saving Motives” is my own work and I have acted according to scientific ethics and academic rules while producing it. I have collected and used all information and data according to scientific ethics and guidelines on thesis writing of Istanbul Sabahattin Zaim University. I have fully referenced, in both the text and bibliography, all direct and indirect quotations and all sources I have used in this work.



Siti Nur Azmina MD ZAN

June, 2024

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In the name of Allah SWT, Most Gracious and Most Merciful. Blessings and salutations to the great Prophet Muhammad PBUH, his family and companions, whose unwavering dedication has allowed us to experience the profound of blessings of faith and Islam. I express my gratitude to Allah SWT for granting me the opportunity and guidance to complete the writing of this thesis.

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Siti Nur Azmina MD ZAN

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ABSTRACT

ANALYSING THE INTENTION TO PURCHASE FAMILY TAKAFUL PLANS IN MALAYSIA: THE MEDIATING ROLE OF ATTITUDE AND SAVING MOTIVE

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This study analyses the direct effects of Promotional Campaigns (PC), Attitude (A), Subjective Norms (SN), Perceived Behavioural Control (PBC), Saving Motives (SM), and Religiosity (R) on the intention to purchase family takaful plans, as well as the mediating and moderating effects toward the intention to purchase Family Takaful Plans among Malaysian Muslim aged 18 years old and above by employing the Theory of Planned Behaviour (TPB) model. The study utilizes PLS-SEM using SmartPLS (v.4). A total of 302 valid responses have been obtained and all results are reported based on this sample size. The findings conclude that out of the eight direct effects examined, five were found to have significant impacts. Attitude and saving motives serve as full mediators, while religiosity moderates the relationship between saving motives and the purchase intention of family takaful plans. This study suggests that Takaful providers can improve customer services, collaborate with community leaders, and strategically design marketing campaigns to cultivate favourable attitudes towards family Takaful plans, thereby encouraging participation and enhancing financial security. Correspondingly, policymakers are advised to implement educational campaigns, bolster social networks, and regulate promotions to ensure transparency and accuracy in promoting Takaful products.

Key terms: intention to purchase, family takaful plans, TPB, Malaysia

ÖZET

MALEZYA'DA AİLE TEKAFÜL PLANLARINI SATIN ALMA NİYETİNİN ANALİZİ: TUTUM VE TASARRUF AMAÇLARININ ARACI ROLÜ

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Bu çalışma, Promosyon Kampanyaları (PK), Tutum (T), Öznel Normlar (ÖN), Algılanan Davranışsal Kontrol (ADK), Tasarruf Güdüleri (TG) ve Dindarlığın (D) aile tekafül planları satın alma niyeti üzerindeki doğrudan etkilerini analiz etmektedir. Planlı Davranış Teorisi (TPB) modelini kullanarak 18 yaş ve üzeri Malezyalı Müslüman arasında aile tekafül planları satın alma niyetine yönelik aracılık etkilerinin ve moderatör rolünün yanı sıra. Çalışmada çok SmartPLS (v.4) kullanılarak PLS-SEM'den faydalanılmıştır. Toplam 302 geçerli yanıt alınmış ve tüm bulgular bu örneklem büyüklüğüne dayalı olarak raporlanmıştır. Bulgular, incelenen sekiz doğrudan etkiden beşinin anlamlı etkilere sahip olduğu sonucuna varmıştır. tutum ve tasarruf güdüleri tam aracılık görevi görürken, Dindarlık tasarruf güdüleri ile aile tekafül planları satın alma niyeti arasındaki ilişkiyi hafifletmektedir. Bu çalışma, tekafül sağlayıcılarının müşteri hizmetlerini iyileştirebileceğini, toplum liderleriyle işbirliği yapabileceğini ve aile tekafül planlarına yönelik olumlu tutumlar geliştirmek için pazarlama kampanyalarını stratejik olarak tasarlayabileceğini, böylece katılımı teşvik edebileceğini ve finansal güvenliği artırabileceğini göstermektedir. Buna paralel olarak, politika yapıcılara eğitim kampanyaları yürütmeleri, sosyal ağları güçlendirmeleri ve Tekafül ürünlerinin tanıtımında şeffaflık ve doğruluğu sağlamak için promosyonlar düzenlemeleri tavsiye edilmektedir.

Anahtar Sözcükler: satın alma niyeti, aile tekafül planları, TPB, Malezya

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LIST OF ABBREVIATIONS

A	: Attitude
AVE	: Average Variance Extracted
BNM	: Central Bank of Malaysia
BOP	: Bottom of the Pyramid
CR	: Composite Reliability
d_ULS	: Unweighted Least Squares discrepancy
d_G	: Gower's discrepancy
DOI	: Diffusion Theory of Innovation
DTPB	: Decomposed Theory of Planned Behaviour
FTP	: Family Takaful Plans
GTP	: General Takaful Plans
HTMT	: Heterotrait-Monotrait
IS	: Information Systems
MOP	: Middle of Pyramid
MTA	: Malaysia Takaful Association
NFI	: Normed Fit Index
PB	: Purchase Behaviour
PBC	: Perceived Behavioural Control
PBUH	: Peace Be Upon Him

PC	: Promotional Campaigns
PI	: Purchase Intention
PLS-CB	: Partial Least Square-Covariance Based
PLS-SEM	: Partial Least Square-Structural Equation Modelling
R	: Religiosity
SN	: Subjective Norms
SM	: Saving Motives
SPM	: Sijil Pelajaran Malaysia
SRMR	: Standardized Root Mean Square Residual
TIB	: Theory of Interpersonal Behaviour
TPB	: Theory of Planned Behaviour
TRA	: Theory of Reasoned Action
VIF	: Variance Inflation Factor

CHAPTER I

INTRODUCTION

The expression “Takaful” is elicited by the word in Arabic “كفالة” signifying “to guarantee” or “joint guarantee”. While the term "Takaful" has not been explicitly stated in the Quran, its conceptual roots can be originated from the term "*ta'awun*," which signify mutual assistance. This insight aligns with verse 2 Surah *Al-Ma'idah* in the Quran:

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ ۖ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ

“And help one another in goodness and piety, and do not help one another in sin and aggression.” [Surah Maidah:2]

In Sahih Bukhari and Muslim narrated by Abu Hurairah, the Prophet Muhammad (PBUH) also expressed:

الْمُؤْمِنُ لِلْمُؤْمِنِ كَالْبُنْيَانِ يَشُدُّ بَعْضُهُ بَعْضًا

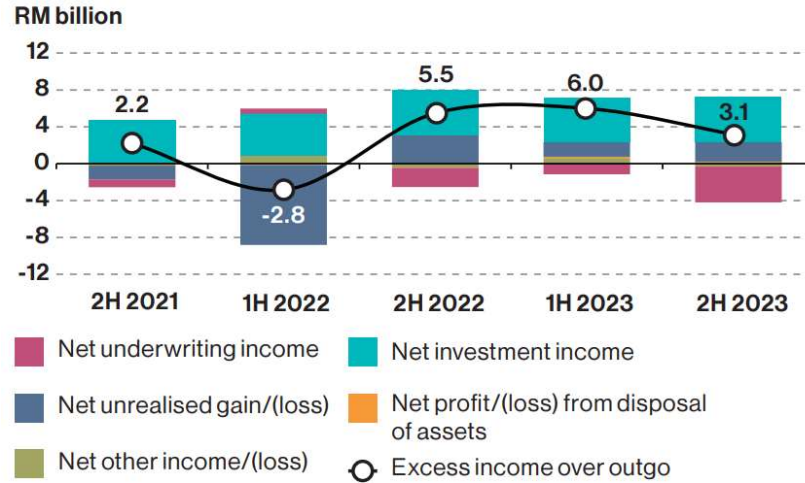
“A believer to another believer is like a building whose different parts enforce each other.” [Sahih al-Bukhari and Muslim, Chapter 5, No 2446]

Though there are more evidence from Quran and Sunnah commence the importance of the Takaful scheme, these Quranic verse and Hadith provide a strong basis of Takaful highlighting the significance of cooperation, mutual support, and shared responsibility within Muslim community.

Malaysia practices a dual banking system that include both conventional and Islamic as well as Takaful, whereas conventional life insurance and Islamic insurance called as Takaful in which originate from Quranic and Hadith which has previously stated. In 1984, the Takaful Act was set up by Malaysian Parliament and granting Takaful operators the authority to establish Takaful companies to manage Takaful funds and business operations. Syarikat Takaful Malaysia was established in the same year, followed by Takaful National in 2000, Ikhlas Takaful in 2002. Both Syarikat Takaful Berhad and Takaful Ikhlas offer General and Family Takaful plans, respectively.

In the year of 2002, Malaysia demonstrated its resilience by introducing Malaysia Takaful Association (MTA) to improve the infrastructure of Takaful plans and foster the industry networking and linkages to global marketplace. Consequently, six Takaful operators were established such as Prudential BSN Takaful, Etika Takaful, Great Eastern Takaful, AIA PUBLIC Takaful, Hong Leong MSIG Takaful, and Sun Life Malaysia Takaful. In June 2013, the Islamic Financial Services Act was enacted to regulate and supervise Takaful companies such as provides a regulatory framework and principles to ensure the sustainability and Shariah conformity. This act also empowered the Central Bank of Malaysia (BNM) in overseeing the confidentiality and stability of the Takaful companies. Following this, Am MetLife Takaful, Zurich Takaful Malaysia, FWD Takaful were established.

Currently, there are 15 Takaful operators and 3 Re-takaful operators licensed under the MTA (Malaysian Takaful Association, 2022). Takaful operators work directly with policyholders, offering a variety of insurance products based on mutual risk-sharing principles. On the other hand, Re-Takaful operators provide an additional layer of risk management for Takaful companies by reinsuring their risks, allowing them to deal with higher claims while maintaining financial stability. Malaysia remains at the leader in the Takaful market with its robust regulatory framework. As previously mentioned, there exist two categories of Takaful plans: General Takaful plans and Family Takaful plans. Current study specifically focuses on family Takaful plans in Malaysia. In family Takaful plans, participants receive financial protection to cope with death and potential accidents or disability that they may encounter in the future (Purwaningrum & Filianti, 2020). Apart from being risk protection plan, family Takaful plans also has role in deriving saving and investment service. Table 1.1 display the surplus profit of life insurance and family takaful in Malaysia.



Note: 1. Data excludes investment-linked unit funds.
 2. Net underwriting income refers to excess of net premium after deducting benefit payouts, agency remuneration and management expenses.

Figure 1.1: Profit generated from Life Insurance and Family Takaful in Malaysia
 Source: Bank Negara Malaysia (BNM), 2023

Table 1.1 provides the data of aggregate profitability from life and family Takaful in Malaysia over several periods. In the second half of 2021, life insurance and family Takaful operators recorded profits of RM2.2 billion. However, in the first half of 2022, there was a significant decline, resulting in losses of RM2.8 billion. The decline in profit was mainly due to larger net underwriting incurred by both life and family Takaful funds, Additionally, this decline was compounded by a sustained increase in medical claims payments. In the second half of 2022, profits increase to RM5.5 billion. The profits continued to rise in the first half of 2023, reaching RM6.6 billion and recorded RM3.1 billion in the second half of the same year.

Meanwhile, the penetration rate of family Takaful in Malaysia has displayed a gradual increase over the years. In 2018, the penetration rate stood at 15.2% and it has witnessed a continuous upward trend since then. By 2022, the penetration rate reached 20.1% marking a notable growth in the adoption of family Takaful plan within Malaysian population. This consistent rise suggests a growing awareness and demand of family Takaful plans.

1.1 The Statement of the Problem

Despite the significant growth and maturity, the market share of Takaful remains low compared to conventional insurance especially Muslims in Malaysia accounting for majority 57.9%, while Chinese, Indians and other races remained at 22.6% of the population. Majority of Malaysian Muslim belong to the middle class rather than upper class, limiting their financial resources available for participating in Takaful. Although Takaful aligning with Islamic principles, awareness and understanding of takaful may still be limited among Malaysian Muslim. Consequently, preferences for conventional insurance may stem from familiarity and established practices within the financial sector. As of 2022, the market share reached 54%, with conventional insurance accounting for 34% and the remaining 20% attributed to Takaful segment (Malaysian Takaful Association, 2022). Figure 1.1 presents the steady increase in the number of certificated in force for family Takaful. Notable, Family Takaful Plans (FTP) has shown a gradual increase in the value of certificates in force over the years, starting at RM5 billion in 2018 and reaching RM6.6 billion in 2022. This signifies a cumulative growth of RM1.6 billion over the four-year period. In contrast, Life Insurance, which began at RM12.7 billion in 2018, also grew steadily to RM13.4 billion by 2022. Despite both sectors experiencing growth, Life Insurance maintains a significantly larger market size compared to Family Takaful, indicating its stronger penetration and broader customer base in Malaysia.

In addition, scholarly literature in this field highlights that there are untapped market opportunities in predominantly Muslim countries, including Malaysia (Hassan & Abbas, 2020). This underscores significant potential for expanding and developing family takaful products and services. It presents a critical opportunity for takaful operators and policymakers to cater to the specific needs and preferences of Muslim-majority populations, leveraging insights from comprehensive market analyses and regulatory frameworks.

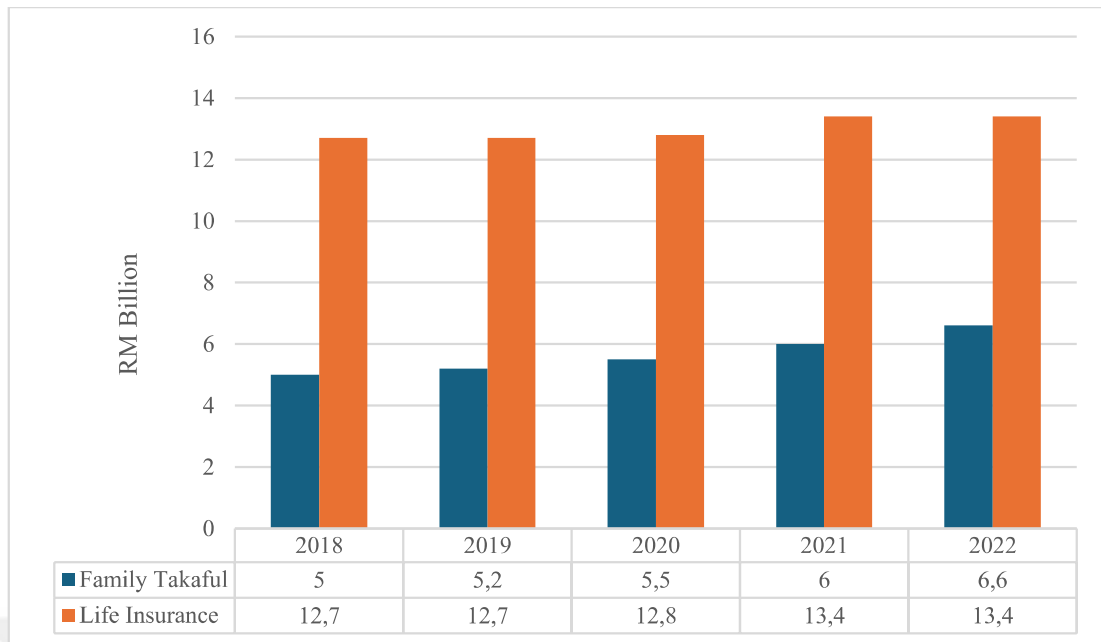


Figure 1.2: Comparison between the number of certificates Inforce for Family Takaful and Life Insurance

Source: Malaysian Takaful Association, 2022

Besides, the aim of current investigation's goal seeks in order to analyse Malaysian consumers' intentions to acquire family Takaful plans. Previous literatures have presented many theories to examine purchasing intention such as Theory of Reasoned Action (Hasyim, 2018), Decomposed Theory of Planned Behaviour (Husin & Rahman, 2016), Diffusion Theory of Innovation (Shaikh, Noordin, Arijo, Shaikh , & Alsharief, 2020) and Theory of Interpersonal Behaviour (Shaikh & Amin, 2023). While these theories offer valuable insights in understanding human intention behaviour, however these theories may be limited due to their scope, speciality, complexity, cultural sensitivity, and empirical support. Therefore, this study utilizes the Theory of Planned Behaviour (TPB) invented from Azjen and Fishbein (1980) which the most dominant and well-tested for evaluating behavioural intention (Al Balushi, Locke, & Boulanouar, 2018; Kijkasiwat, 2021).

Subsequently, using the traditional Theory of Planned Behaviour (TPB) model may not fully captured the complexity of purchase intention. Particularly, within the setting of Malaysia and with the intention of acquiring family Takaful plans, it is imperative to acknowledge additional constructs beyond the traditional model considering

cultural and socio-economic factors. In addition, the data and finding requires updating, as certain studies suggest that saving may not exert a substantial influence family takaful (Redzuan, Abdul Rahman, & S H Adid, 2009), while findings by Zakaria et al. (2016) indicate otherwise. Limited attention has been paid to the mediating roles of attitudes and saving, similarly there has been insufficient exploration of the influence of external factors of promotional campaigns in the realm of family Takaful. Moreover, the moderating effect of religiosity on purchase intention has not been thoroughly explored. Hence, there are discrepancy and gap in previous literatures.

1.2 The Significance of the Study

The significance of the title "Analysing the intention to purchase family takaful plans in Malaysia: the mediating role of attitude and saving motives" lies in its focus on assessing and evaluating the determinants affecting the inclination to acquire family takaful plans within the Malaysian communities. The choice to explore family Takaful in this study is significant as it provides insights into a financial scheme, especially since Takaful is intended to be based on a sense of community and shared responsibility. This sets it apart from conventional insurance, which operates on a sale and purchase agreement. The low penetration rate recorded contributes to the observation that family Takaful is not well-known, despite that Muslims account for at least 25% of the global population, yet only approximately 1% of the money spent goes to Takaful within Islamic finance sector (Kazaure, 2019). This highlights the importance of focusing on family Takaful schemes to address this concern and draw attention in both academic knowledge and practical implications.

Following that, over the past four decades Malaysia has demonstrated the sustainability in the Islamic financial market. The recognition as a global centre for Islamic financial including family Takaful plans emphasizes the significance of this research. Notably, exploring into the purchase intention within Malaysia as a case study holds the potential to serve as the foundation in strengthening the Takaful industry's resilience and lasting profitability.

This research extends the Theory of Planned Behaviour (TPB) to explore the mediating role of attitude and saving motives in influencing individuals' inclination to acquire family Takaful plans. Subsequently, the present study seeks to explore the moderating effect of religiosity. Hence, the outcomes of this study are expected to offer valuable perspectives for insurer companies, marketing strategies, policy-making efforts in the Islamic insurance industry, ultimately benefiting both consumers and insurer in Malaysia.

1.3 The Objective of the Study

Family Takaful plans offering an option apart from conventional life insurance which typically prohibit interest-based transactions, remains advantageous and positively impact both the business environment and Malaysia's overall economy (Dinç., et al., 2019). Consequently, family Takaful serves as another option by offering Shariah-compliant insurance solutions. For Takaful companies to endure in the long term, understanding the inclination to purchase in family Takaful of the consumers is essential. This research endeavors to analyse the complex and dynamic factors that influence the intention to purchase family Takaful plans within the Malaysian communities. Eventually, the findings of this thesis analysis are expected to point towards benefits in the discipline of science and strategy to the authorities to increase the offering of more effective Takaful products. Below are the four major objectives outlined in this study:

- To evaluate the influence of attitude, subjective norms, and perceived behavioural control on the intention to purchase Family Takaful Plans (FTP).
- To examine the direct impact of saving motives on the intention to purchase Family Takaful Plans (FTP).
- To assess the direct impact of promotional campaign on the intention to purchase Family Takaful Plans (FTP).
- To determine the direct impact of promotional campaigns on attitude and saving motives.
- To investigate whether attitude and saving motives mediate the relationship between promotional campaigns and the intention to purchase Family Takaful Plans (FTP).

- To discover the direct impact of religiosity on the intention to purchase FTPs.
- To analyse whether religiosity moderates the relationship between (1) attitudes, (2) subjective norms, (3) perceived behavioural control, (4) saving motives toward the intention to purchase Family Takaful Plans (FTP).

1.4 The Limitations of the Study

This study solely concentrates on family Takaful plans in Malaysia. Limitations may exist regarding the generalizability of the finding to other countries or regions which have a different culture, economic and financial environment. In addition, this theoretical framework is limited to the important factors from the Theory of Planned Behaviour (TPB) model introduced by Ajzen and Fishbein (1980) namely attitude, subjective norms, and perceived behavioral control. Later this study modified the model by integrating the factor of saving motives, promotional campaigns, and religiosity. Thus, there may be other unexplored factors that also influence the intention to purchase Family Takaful Plans (FTP). Moreover, this study uses four indicators that represent each variable except for Promotional Campaigns (PC), which has three indicators. Hence the selected indicators may not include the other potential indicators of the variables. Last but not least, this study focuses on the family Takaful plans which might not directly applicable to other contexts of Islamic financial product or services. Therefore, caution should be exercised when attempting to apply the findings of this study to understand purchase intention dynamics in other contexts.

1.5 Research Questions

The purpose of this thesis is to have responses to the points that follow:

1. Does attitude have a significant impact on the intention to purchase family takaful plans (FTP)?
2. Do subjective norms have a significant impact on the intention to purchase family takaful plans (FTP)?
3. Does perceived behavioural control have a significant impact on the intention to purchase family takaful plans (FTP)?
4. Do saving motives have a significant impact on the intention to purchase family takaful plans (FTP)?

5. Does promotional campaign have a significant impact on the intention to purchase family takaful plans (FTP)?
6. Does promotional campaign have a significant impact on attitude?
7. Does promotional campaign have a significant impact on saving motives?
8. Does attitude mediate the relationship between promotional campaigns and the intention to purchase family takaful plans (FTP)?
9. Does saving motives mediate the relationship between promotional campaigns and the intention to purchase family takaful plans (FTP)?
10. Does religiosity have a significant impact on the intention to purchase FTPs?
11. Does religiosity moderate the relationship between attitude on the intention to purchase family takaful plans (FTP)?
12. Does religiosity moderate the relationship between subjective norms on the intention to purchase family takaful plans (FTP)?
13. Does religiosity moderate the relationship perceived behavioral control on the intention to purchase family takaful plans (FTP)?
14. Does religiosity moderate the relationship between saving motives on the intention to purchase family takaful plans (FTP)?

1.6 The Hypothesis of the study

The hypotheses in this study:

- Hypothesis 1. Attitude has a positively significant impact on the intention to purchase FTPs.
- Hypothesis 2. Subjective norms have positively significant impact on the intention to purchase FTPs.
- Hypothesis 3. Perceived behavioral control positively significant impact on the intention to purchase FTPs.
- Hypothesis 4: Saving motives have positively significant impact on the intention to purchase FTPs.
- Hypothesis 5. Promotional campaign has positively significant impact on the intention to purchase FTPs.
- Hypothesis 6. Promotional campaign has positively significant impact on attitude.

- Hypothesis 7. Promotional campaign has positively significant impact on saving motives.
- Hypothesis 8. Attitude is mediating the relationship of promotional campaign and the intention to purchase FTPs.
- Hypothesis 9. Saving motives is mediating the relationship between promotional campaign and the intention to purchase FTPs.
- Hypothesis 10. Religiosity has positively significant impact on the intention to purchase FTPs.
- Hypothesis 10a. Religiosity significantly moderates the link between attitude and the intention to purchase FTPs.
- Hypothesis 10b. Religiosity significantly moderates the link between subjective norms and the intention to purchase FTPs.
- Hypothesis 10c. Religiosity significantly moderates the link between perceived behavioural control and the intention to purchase FTPs.
- Hypothesis 10d. Religiosity significantly moderates the link between saving motives and the intention to purchase FTPs.

1.7 The Outline of the Study

This thesis is organized into a total of five chapters, each contributing to the overall narrative. In the first chapter contains an introduction that covers crucial aspects which are the background of the study, the statement of the problem, the rationale, significance, research limitations, research question, hypothesis, and an outline of the study.

In the second chapter will provide in-depth literature review. This section explores the theoretical background, delving into themes which related to this study which are Takaful plans in Malaysia, conventional factor of Theory of Planned Behavior (TPB) model and promotional campaign. The mediating and moderating effect will also be addressed. Furthermore, the chapter details the development of hypotheses and synthesizes information from previous studies.

The third chapter is dedicated to methodology, providing clarity on the research design, setting, sample selection, instruments, data collection, and a concise overview of the data analysis. Chapter four unfolds the results and discussion, addressing the research questions and substantiating hypotheses through a meticulous examination of findings.

The fifth chapter of this study will synthesize the key findings, discuss broader implications, and suggest the implication of research findings. At the end, the chapter concludes with concise recommendations for further exploration and summary of the study.

1.8 The Definition of Key Terms

Intention to purchase refer to the deliberate goal of objective of obtaining something in exchange for payment or an equivalent, usually encompassing the action of engaging in transaction (Oxford English Dictionary, 2024).

Family Takaful bears resemblance to conventional life insurance, offering financial security for individual and their families with the goal of ensuring a more secure livelihood, free from financial hardships (Zurich Malaysia, 2024).

A case in Malaysia refers to a detailed investigation on purchase intention in family Takaful within Malaysia context.

TPB stands for Theory of Planned Behaviour, “which explains individual actions stem from intentions, which are shaped by attitudes, subjective norms, and perceived behavioral control” (Sansom & Young, 2024).

1.9 Chapter Summary

As the low penetration rate of family Takaful in Malaysia suggests that the Takaful industry remains underutilized by the majority of Malaysian communities. The implication of intention behavioral that is intended to be highlighted in this study is essential as one of the efforts to strengthen the Takaful industry. As part of this effort, the researcher included several research objectives that were aimed at analyzing the influencing factors correlated with purchase intention in family Takaful plans. Upon that, mediation and moderation effect have been included to offer a thorough

comprehension of the research title. This study also emphasizes the significance of purchase intention determinants in family Takaful plans to enhance the effectiveness of this financial plans. Overall, this chapter provides insight into the study's purpose and scope by addressing the stated issue.



CHAPTER II

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 Introduction

This chapter will be providing a comprehensive theoretical framework and literature review to support the study on the intention to purchase family Takaful plans within Malaysia as case study. The theoretical framework explores the key concepts of Theory of Planned Behaviour (TPB) model. Additionally, this model has been modified by integrating saving motives and an external factor which is promotional campaign. To ensure a thorough understanding, this chapter will analyze the mediating and moderating effect to examine the indirect relationships from past studies. Subsequently, this chapter will conclude by synthesizing existing empirical studies focusing on research that has applied Theory of Planned Behaviour (TPB) model.

2.2 Theoretical Framework

Initially, the Takaful industry in Malaysia will be examined, followed by explorations of the related theories in connection to the intention behaviour. Next, the mediating effect of attitudes and saving motives as are also addressed. Following the moderating roles of religiosity is introduced in this section. Finally, this study will delve into an in-depth examination pertaining to the Theory of Planned Behaviour (TPB).

2.2.1 Takaful plans in Malaysia

It is important to note that Takaful was not introduced in Malaysia until 1984. Sudan and United Arab Emirates were among the early adopters of Takaful in the year of 1979. Back to the 19th century, during the British colonial period, the commercial institution was established introducing the inaugural commercial bank, the Chartered Mercantile Bank of India, London, and China (subsequently recognised as Mercantile Bank) in Penang. After end of the colonization period, the government of formally introduced Islamic financial institution in 1983, leading to the inception of Bank Islam Malaysia Berhad as the pioneer Islamic bank. One year later, subsequent to the Task

Force suggestions, the first Takaful Act was enacted to set up a Takaful company and Malaysia's first Takaful operator, Takaful Malaysia Berhad was set up in November 1984 which was governed under the Ministry of Finance during that time (Alshammari, Altwijry, & Ahdul-Wahab, 2023).

In 1988, the surveillance of the Takaful was transferred to Central Bank of Malaysia specifically to consolidate regulatory oversight, leverage specialized expertise and resources, promote market development, and enhance financial stability. To strengthen the Takaful industry, the Malaysia Takaful Association (MTA) was founded in 2002 as Takaful operators to refine the Takaful guideline and standard. Consequently, prior to initiating operations, all Takaful operators are mandated to join MTA as members. Up until the present, the association has served a crucial role in fostering conducive to the industry's growth (Thanasegaran, 2008).

Since then, there has been a total of 15 registered companies or Takaful operators that offer two categories of plans namely Family Takaful Plans (FTP) and General Takaful Plans (GTP). The major differences lie in their focus on risk management. Family Takaful Plans (FTP) focuses on providing financial protection for individuals against life and health-related risks such as treatment and surgery, critical illness, partial or total disability, accident, death, education, retirement Hajj and Umrah. Whilst the General Takaful Plans (GTP) covers a wide range of non-life risks, including property damage, liability, fire and theft, catering to individuals, businesses, and properties. In terms of maturity period, Family Takaful Plans (FTP) offers long-term policies protection whereas General Takaful Plans (GTP) provides short term plans. In determining the amount of Takaful coverage, Family Takaful Plans (FTP) is calculated based on factors such as age, health status, coverage amount and duration of coverage. On the other hand, General Takaful Plans GTP calculates Takaful coverage based on the nature and value of the property or asset being covered.

In Malaysia, the Takaful industry has demonstrated remarkable growth and resilience across both Family Takaful and General Takaful segments. In 2022, there has been a substantial increase in new certificates issued by Family Takaful Plans (FTP), reaching 1.31 million, reflecting a 15.6% growth rate. Similarly, the total number of certificates

in force has risen to 6.63 million, marking a 9.1% increase. Meanwhile, in the General Takaful Plans (GTP) domain, Gross Direct Contributions surged to RM4.64 billion, with Motor Takaful contributing RM3.07 billion and Fire Takaful RM0.84 billion. These figures represent impressive growth rates of 21.1% and 23.5%, respectively, highlighting the increasing demand for Takaful coverage in areas such as motor and fire risks.

As Malaysia, a predominantly Muslim nation, sought to develop and promote an Islamic financial system aligned with Islamic principles and ethics, Takaful emerged as a substitute for conventional insurance, providing Muslims with Sharia-compliant options for risk management and financial protection. Conventional insurance is deemed incompatible with Shariah principles due to the presence concerning to interest, uncertainty, and gambling. It is evident that in the insurance policies as insurers cannot guarantee the extent of coverage for potential losses, policyholders pay a relatively low premium with expectation of receiving a large payout in the event of damages and involves investment in interest-bearing products. As the result, Takaful serves as an alternative that adhere to Islamic principle (Hamid & Rahman, 2011).

Besides, Takaful operation is based on cooperation principle (*ta'awuun*) in which encouraging individuals to support each other in acts of goodness particularly to those encountering similar challenges or sharing common risks and *tabarru'* where a fund may be established through the contributions of each member, either through donations or voluntary (Alhabshi & Razak, 2009). Based on these principles, four Shariah contracts are currently employed within the Takaful industry globally, yet in Malaysia only three contracts were applied to operate the relationship between the operators and participants namely *wakalah*, *mudarabah* and hybrid contract.

The first contract in Takaful is *wakalah* (agency), where is the operator serves as the participants' agent (*wakil*) to handle the fund. Under *wakalah* arrangement, the operators permit to take agent fees for managing the fund regardless of the fund's performance. Any surplus generated belongs entirely to the participants, likewise in the event of losses. This contract is implemented by Takaful Berhad and Takaful Ikhlas Sdn Bhd. Moreover, in the arrangement of *mudarabah* (finance partnership), the participant act as capital provider will provide fund to be managed by operator which acts as an entrepreneur. Profits generated are allocated among participants and operators according to predetermined profit-sharing ratio. Nonetheless, if there are

losses occurred, the participants solely bear the losses. The Takaful company has illustrated the profitability of mudarabah contract for both policyholders and shareholders.

However, critics contend that the mudarabah contracts in Takaful with focus on profit-sharing may prioritize the financial interests of the operator over mutual assistance aspect of Takaful. Ayub (2012) raises concerns about treating donations as mudarabah capital, the permission to inject funds into the fund to cover deficit could be seen as conflicting with the essence of mudarabah and essentially making the operator as capital guarantor than just a manager. He also added that employing this arrangement is similar to the conventional insurance. Lastly, the hybrid contract integrates the *wakalah* and *mudarabah* contract for operating Takaful service. Takaful operator may obtain an agent fee and eligible to a portion of surplus with condition that they receive a portion from company investments only. In Malaysia, Maybank Takaful Berhad and Takaful Nasional Berhad are among the company's operator employing this contract.

2.2.2 Attitude, Subjective Norm, Perceived Behavioural Control, and the Intention to Purchase Family Takaful Plan (FTP)

The Theory of Planned Behaviour (TPB) is a development from the model of Theory of Reasoned Action (TRA) developed by Icek Azjen and Martin Fishbein (1980) through the article "From intention to action" due the Theory of Reasoned Action's limitations and challenges in accurately predicting behaviour. Theory of Reasoned Action (TRA) primarily focuses on internal factors such as attitude and subjective norms without adequately considering external factors that may influence behaviour. In real-life scenarios, human behaviour is often shaped by emotion, habits and situational factors which are not adequately accounted for within the Theory of Reasoned Action (TRA) model. Therefore, Theory of Planned Behaviour (TPB) came to address this criticism by integrating supplementary variables into this framework. Theory of Planned Behaviour (TPB) introduces the concept of perceived behavioural control, which offers a better understanding of behaviour prediction.

According to Theory of Planned Behaviour (TPB) model, individual's attitude is determined by two main factors, which are their beliefs about the consequences of their actions and their perceptions of the significance or desirability of those outcomes.

Azjen and Fishbein (1980) stated that these beliefs and perceptions shape their overall assessment of the behaviour, determining whether they view it positively or negatively. For example, a person considering purchasing family Takaful plans believes they will have financial protection against unforeseen events such as illness or property damage. Similarly, if someone highly values financial security and ensuring the well-being of their family, they may view purchasing Takaful as highly significant or desirable. However, contrasting viewpoints exist. Some individuals' believe the likelihood of experiencing a significant loss as low and finds engaging with Takaful plans complex or distrustful. In essence, if an individual develops a favorable attitude toward Takaful plans, it is highly probable that they will intend to purchase them, and vice versa (Aziz, Husin, Hussin, & Afaq, 2019).

Attitude is shaped and acquired through experiences which often evolve gradually over time. It plays a crucial role in guiding consumers' preferences toward liking or disliking products or services and can vary in intensity. While attitude tend to be resistant to change, marketers can leverage various strategies to influence and shape these attitudes (Kim, Sohn, & Choi, 2011). Previous studies have indicated that attitude is a reliable predictor of inclination to contribute to family Takaful plans in Malaysia (Husin & Ab Rahman, 2016), Pakistan (Aziz, Husin, Hussin, & Afaq, 2019), United Arab Emirates (Bhatti & Md Husin, 2020). A case study in Nigeria focusing on Islamic health insurance proved that attitude have a significant direct relationship to the acceptance intention among microenterprises (Kazaure, 2019), likewise, the sample of respondents from businesses categorised micro, small and medium-sized in Sri Lanka (Rifas, Ab Rahman, Buang, & Abdul Talib, 2023).

Subjective norms and social influence are used interchangeably in predicting intention behaviour. Ajzen and Fishbein (1980) defined it as conceived community pressures influencing and one's decision on participating or refrain from a behaviour. As humans are inherently social being, the opinions and expectations of others influence their decision-making process. Alternatively, individuals often feel the necessity to discuss such decision and consider the opinions of others before making purchases or consuming goods. This can involve their circle, including family members, close friends, recommendations through interpersonal communication and exposure to mass media channels.

Azjen and Fishbein added by stating that individual may feel obligated to act in a certain manner because they perceive it as the expectation of others without respective of their own confidence in achieving objective. In other words, even if the individual has doubt about their ability to succeed or accomplish their objectives, they may still feel pressured to conform to perceived subjective norms of their social circle. In this scenario, the process of decision-making concerning the purchase of a Takaful plans is influenced by the father's perceived social role as the head of family. His sense of duty is rooted in meeting the expectation of family members rely on him for financial protection and security despite he may have about the process.

Research conducted by Aziz et al. (2020) demonstrated a positive and significant relationship between subjective norms and Takaful, highlighting the importance of subjective norms as predictors of an individual's intention. In Indonesia, subjective norms were identified as important predictors of Takaful acceptance intention (Hasyim, 2018). Other study found that both the Indonesian Bottom of the Pyramid (BOP) and Middle of Pyramid (MOP) segments are positively influenced by subjective norms in relation to the behavioral intention to participate in microtakaful product (Rapi & Kassim, 2023). Interestingly, the subjective norms appeared to be not significant in influencing intention behaviour to participate in agriculture Takaful among paddy farmers in Selangor and Kedah, Malaysia (Abd Aziz, Abd Aziz, Wan Aris, & Abd Aziz, 2015).

The concept perceived behavioural control was added into Theory of Planned Behaviour (TPB) framework to address instances where individuals may lack full control over their behavior. Madden et al. (1992) asserted even if individuals possess favourable attitude and are encouraged by others to engage a behaviour, their willingness to actually perform that behaviour might decrease if they lack sufficient resources or information. It encompasses two key dimensions which controllability which refer to the extent to which individual believes they can control the behaviour and self-assurance, which is a measure of an individual's degree of assurance in their capacity to successfully carry out the behaviour (Alam & Sayuti, 2011).

Essentially, this belief comprises the factors affecting the execution of the behaviour, known as capacity. This category includes competence, capability, motivation, financial stability, and time availability (Ajzen, 1991). When considering family Takaful purchasing intention, measuring attitude and subjective norms might overlook

potential barriers that individual perceived. Foremost, family Takaful may be perceived as expensive or unaffordable for some individuals, especially those with limited financial resources or competing financial priorities. Moreover, some individuals might encounter difficulties in accessing information and navigating the process for Takaful, particularly in rural areas where Takaful may not be available or easily accessible. Overall, measuring both controllability and self-efficacy will provide valuable insight into individuals' perception of their ability to purchase Takaful.

Earlier studies suggest that perceived behavioural control directly contributes to the prediction of family Takaful purchase intention (Hasan & Rahman, 2023). Furthermore, in a case study in Pakistan by Raza et al. (2020) perceived behavioural control appeared to have substantially affect an act of intention to get involved in Takaful plans. However, it did not emerge as a significant predictor in urban cities of Rawalpindi and Islamabad (Aziz, 2023). Additionally, study of the acceptance of Agricultural Takaful exhibited a statistically significant association with the perceived behavioural control among crop farmers in Yobe State, Nigeria (Sulaiman, Bunu, & Alkassim, 2023).

2.2.3 Saving motives and the Intention to Purchase Family Takaful Plan (FTP)

Present study, extend the traditional Theory of Planned Behaviour (TPB) model by to understand the role of saving motives in the purchasing intention of Takaful in Malaysia. Saving motives represent the underlying reason why individuals choose to save and invest their money such as financial security, future goals, and family well-being. Schumpeter and Keynes (1936) conducted the first investigation to understand the various reason why individuals save money. As a result, he identified eight different motivations, which are:

- i. Precaution: saving for emergencies or unexpected circumstances. It provides a financial safety net to cover unforeseen expenses.
- ii. Foresight: saving involves planning and preparation for anticipated future expenses or life events. It reflects a proactive approach to ensure readiness for significant life milestones, for instances children's education and retirement.

- iii. Calculation: saving to increase future consumption by accumulating wealth over time. It aims to maximize financial resources to support future lifestyle and financial goals.
- iv. Improvement: saving to gradually improve one's standard of living in future. It reflects a desire for continuous improvement and upward mobility.
- v. Independence: saving to achieve the ability to make certain decisions independently. This empowers individuals to pursue opportunities without relying on external support.
- vi. Enterprise/Profit: saving for entrepreneurial ventures or speculative intentions. It involves taking calculated risks to generate additional income or wealth through business ownership and market investments.
- vii. Pride/Bequest: saving with the intention of leaving legacy or inheritance for future generations. It reflects a sense of pride in building wealth and providing financial security for loved ones beyond one's lifetime.
- viii. Avarice: saving out of tendency toward frugality or a desire to accumulate wealth. It involves hoarding money without specific purpose or reluctance to spend even when it may be beneficial to do so.

Furthermore, Browning and Lusardi (1996) included down payment motives as an aspect of the saving motive. This addition acknowledges the importance of saving for significant initial payments needed for major purchases such as home or car financing. They broadened the understanding of saving motives to include short-term objective. This enhancement underscores the necessity of acknowledging various savings goals in overall future financial planning.

Insurance serves as a remedy for the uncertainty individual face, providing a sense of readiness to tackle the adverse consequences of unforeseen events. This suggest that demand of insurance is primarily driven by precautionary motives (Wärneryd, 1999). While insurance was primarily stems from precautionary motives, purchasing insurance may drives the intention to ensure financial security and peace of mind during transitional phases. Notably, significant life events such as weddings, education, pilgrimage, and sudden death often prompt individuals to consider obtaining Takaful coverage,

Takaful is often referred to as financial savings plan because it combines element of both protections and savings. It is not only providing protection against unforeseen

events but also allow participant to accumulate savings over time. Moreover, the funds contributed by the participants are allowed to be invested in Shariah-compliant ventures, and any surplus generated from these investments is distributed back to the participants. Hence, saving motives are another factor that can significantly predict the purchasing intention of Takaful. Ultimately, for some individuals, Takaful serves as means to mitigate risk, while others view it as an asset for accumulating wealth. There are also who regard it as an expense necessitating regular payment. Additionally, many expect Takaful to function as an investment, offering improved returns.

Nowadays, researchers have commenced investigations into the relevance of saving motives and its effect on Takaful. A case study in life insurance products Gujarat, India analyzed whether there is a notable distinction in saving motives based on the demographic and socio-economic profiles and identify any disparities in life insurance preferences based on individuals' reason for saving. At the end of investigation, researcher found that saving motives differ across cities due to variations in expenditure levels, standard of living and the necessity for emergency funds and wealth accumulation. However, demographic factors were not significantly impacted by saving motives. Besides, saving motives were discovered to significantly influence preferences for endowment plans in life insurance (Shah, 2022).

Nomi and Sabbir (2020) uncovered the significance of saving motives on the plan for obtaining life insurance (*Takaful*) in Bangladesh. They assumed that individuals who prioritize saving for their retirement, emergencies and seeking continuously income in the event of their death tend to favour life insurance plans that provide these benefits as a comprehensive package. The findings consistent with a similar study conducted on individuals residing in states of Selangor, Johor, and Penang in Malaysia (Low, Nathan, Gorgenyi-Hegyes, & Fekete-Farkas, 2021).

In addition, as suggested by Zakaria et al. (2016) among financial literacy, saving motives and religiosity, saving motives exert the crucial effect on cultivating a strong buying intention of life insurance among employees at public higher learning institutions in Terengganu, Malaysia. In city of Miri of state of Sarawak, saving motive came in second after level of knowledge in correlation with life insurance demand (Ali, Shahrinaz, Lang, & Kun, 2017). Mahdzan and Victorian (2013) concluded that savings motives namely precautionary, bequest, life cycle and wealth accumulation

significantly positive as a determinant of life insurance demand in Kuala Lumpur, Malaysia.

2.2.4 Promotional campaign, the Intention to Purchase Family Takaful Plan (FTP), Attitude, and Saving Motives

According to Brannon (2007), promotional campaign entails an accumulated communication effort that incorporates various communication instruments to ensure that customers receive coherent information. Its objectives include raising public awareness, cultivating a positive corporate image, driving sale and revenue, and building personal relationship. It serves as fundamental aspect of the market exchange process, allowing companies to convey their product message and brand to both current and potential customers through the utilization of various marketing communications instrument (Zarantonello & Pauwels-Delassus, 2015). Numerous researchers have delineated the concept of promotion through variety of definitions.

Dominic and Tancredi (2012) stress the importance of utilizing diverse media channels to engage with target customers, aiming to provide them with comprehensive information, education, reminders, and updates about products and operations. Ebitu (2012) emphasizes the deliberate and systematic coordination of messages to consumers, with the intention of creating awareness, persuasion, reminders, and guidance toward accepting the company's offerings. Wayne et al. (2016) further elaborates on the execution of promotion through strategically aligned and integrated tools, effectively interacting with both current and potential consumers to enhance sales and marketing performance. Additionally, Owolabi and Agboola (2018) define promotion as any company's strategy for informing, persuading, and influencing customer decision-making processes. Lastly, Wade et al. (2019) highlight the significance of innovative campaigns employing techniques such as direction, reminders, updates, persuasion, and encouragement for customers to adopt, purchase, and consume offerings. Together, these arguments underscore the intricate nature of promotion in directing consumer behavior and shaping market outcomes.

Anyadighibe et al. (2021) specified promotions in insurance services into five distinct categories. Firstly, advertising serves as non-personal and paid-for method employed by insurance companies to disseminate information about their services to through

different media channels such as television, newspapers, and radio. Secondly, personal selling entails direct engagement between representatives from insurance companies and potential or existing consumers to persuade them to purchase or renew insurance policies. This is done through roles such as order taker, order getter and tele-seller.

Thirdly, public relations encompass planned and continuous efforts by insurance companies to establish a positive public image and maintain consumer goodwill through activities such as press release, publication, and event. Fourthly, direct marketing enables insurance company to directly interact with consumers, delivering products or services, and communications without intermediaries using technologies such as email, social media, and the internet. Lastly, sales promotion is identified as marketing strategy adopted by insurance company to enhance the visibility, desirability and uptake of their products and services through incentives such as discounts and premium offerings. Anyadighibe et al. (2021) explored the impact of various promotional strategies on insurance service marketing. It found that advertising, personal selling, and direct marketing had positive effects, while public relations had a non-significant negative impact on marketing outcomes.

It is evident that the effectiveness of promotional campaign plays a crucial role in influencing costumers' intention behaviour. Chadha and Kapoor (2008) underscore the notion that despite the similarity in products or services offered by insurance companies, their marketing efforts through advertising and promotion can greatly influence costumers' decisions when choosing insurance companies. Furthermore, costumers tend to perceive certain promotional tolls as more influential in shaping their behaviour. Consequently, there exist a significant variance in costumers' behaviour based on the promotion strategies employed by different life insurance (Shrivastava & Singh, 2017). Earlier studies demonstrate that the promotion of insurance products has substantial influence on costumers' purchase behaviour, accounting for 73.05% of the observed variance (Owolabi & Agboola, 2018).

Likewise, various promotional efforts including advertising, personal selling, sales promotion, and publicity, play a role in shaping consumers' perceptions, behaviours, emotions, and experiences regarding a product or service. Earlier findings have underscored the significant influence of products nature on customers' attitude towards promotional initiatives (Nwachukwu, Vitell Jr, & Gilbert, 1997). Promotion consistently aims to cultivate a positive attitude of a product or service. Thus, strategies

within promotional campaigns, such as implementing special limited-time promotion, organizing seminars and workshops, and maintaining a continuous presence through digital channel can lead to favourable attitude among customers by providing stimulating information. In essence, attitude can be moulded through personal experiences with products and services.

The studies conducted among Bangladesh citizen suggest that customers display favorable in both attitude and saving motivation toward family Takaful plans upon exposure to promotional materials domain (Hasan & Rahman, 2023). Promotional campaign significantly impacts the underlying motivation driving saving behaviour, such as financial security, future planning, education expenses, retirement goals and personal values. By effectively communicating these messages through promotional activities can influence individuals' saving motives (Kertanegara, 2018).

2.2.5 The Mediating Roles of Attitude and Saving Motives

These constructs are considered fundamental aspects of human behaviour and determine purchasing intentions, especially in relation to Takaful. Despite the fact that earlier research has highlighted the significance of attitude as mediator in the context of Takaful purchasing intentions, yet there has been relatively little attention devoted to clarifying how saving motivations function as a mediator between Takaful acquiring behaviour.

Guan et al. (2020) outlines that attitudes serve as a mediator in the interaction between promotion and buyer behaviour in life insurance. Changes in customers' attitudes, brought by promotional activities, partially explain the impact of promotion and buyer behaviour. Therefore, the author suggests the life insurance marketers should acknowledge the importance of shaping customers' attitudes through their promotional strategies.

Asif and Siddigui (2021) utilised the Theory of Planned Behaviour (TPB) model to forecast Pakistanis' intentions into engagement to family Takaful plans. Based on the study, the authors revealed that attitudes serves as positive mediator between behavioural, normative and control belief toward the intention. Consumer who hold highly positive attitudes regarding family Takaful plans are notably inclined to participate in them. This inclination subsequently leads to intentions to participate.

Saving involves allocating current fund for future need. While individual may have differing view on saving, the method they can vary widely. Saving motives may include setting aside cash, investing in funds, depositing money, buying stock, or participating in pension plan. Additionally, saving motives provides financial security and peace of mind, knowing that there are resources available to cover unforeseen circumstances or achieve long-terms goals. Therefore, the primary aim of saving is oriented toward future needs rather than present one (Mori, 2019). Individuals who prioritize saving for future needs are more likely to perceive Takaful as valuable financial instruments for safeguarding their assets and financial protection for themselves and their families (Yazid, Arifin, Hussin, & Daud, 2012).It is essential to identify the key factor that is significant in influencing saving motivation.

Rahman (2008) stated that in order to ensure that 90% of Muslim in Malaysia purchase famaly Takaful plans, Takaful operators must prioritize promotional strategies that underscore the roles and advantages of their offerinfs in both this world and hereafter, Such effort may be more effective when they empahsize the saving and investment components, rather than solely focusung of the benefit obtained after one's passing. Although, Takaful considered luxury by some economist, it is also seen as a necessity due to its attractive features that offers both savings and protection benefits. For instance, Takaful provides financial support for education, retirement, medical expenses and other need during difficult times. In case of death, Takaful eases the financial burden on deceased's family. These ethical fetaures should be highlighted in promotional campaign to position Takaful as valuable investment choice (Rahman, Yusof, & Majid, 2009).

As individual perceive Takaful as not only providing financial security but also aligning with their ethical values, their motivating to save toward purchasing increasing. However, studies by Harahap et al. (2022)showed a contradiction of this statement. The authors investigated the essence of financial knowledge among Indonesia's Bekasi Regency's medium-sized enterprises focusing in retirement planning with saving motives acting as mediator. The finding indicates that saving motives has no impact on the relationship between retirement planning and knowledge of finances.. Therefore, focusing on solely on improving saving behaviour may not be impact to enhance retirement planning outcomes.

2.2.6 The Moderating Role of Religiosity

Religion encompasses a collection of customs and values that significantly impact people's decisions. The extent to which a person's religious belief, practices and commitment are called religiosity. For example, a person who attends religious services regularly, adhere strictly to religious teaching and actively participates in religious community activities might be described as having high degree of religiosity. Religiosity originate from Latin term "religiosus" signifying reverencing or fearing the gods (Online Etymology Dictionary, 2021). It denotes the personal connection an individual has towards something which often associated with their existence. In Islam, religiosity characterized as an individual's belief in Allah and their dedication to adhering to the principles established by the Almighty.

Presently, religions can be broadly divided into two groups which are Abrahamic included Christianity, Islam and Judaism and Indian religions, encompassing Hinduism, Buddhism, Sikhism, and others. Weaver and Agle (2002) demonstrated the strength of an individual's religious conviction in terms of religiosity which distinct from religion itself and typically refers to how religion guides one's life choices or decisions. These mandates play a crucial role in fostering relationship with key entities such as God, fellow human beings and nature. Concurrently, numerous efforts have been made to measure religiosity involves attempting to quantify the degree to which individuals adhere to religious belief, practices, and values. While there is general consensus among prominent researcher that religiosity is a complex and multi-faceted concept, there exists some divergence in the literature the specific number of dimensions and indicators of religiosity measurement. Below provided are the dimension used to measure religiosity:

Table 2.2: Measurement of Religiosity

Religiosity dimension/indicators	Authors
<ul style="list-style-type: none">• Intrinsic (internal) religiosity• Extrinsic (external) religiosity	Allport and Ross (1967)
<ul style="list-style-type: none">• Personal religiosity• Institutional religiosity	Moberg (1971)
<ul style="list-style-type: none">• Faith• Worship• Tenets	Harun et al. (1991)

<ul style="list-style-type: none"> • Organizational religiosity • Non-organizational religiosity • Subjective religiosity 	Chatters et al. (1992)
<ul style="list-style-type: none"> • Religious education • Product sensitivity • Current issue 	Hamza (2000)
<ul style="list-style-type: none"> • Believe in religion • Believe in worship • Believe in obedience • Believe in experiential • Believe in destiny 	Hassan (2005)
<ul style="list-style-type: none"> • Devotions to Allah swt • Being a decent man. • Obeying Allah's instructions • Believing in Islam • Believing in the afterlife • Putting on a hijab (head covering cloth) 	Badahdah and Tiemann (2005)
<ul style="list-style-type: none"> • Religious disorganization • Religious pretentiousness • Religious hedonism 	Mirsaleh et al. (2010)
<ul style="list-style-type: none"> • Belief • Worship • Legislation • Morality 	Abou-Youssef et al. (2011)
<ul style="list-style-type: none"> • Intellectual • Ideology • Public practice • Private practice • Religious experience 	Huber and Huber (2012)
<ul style="list-style-type: none"> • Ideological belief • Ritualistic belief • Experiential belief • Intellectual belief • Consequential belief 	El-Menouar (2014)
<ul style="list-style-type: none"> • Sinful acts • Recommended act • Engaging in bodily worship of God 	Olufadi (2017)
<ul style="list-style-type: none"> • Religious affiliation • Religious commitment • Religious orientation • Religious knowledge • Consequences 	Abu-Alhaija et al. (2018)

Source: Refer to the Literatures Reviews Stated

Siddiqi (1992) posits for the necessity of differentiating of Islamic religiosity. Islam governed by a distinct set of rules and customs revolved around its five fundamental pillars: witnessing (*shahadah*), prayer (*salah*), charity (*zakah*), fasting (*sawm*), and pilgrimage (*hajj*) prompts Muslim to actively engage with products and services aligned to Islamic principles. Moreover, Islamic religiosity scale takes into account the unique spiritual, cultural and social dimensions inherent in Islam. They tend to prioritize adherence to Islamic teachings over economic satisfaction. Unlike Western religiosity scale, which often reflect the diversity and autonomy of individual religious belief within western societies.

Many studies propose religiosity as a moderating effect rather than directly influence to behavioural intention. Customers' decisions are often shaped by religion context and the degree of the intention behavior may vary depending on individuals' levels of religiosity. In other words, some individuals may be more strongly influenced by their religion belief and practice than others. The purpose of religiosity as an intermediary, therefore, entails determining whether it strengthens or alters the influence of certain factor such as attitude, subjective norms and perceived behavioural control on behavioral intention (Husin & Ab Rahman, 2016). In essence, the effect of these factors on behavioral intention is not always consistent across individuals but rather varies contingent upon their level of religiosity.

Drawing from Alzadjal et al. (2022) research, it was outlined that religiosity may moderates the relationship in two potential ways. Firstly, if the statistical analysis reveals intention behaviour and predictors are not associated with a significant connection. suggest that religiosity fully moderates this relationship. In this case, an individual's level of religiosity determines both the predictors and the intention behavior. Alternatively, if the results show positive significance in the relationship, but the strength of this relationship varies based on individual's degree of religiosity. It indicates a partial moderating impact.

Numerous research has confirmed the relationship between consumer intention behaviour and religion. Primarily, Rahman et al. (2018) indicated consumer religiosity significantly moderates the relationship between satisfaction and purchasing decisions for existing health insurance plans. This implies that customers with health insurance are more likely to choose service providers offering packages that align with their religious principles. However, study by Muklas (2020) demonstrated that individuals'

adherence to religious beliefs does not moderate the effect on those already possessing altruistic tendencies, ultimately resulting in a favourable attitude toward brand. Notably, customers lacking deep religious convictions are still capable of demonstrating some level of altruism.

Moreover, Souiden and Jabeur (2015) explored the role of Islamic belief, a key dimension of Islamic religiosity, on attitudes toward conventional and Islamic life insurance and purchase intentions. Their findings confirmed that individual with strong Islamic belief tend to prefer Takaful over conventional options, whereas those with weaker belief exhibit different preferences. This underscores the substantial moderating effect of religiosity in shaping consumer decisions in the insurance industry. Rafique et al. (2015) emphasized the moderating role of belief in the relationship across intention to buy as well as awareness of Takaful. Ultimately, their study revealed the crucial role of belief as a moderator.

A recent study by Hasan et al. (2020) highlighted how crucial a role religious orientation has in shaping price tolerance, thereby encouraging customers to purchase Takaful products. It inferred that although customers may initially hesitate to buy Takaful products due to high prices, their religious orientation prompts them to reconsider their purchase decisions. This result is further by a subsequent study by Ku Daud et al. (2021) indicating consistency across research findings. Thus, both studies argue that, in the case of Takaful products, the existence of religious orientation changes the relationship both pricing and purchase behaviour.

2.3 Chapter Summary

Although family Takaful share similarities with conventional life insurance, it is rooted in Islamic principles and structured as participation contract. In this arrangement, each participant contributes a sum of money to support one another during times of need and unforeseen events. The contributed funds are fully owned by the participant and if no losses occur until the maturity time, the money will be returned to the participants. In some cases, the funds are allowed to be invested by the company operators in Shariah-compliant products. Consequently, while family Takaful plans have demonstrated resilience in the Malaysian market for 40 years, however, there is still room for enhancement to ensure its continued effectiveness. Previous researchers have

proven that Theory of Planned Behaviour (TPB) has effectively offers a better understanding of behavioural intention prediction. For instance, a favourable attitude toward family Takaful plan, it is highly probable that they will intend to purchase it and vice versa.

To establish a comprehensive understanding of various constructs within the study, items were selected from prior research. The items for the attitude construct were sourced from prior studies, including those by Cheung et al. (2009) and Ramayah et al. (2009). Research by Md Husin et al. (2016) and Hasan and Rahman (2023) have provided validated items for measuring subjective norms and purchase intention regarding family Takaful plans. Consequently, this study incorporated four items representing both subjective norms and purchase intention. Additionally, attitude was measured using measurements from Aziz et al. (2019). Perceived behavioral control was assessed using four items derived from Schniederjans and Starkey (2014), each addressing self-efficacy and controllability aspects. Meanwhile, four items represented saving motives, encompassing bequest saving motives, education for child or grandchild saving motives, retirement saving motives, and future generations saving motives, sourced from Fisher and Montalto (2010) and Jonsson et al. (2017). The measurement of promotional campaigns was entirely adopted from Hasan and Rahman (2023). Lastly, the incorporation of religiosity is based on individuals' faith in God's existence, their relationship with divinity, adherence to religious principles, and observance of practices across various life aspects, as articulated by Alhouti et al. (2015).

CHAPTER III

METHODOLOGY AND DATA

3.1 Introduction

Methodology refers to the theoretical perspective or overarching approach to research, influenced by the researcher's epistemological stance or philosophical orientation (Ryan, 2006). Igwenagu (2016) specifies that research methodology comprises a structural approach employed in research, acting as a roadmap for conducting research. It outlines and examines methods, sheds further light on their limitations and resources and clarifies their assumption and implication. Essentially, methodology serves as Theoretical underpinning for identifying which methods or recommended practices may be used to achieve a certain outcome.

Hence, this chapter elaborates on the research design by detailing the research model, analytical technique, sampling strategies, sample size determination, data gathering methods, and data analysis methodologies.

3.2 The Research Design

In the current study, quantitative research methodologies are applied, which involve the analysis of numerical data processed statistically. Quantitative research follows a systematic approach that entails the collection and analysis of numerical data using statistical, mathematical, or computational techniques (Mohajan, 2020). It involves larger volumes of data and is characterized by its descriptive or causal nature (Bagdonienė & Zemblytė, 2005). Quantitative research offers numerous benefits, and some of these advantages include the following:

- a) **Generalisability:** Quantitative studies often involve larger, randomly selected sample, allowing findings to be generalized to broader populations or sub-populations (Carr, 1994).
- b) **Efficient Data Analysis:** Utilising statistical software making it less time-consuming (Connolly, 2007).

- c) Positivist Paradigm Quantitative research is rooted in positivist paradigm, emphasizing the objective measurement of variable (Kauber, 1986).
- d) Multiple Variable: Quantitative studies can incorporate numerous variables, enhancing the complexity and depth of analysis (Carroll & Bailey, 2016).
- e) Enhanced Speculation: Combined with prior knowledge, quantitative data can aid in speculating about what is omitted or denied presence, thereby providing deeper insight into topic landscape dynamics (Dewsbury, 2015).

3.2.1 The Research Model

This study’s research model has been created based on the TPB (Theory of Planned Behaviour) model, with modifications that include two mediating variables which are attitude and subjective norms and moderating variable of religiosity, as depicted in figure 3.1. The Theory of Planned Behaviour (TPB) model is deemed appropriate for this research given this model possesses excellent estimating ability for grasping the intention-driver. By aligning with the study’s objectives, employing the Theory of Planned Behaviour (TPB) model to analyze the purchase intention of family Takaful plans enables marketers to gain deeper insights into influencing factors and identify potential drivers of consumer behaviour (Md Husin & Ab Rahman, 2013).

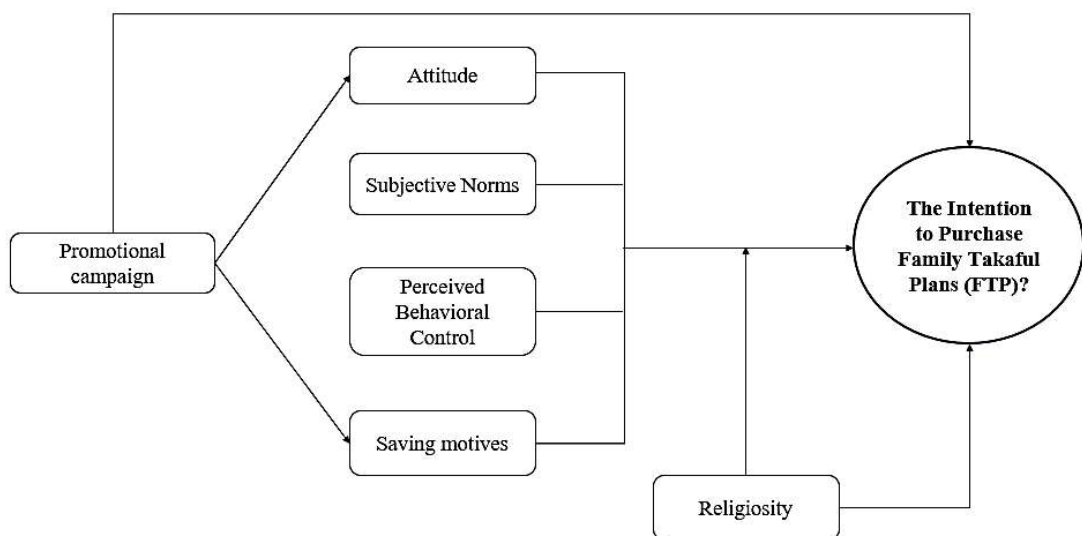


Figure 3.1 Current Study's Research Model

Source: Hasan and Rahman, 2023

$$PI = w_1A + w_2SN + w_3PBC + w_4SM + \varepsilon_1 \dots (1)$$

$$PI = B_0 + B_1PC + B_2A + B_3SM + e \dots (2)$$

$$\begin{aligned} PI &= B_0 + B_1 * A + B_2 * SN + B_3 * PBC + B_4 * SM + e \\ &= B_0 + B_4 * R + (B_1 * R) * A + (B_2 * R) * SN + (B_3 * R) * PBC + (B_4 * R) * \\ &\quad SM + e \dots (3) \end{aligned}$$

The first equation represents the direct link towards Purchase Intention (PI). Each of the factors is multiplied by weight or coefficient that represents its importance or contribution to overall prediction of behavioral intention. The error term ε_1 represents unexplained variation in Behavioral Intention that is not accounted for by the model.

The second equation collectively describes how the external factor PC (Promotional Campaigns) influences PI (Purchase Intention) directly and indirectly through the mediator variables A (Attitude) and SM (Saving Motives). Specifically, B_1 measures the direct effects of PC on PI without considering the mediator variable. It quantifies the amount that PI varies for every unit change in PC, holding the mediator variable constant. B_2 and B_3 capture the indirect effects of PC on PI through the mediator variables A and SM, respectively. These represent the changes in PI for each unit change in A and SM while PC remains constant. The error term e accounts for any unexplained variability in PI not captured by this research's model. Additionally, B_0 represents the intercept terms in a regression equation. It signifies the anticipated level of the dependent variable when every one of the independent variables are zero.

The third equation includes moderation effects indicated by the interaction terms involving the moderating variable R (Religiosity). The terms B_1 to $B_4 * R$ represent the interaction effects between each factor variable (A, SN, PBC and SM) and Religiosity. These interaction terms capture how the influence of each independent variable on PI changes with different levels of religiosity, highlighting the moderating influence of religiosity in the connection among the factor variables and PI.

Hypothesis 1. Attitude has positively significant impact on the intention to purchase FTPs.

Attitude (A) indicates the measure whereby an individual has a favourable or negative assessment to purchase in family Takaful plans (Ajzen, 1985). In other words, it reflects the personal judgement regarding the desirability of purchasing family Takaful plans, which ultimately influences the one's choice to contribute to such behaviour. In this thesis, the author believes by delving into this factor, including individuals' attitudes toward its benefits and overall proposition, valuable in understanding into their likelihood of engaging in the behaviour of purchasing these plans may be gained.

Hypothesis 2. Subjective norms have positively significant impact on the intention to purchase FTPs.

An individual's interpretation of the expectations placed on individuals by society, whether to participate in or refrain from engaging in family Takaful plans is referred as subjective norms (Ajzen, 1985). Given that individuals inherently integrate into communities, the viewpoints and anticipations of others can significantly impact their decision-making process. Therefore, the author believes that comprehending this factor is deemed crucial as individuals often feel compelled to consider the opinion of those whom they respect, appreciate, value and feel close to.

Hypothesis 3. Perceived behavioral control positively significant impact on the intention to purchase FTPs.

Perceived behavioral control (PBC) pertains to the extent that determines a person's assessment of the apparent ease to intent in purchasing behavior (Ajzen, 1991). By assessing PBC, the author can gain insight into the factors that influence individuals' confidence and ability to carry out the plan for obtaining family Takaful insurance. Therefore, having this knowledge is crucial for creating interventions and approaches that will facilitating and promoting the adoption of purchasing behaviour.

Hypothesis 4: Saving motives have positively significant impact on the intention to purchase FTPs.

The concept of Saving Motives (SM) refers to the psychological inclination of humans to allocate resources for an uncertain future (Hasan & Rahman, 2023). In the opinion

of the author, family Takaful plans also function saving plans, with some individuals intending to purchase it for various purposes such as retirement, providing for future generations, funding education for family members or leaving an inheritance. Hence, in this thesis, this hypothesis aims to tackle the intention in purchasing family Takaful plans within this circumstance.

Hypothesis 5. Promotional campaign has positively significant impact on the intention to purchase FTPs.

Hypothesis 6. Promotional campaign has positively significant impact on attitude.

Hypothesis 7. Promotional campaign has positively significant impact on saving motives.

Promotional campaigns encompass a range of marketing tactics frequently employed approaches by certain companies to enhance sales (Buzeta, Pelsmacker, & Dens, 2020). These campaigns typically include seven approaches: mainstream media, small media, public education, personal education, financial assistance, special occasions, and famous endorsements (Martini, Morris, & Preen, 2016). This research will concentrate on the direct impact of promotional campaigns toward the purchase intention, attitude and saving motives. Overall, this research aims to determine what extent to which promotional campaigns stimulate individual attitudes and motivation to save and increasing Individuals' willingness to acquire family Takaful policies.

Hypothesis 8. Attitude is mediating the relationship of promotional campaign and the intention to purchase FTPs.

Hypothesis 9. Saving motives is mediating the relationship between promotional campaign and the intention to purchase FTPs.

The notion of mediator denotes to a component which explains a connection to the predictor and the criterion variables. In entirety, any particular factor can be considered to operate as a mediator when it accounts for this association. (Baron & Kenny, 1986). In this thesis, the author explores how the effects of promotional campaigns on intention to purchase Family Takaful Plans may be mediated by individuals' attitudes and saving motives. In other words, exposure to promotions such as special benefit offers in family Takaful plans, can shape a favourable attitude, and increase saving motivations. These in turns can influence their decision to purchase such plans. By considering attitude and saving motives as mediating effect, marketers to focus on

these intermediary variables through targeted messaging and communication strategies. As a result, this enables them to design more effective promotional campaigns that directly impact consumers' intention to purchase FTP.

Hypothesis 10. Religiosity has positively significant impact on the intention to purchase FTPs.

Religiosity refers to the level of commitment to a religious group and influence an individual's purchasing intention across different goods and services (Stark & Glock, 1970). Highly religious Muslims want to be actively involved with Islamic commodities. Thus, the purpose of this study is to ascertain how religiosity affects purchasing intentions. FTPs. The findings will be valuable for marketers and policymakers in effectively catering to the needs and preference of religiosity-inclined customers.

Hypothesis 10a. Religiosity significantly moderates the link between attitude and the intention to purchase FTPs.

Hypothesis 10b. Religiosity significantly moderates the link between subjective norms and the intention to purchase FTPs.

Hypothesis 10c. Religiosity significantly moderates the link between perceived behavioral control and the intention to purchase FTPs.

Hypothesis 10d. Religiosity significantly moderates the link between saving motives and the intention to purchase FTPs.

The moderator affects how strongly the independent and outcome factors are related (Bennett, 2000). In simpler terms, it shows if the existence of the moderator's variable affects the connection between the variables. It is anticipated that the present investigation will analysing the level of religiosity in relation to independent variables (A, SN, PBC, SM) and dependent variable (PI). Hence, this study argues that religiosity has a moderating impact on PI across Malaysian Muslims.

3.2.2 Analytical Techniques

Structural Equation Modeling (SEM) is a statistical methodology employed to estimate causal relationships using quantitative datasets and qualitative causation assumptions. Partial Least Squares Structural Equation Modeling (PLS-SEM) is a widely utilized technique in Information Systems (IS) research, often reviewed in either confirmatory or exploratory contexts. However, recent observations indicate that PLS-SEM occupies an intermediary position between exploratory and confirmatory methodologies.

SEM encompasses two primary approaches: Partial Least Squares (PLS) and Covariance Based (CB). CB-SEM necessitates a robust theoretical foundation and is commonly applied in confirmatory research, whereas PLS-SEM does not mandate a strong theoretical basis and supports both confirmatory and exploratory investigations (Hair, Ringle, & Sarstedt, 2011). This study employs PLS-SEM to analyze the link between variables and evaluate a fundamental structure of the model in a setting of purchase intention of family Takaful plans. Here why the PLS-SEM was preferred in this study:

- Flexibility with non-normal data: PLS-SEM has the ability to mitigate issues related to understated standard errors and overstated goodness-of-fit tests (Hair, Hult, Ringle, & Sarsted, 2014).
- Less-stringent assumptions: PLS-SEM typically imposes fewer assumptions on the data especially this study exhibits complexities and deviation (Akter, Fosso Wamba, & Dewan, 2017).
- Sample-size consideration: With sample size of 302 respondents, making PLS-SEM more suitable for studies with moderate sample size. This provides robustness with this smaller sample size (Risher, Joe, & Hair, 2017).
- Research context: Based on the previous studies, PLS-SEM are more commonly adopted to study in related to purchase intention (Poan, Merizka, & Komalasari, 2022) (Aziz, Husin, Hussin, & Afaq, 2019) (Dewi, Mohaidin, & Murshid, 2020).

3.3 Data and Sampling

This section will focus how the sampling techniques and the data that is used in this study.

3.3.1 Data Collection

Data collection methods play a crucial role because they directly impact how information is gathered and subsequently used to generate explanations or insights. In this research, direct data collection methods were employed, using a survey questionnaire specifically targeted the Malaysian Muslim aged 18 years and above. This involved collecting information directly from the sample being studied, and all information gathered data was specifically aimed at investigating the hypotheses and objectives of this study.

Data was collected through the Google Form survey form. The questionnaire was adapted from a study by Hasan and Rahman (2023). Subsequently, the questionnaires were translated into Malay, Malaysia's official language by author. Following the translation, the questions were organized into eight parts. The first part pertained to the background of the respondents. While section two to eight focused on respondents' views on the Family Takaful plan. The construction was guided by the research model. In these sections, closed-ended questions were used, employing a Likert scale with five points for each question, where 1 represents strongly disagree and 5 represents strongly agree.

The target of respondents of this survey was 300. It took 12 days to achieved the target population. Ultimately, this survey received responses from 302 individuals, all of which were deemed valid. Hence, all findings of this study are reported based on this sample size.

3.3.2 The Sample of the Research

The determination and sample methods used in this study are non-probability sampling. Contrast with probability sample, where all units of population are selected randomly, non-probability sampling initially deviates from probability sampling

principles and the inclusion probabilities are unknown or zero (Vehovar, Toepoel, & Steinmetz, 2016). This is because not everyone who is in the population has the same probability of being in the selection group. However, Buelens et al. (2018) noted that non-probability sampling is the most commonly used sampling technique, as it offers cost-effectiveness, practicality, and ease of implementation.

Part of non-probability sampling, convenience and snowball sampling technique are applied in this research study. The rationale behind using these techniques is that it is not possible to include every subject as the population chosen in this study is almost finite. Convenience sampling involves selecting respondents of the target audience based on important factors such as ease of access, closeness to the location, accessibility during the timeframe and desire to take part in the study (Dörnyei, 2007). Additionally, snowball sampling is also used to improve the representativeness and effectiveness of the sampling techniques by encouraging the respondents to share information about the study with friends and acquaintances whom they have identified (Emerson, 2015).

This study attempts to analyse the purchase intention of family Takaful plan in Malaysia. Accordingly, the sample is defined by following criteria: (1) being a Malaysian Muslim; and (2) being at least 18 years old and above. These criteria were selected to align with the study's objective of analysing intention of family Takaful plans in Malaysia. Although these plans are accessible to non-Muslim, due to limitations in the author's circumstances pose challenges in incorporating non-Muslim participants into this study. Furthermore, the age restriction is imposed in accordance with the minimum age requirement specified by Zurich Malaysia (2024).

Malaysia, located in Southeast Asia, is a federation comprised of 13 states and three federal territories. These states and territories are divided into two parts, with one in the Malay Peninsula in mainland Southeast Asia, while the island of Borneo is separated by the South China Sea. In an effort to conduct a nationwide survey, the author attempted to distribute the questionnaire to respondents residing in every state and territory. Thereby, seven demographic backgrounds of the respondents were inquired about, and the details are displayed as follows.

Table 3.1 State of Residence of the Respondents.

No	State	Respondents	Percentage (%)
1	Northern Region <i>Perlis</i> <i>Kedah</i> <i>Pulau Pinang</i>	32	10.6
2	Southern Region <i>Negeri Sembilan</i> <i>Johor</i>	155	51.3
3	East Coast <i>Kelantan</i> <i>Terengganu</i> <i>Pahang</i>	22	7.3
4	West Coast <i>Perak</i> <i>Selangor</i> <i>Melaka</i>	75	24.8
5	Federal Territories <i>Kuala Lumpur</i> <i>Putrajaya</i> <i>Labuan</i>	12	4
6	East Malaysia <i>Sabah</i> <i>Sarawak</i>	6	3
TOTAL		302	100

The provided data in table 3.1 illustrates the state of residence distribution of respondents across different states of Malaysia. It encompasses a total of 13 states and three federal territories. Despite variation in response quantities across the states and federal territory, the collective engagement underscores the broad participation and involvement of individuals across Malaysia. Notably, the highest number of responses came from Southern Region consisting states of Negeri Sembilan and Johor with 155 respondents, accounting for more than half of overall percentage at 51.3%. The greater rate of response may be given credit for the fact author originates from Johor, one of

the states within this region. Following closely behind, the West Coast region garnered 75 responses, constituting 24.8% of overall count. Other significant contributions were observed from Northern Region (32 respondents, 10.6%), East Coast (22 respondents, 7.3%), three Federal Territories (12 respondents, 4%) and East Malaysia (6 respondents, 2%).

Table 3.2: Gender of the Respondents

No	Gender	Respondents	Percentage (%)
1	Male	115	38.1
2	Female	187	61.9
TOTAL		302	100

The gender distribution of the survey respondents is given in Table 3.2. Among the respondents, 115 identified as Male, representing 38.1% while 187 identified as Female, comprising 61.9% of the total sample. This gender distribution highlights the participation of both male and female in the survey, with a higher percentage of responders being female.

Table 3.3: Age Group of the Respondents

No	Age	Respondents	Percentage (%)
1	18-24 years old	46	15.3
2	25-34 years old	60	19.9
3	35-44 years old	51	16.9
4	45-54 years old	87	28.8
5	55-64 years old	53	17.5
6	More than 65 years old	5	1.7
TOTAL		302	100

Table 3.3 presents the age distribution of respondents in the survey, categorized into different age groups. The data includes respondents from various age brackets, ranging

from 18 to over 65 years old. Specifically, 46 respondents fell into the 18-24 years old category, representing 15.3% of the total sample. Similarly, there were 60 respondents in the 25-34 years old category, comprising 19.9% of the total sample.

Additionally, 51 respondents were aged between 35-44 years old, accounting for 16.9% of the total. Furthermore, the age group of 45-54 years old had the highest number of respondents, with 87 individuals, constituting 28.8% of the total sample. In contrast, the age groups of 55-64 years old and more than 65 years old had 53 and 5 respondents respectively, making up 17.5% and 1.7% of the total sample. This age range offers information on the socioeconomic makeup of the survey respondents across different age ranges

Table 3.4: Marital Status of the Respondents

No	Marital Status	Respondents	Percentage (%)
1	Married	200	66.2
2	Single	95	31.5
3	Others	7	2.3
TOTAL		302	100

The data provided in Table 3.4 displays the marital status of respondents. The data categorize into three groups: Married, Single and Others. Out of 302 respondents, 200 were married, while 95 were single. Additionally, 7 respondents were categorized as others.

Table 3.5: Employment Status of the Respondents

No	Employment Status	Respondents	Percentage (%)
1	Unemployed	22	7.3
2	Self-employed	15	5
3	Student	30	9.9
4	Government Sector	133	44
5	Private Sector	74	24.5

6	Retired	28	9.3
TOTAL		302	100

The employment status of the respondents was also inquired in the survey questionnaires. As per table 3.5, the government and private sector recorded the highest number with 133 and 74 respondents, making 44% and 24.5% respectively. While the private sector in Malaysia is generally larger than the government sector, this study can be attributed to the use of non-probability sampling methods, which may have disproportionately influenced by personal connections of the author. Following that, 30 respondents were currently student. Furthermore, 15 respondents or 5% were self-employed and 22 or 7.5% respondents were unemployed.

Table 3.6: Education Level (Current or Highest) of the Respondents

No	Education Level	Respondents	Percentage (%)
1	SPM	47	15.6
2	(Pre-university) <i>Certificate, Foundation, Metrics</i>	17	5.6
3	Diploma	52	17.2
4	Bachelor's Degree	162	53.6
5	Master's Degree	21	7
6	PHD	3	1
TOTAL		302	100

The data in table 3.6 provides insight into the educational background of respondents, categorizing them based on their attained levels of education. Among the surveyed respondents, the largest proportion, constituting 53.6%, hold bachelor's Degrees, indicating a significant portion of respondents have completed or currently in undergraduate studies. Following this, 17.2% possess Diplomas, representing a diverse educational attainment beyond secondary schooling. Notably, 15.6% have completed

the Malaysian Sijil Pelajaran Malaysia (SPM), a national examination, signifying a notable presence of respondents with secondary education qualifications.

Moreover, a smaller percentage, 7%, have attained master's Degrees, showcasing a subset of individuals with advanced postgraduate education. Additionally, a modest 5.6% hold various pre-university certifications, such as certificates, foundations, or metrics, indicating a preliminary academic preparation before pursuing higher education. Finally, the data reveals a minimal representation of individuals with the highest academic achievement, with only 1% possessing a Doctorate (PhD) degree, suggesting a relatively limited presence of respondents with extensive research or professional expertise at the doctoral level.

Table 3.7: Have you heard Family Takaful Plans

No	Response	Respondents	Percentage (%)
1	Yes	284	94
2	No	18	6
TOTAL		302	100

Table 3.6 provides details on the level of awareness among respondents regarding Family Takaful plans. It reveals that the majority of respondents were familiar with these plans, constituting 94%. Conversely, only 6% of respondents reported that they have not heard such plans.

Table 3.8: Have you participated in any Family Takaful Plans

No	Response	Respondents	Percentage (%)
1	Yes	144	47.7
2	No	158	52.3
TOTAL		302	100

The respondents are also asked whether they have participated in family Takaful plans or not, as shown in Table 3.7. Surprisingly, despite the recorded high awareness only

47.7% of the surveyed respondents have actively participate in family Takaful plans. The remaining 52.3% reported that have not participated. This data suggests a significant gap in the adoption of family Takaful plans among respondents.

3.4 Chapter Summary

This section begins with an introduction to the research methodology, outlining the approach chosen to address the research objective outlined in Chapter 1 respectively to avoid misleading and misjudgement. This study utilizes quantitative research techniques, employing a cross-sectional research design consist of gathering information at a certain period from a sample group of people. Due to the comprehensive nature of the Theory of Planned Behavior (TPB) in understanding behavioral intentions, this study employs the Theory of Planned Behaviour (TPB) model while asserting modifications, with saving motives and attitude serving as mediators and religiosity as a moderator. This research's model has been previously investigated by Hasan and Rahman (2023) to analyse the intention to purchase Family Takaful plans in Bangladesh. The authors modified version of the Theory of Planned Behavior (TPB), incorporating additional factors of saving motives as independent variable alongside Theory of Planned Behaviour (TPB) factors; attitude, subjective norms, perceived behavioural control toward intention to purchase as dependent variable. The model also includes external factor such as promotional campaigns and religiosity to examine direct effects on Family Takaful plans Purchase Intentions (FTPI). Additionally, the research investigated the mediating effects and moderating role in correlation to FTPIs in Bangladesh.

Hereby, in the view of current author, utilizing this research model could capture comprehensively on intention to purchase family Takaful plans with focus on Malaysian Muslims as the target population. By understanding these factors, policymakers and marketers can tailor their strategies to better meet the needs and preferences of this specific demographic, ultimately promoting the uptake of Family Takaful plans within the Malaysian market.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Introduction

The fourth chapter offers the data results of analysis and the conclusions drawn from the research. This research aims to scrutinize the determinants influencing the purchase intention towards family Takaful plans in Malaysia, with saving motives and attitude serving as mediating variables, and religiosity as a moderating variable. By delving into the factors shaping customers' purchase intentions, this study seeks to gather valuable insights for the successful adoption of family Takaful plans. To accomplish this objective, a survey was conducted involving 302 Malaysian Muslims aged 18 years and above who met these specified criteria. The survey results were analyzed using partial least squares structural equation modelling (PLS-SEM) through version 4.0 of SmartPLS software. PLS-SEM, a multivariate analysis technique, enables the examination of complex models incorporating various latent variables and indicators.

4.2 Descriptive Statistics

Statistics is described to be the systematic collecting, synthesis, and analysis of data involving random fluctuations. Descriptive statistics are often applied to samples to infer population characteristics. Nick (2007) emphasized that two statistics must be reported in the case of quantitative research studies. These metrics are known as a measure of location and spread. Measures of location typically include the mean and median, while spread can be measured using standard deviation and outer quartiles statistics. Hence, the mean, median, and standard deviation was measured using SmartPLS. From table 4.1, we can summarize that:

- N: This column shows the sample size for each variable. In this study, all variables consistently had 302 samples.
- Mean: This column shows the average set of observations. It's computed by dividing the total for values found by the total amount of observations. In this study the mean varies, with the lowest being 3.510 and the highest being 4.884.

- **Standard Deviation:** In this column, the number represents the amount of variation or uncertainty in information set. A small standard deviation suggests that the data points are close to the means, while a high standard deviation suggests that the data points are spread out from the mean. The range of standard deviations for the variable in this study ranged from .387 to 1.106.

Table 4.1 Descriptive Statistics

Item	N	Min	Max	Mean	Standard deviation
<i>Promotional Campaign (PC)</i>					
PC1	302	1	5	4.222	0.781
PC2	302	1	5	4.225	0.778
PC3	302	1	5	4.083	0.889
<i>Attitude (A)</i>					
A1	302	1	5	4.222	0.777
A2	302	1	5	3.980	0.838
A3	302	1	5	4.116	0.816
A4	302	1	5	4.166	0.793
<i>Subjective Norms (SN)</i>					
SN1	302	1	5	3.808	0.947
SN2	302	1	5	3.911	0.929
SN3	302	1	5	3.907	0.920
SN4	302	1	5	3.828	0.982
<i>Perceived Behavioural Control (PBC)</i>					
PBC1	302	1	5	4.258	0.813
PBC2	302	1	5	4.255	0.817
PBC3	302	1	5	4.222	0.810
PBC4	302	1	5	4.156	0.849

<i>Saving Motives (SM)</i>					
SM1	302	1	5	4.341	0.767
SM2	302	1	5	4.073	0.921
SM3	302	1	5	4.288	0.861
SM4	302	1	5	3.848	1.075
<i>Religiosity (R)</i>					
R1	302	1	5	4.854	0.452
R2	302	1	5	4.884	0.386
R3	302	1	5	4.798	0.484
R4	302	1	5	4.709	0.571
<i>Purchase Intention (PI)</i>					
PI1	302	1	5	3.510	1.106
PI2	302	1	5	3.785	1.008
PI3	302	1	5	3.881	1.039
PI4	302	1	5	3.775	1.105

4.3 Measurement Model Assessment (Outer Model)

The measurement model or outer model assessment pertains to how latent variables are measured in a research study. Marcoulides et al. (2012) pointed out the critical role of this model in research to ensure that the selected indicators are independent of each other and appropriately or accurately reflect the underlying latent variables. In the current study, seven latent variables are presented, each comprising four indicators each except Promotional Campaign (PC), which consists of three indicators. The latent variables are visualised in Figure 4.1. In assessing the measurement model, the author carefully examines three main aspects. These aspects encompass internal consistency reliability, convergent validity, and discriminant validity.

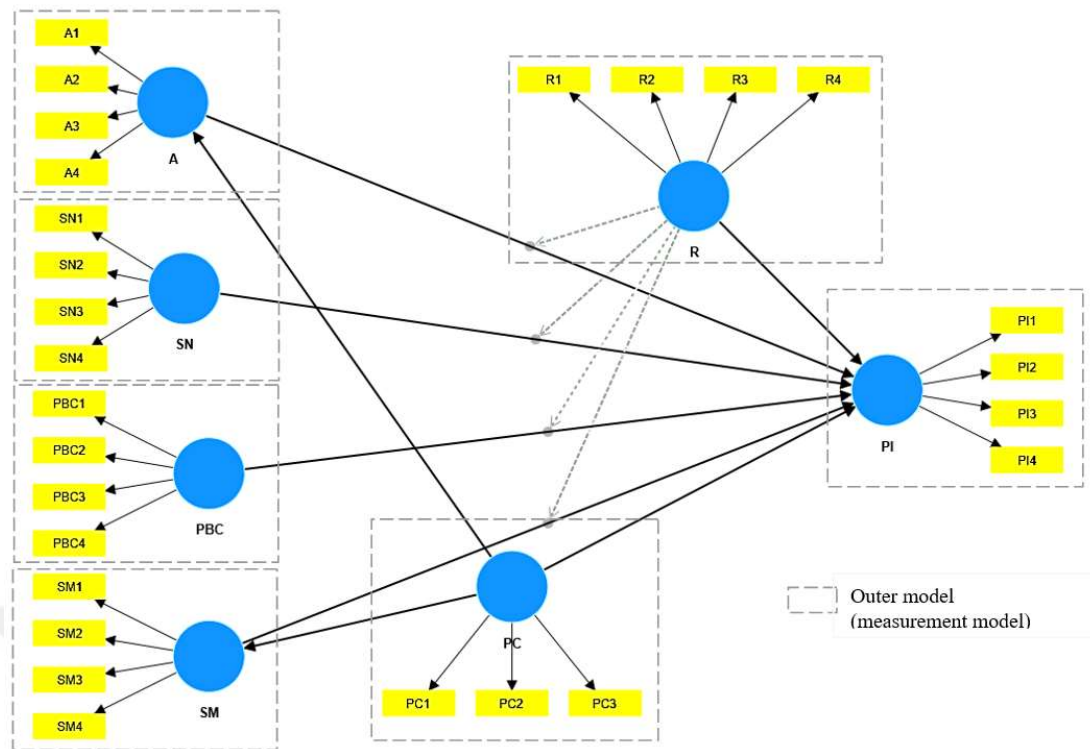


Figure 4.1: Current Study's Measurement Model

Source: Smart PLS (processed), 2024

4.3.1 Internal Consistency Reliability

In structural equation modeling (SEM), the internal consistency reliability is relying around two criterions namely, Composite Reliability (CR) and Cronbach Alpha (α). CR serves as a measure of the overall consistency and reliability of latent variables in capturing the underlying construct it represents, considering both the degree of the link between the observable and latent variables. Cronbach Alpha measures The extent that the values of the observable variable load synchronously with the latent variable rises..

It is necessary for composite reliability to value 0.7 or higher to indicate sufficient convergence or internal consistency reliability (Gefen, Straub, & Boudreau, 2000). According to Nunnally (1978) the Cronbach alpha shall be above 0.7 value. In accordance with findings from table 4.2 all variables surpass the minimal cut-off value of CR and Cronbach Alpha. Consequently, all findings are considered valid and reliable.

Table 4.2: Internal Consistency Reliability

	Composite Reliability (CR)	Cronbach Alpha (α)
Promotional Campaign (PC)	0.950	0.922
Attitude (A)	0.950	0.930
Subjective Norms (SN)	0.958	0.941
Perceived Behavioural Control (PBC)	0.918	0.883
Saving Motives (SM)	0.879	0.817
Religiosity (R)	0.926	0.895
Purchase Intention (PI)	0.960	0.944

4.3.2 Convergent Validity

Convergent validity refers to the degree to which two different measures or method are able to accurately capture or measure the same underlying construct or concept. Carlson and Herdman (2012) propose that when measures demonstrate strong convergent validity, it suggests that both measures are effectively capturing the same concept. In contrast, when alternative measures exhibit less-than-perfect convergent validity, it introduces uncertainty and ambiguity into the interpretation of research findings. Hence, it becomes challenging to draw valid conclusions from the data, potentially leading to unreliable findings.

Additionally, the evaluation of convergent validity is done using measures such as factor loadings and average variance extracted (AVE). Factor loading often ranges from -1 to 1. Loadings that are closer to -1 signify weaker association between the observed variables and the latent variable, while those closer to 1 indicate a stronger association. Overall, the factor loadings are close to 1 with SM4=.772 and PC2=.949 as specified in table 4.3.

The Average Variance Extracted (AVE) quantifies the degree to which indicators that are intended to measure the same construct converge with each other compared to items measuring different contracts. In this case, the AVE value has to be more than

0.5 (Bagozzi & Yi, 1988). It appears that the AVE values of variables demonstrate strong convergence. This strong convergence of factor loadings and AVE implies that the indicators related to latent variables are closely interrelated and effectively measure the underlying concepts.

Table 4.3: Loadings and average variance extracted (AVE)

Item	Factor Loading	AVE
PC1	0.912	0.864
PC2	0.949	
PC3	0.927	
A1	0.883	0.826
A2	0.894	
A3	0.922	
A4	0.935	
SN1	0.894	0.850
SN2	0.937	
SN3	0.942	
SN4	0.915	
PBC1	0.850	0.738
PBC2	0.886	
PBC3	0.892	
PBC4	0.806	
SM1	0.797	0.646
SM2	0.851	
SM3	0.793	
SM4	0.772	
R1	0.861	0.758

R2	0.879	
R3	0.895	
R4	0.847	
PI1	0.894	0.857
PI2	0.916	
PI3	0.944	
PI4	0.948	

Note: PC = Promotional Campaigns; PI = Purchase Intention; A = Attitude; SM = Saving Motives; SN = Subjective Norms; R = Religiosity; PBC = Perceived Behavioural Control

4.3.3 Discriminant Validity

Discriminant validity refers to the ability of a latent variable to other variables. In this study, the author assesses that each latent variable (PC, A, SN, PBC, SM, R, and PI) effectively differentiates itself from the others. Discriminant validity could be assessed with cross-loadings and the Heterotrait-Monotrait (HTMT) proportion of correlations. Ideally, an indicator's loading needs to be greater on its construct and smaller compared to other constructs. The HTMT ratio was developed by Henseler et al. (2015) as a more comprehensive and constrained test of discriminant validity in variance-based SEM. The primary consideration in the HTMT revolves around the proximity of the HTMT ratio to 1.0. A value close to or surpassing 1.0 signifies a potential issue with discriminant validity. The proposed threshold values are typically within the 0.85 and 0.90 benchmarks.

Initially, the findings of current study demonstrate strong discriminant validity. As shown in table 4.4, the cross-loadings indicate each metric has a greater weighting on its intended variable compared to other variables. Besides, table 4.5 presents the HTMT ratios for the constructs in this study, demonstrating values consistently lower than 0.85 and 0.90 thresholds as recommended by Henseler. Therefore, this suggests that each indicator effectively captures the unique aspects of its intended construct and varies from other structures in the framework. Ultimately, the measurement model

provides clear and reliable differentiation between the latent variables, ensuring the validity and interpretability of the study's results.

Table 4.4: Cross-loadings

	PC	A	SN	PBC	SM	R	PI
PC1	0.912	0.536	0.461	0.340	0.353	0.289	0.355
PC2	0.949	0.625	0.521	0.391	0.406	0.284	0.432
PC3	0.927	0.715	0.610	0.367	0.311	0.250	0.479
A1	0.628	0.883	0.574	0.292	0.363	0.253	0.490
A2	0.622	0.894	0.640	0.253	0.386	0.232	0.546
A3	0.599	0.922	0.617	0.298	0.365	0.251	0.563
A4	0.622	0.935	0.662	0.321	0.385	0.270	0.585
SN1	0.519	0.587	0.894	0.318	0.425	0.194	0.503
SN2	0.543	0.671	0.937	0.383	0.452	0.249	0.533
SN3	0.567	0.666	0.942	0.374	0.423	0.240	0.544
SN4	0.494	0.604	0.915	0.368	0.389	0.202	0.516
PBC1	0.299	0.249	0.271	0.850	0.242	0.326	0.159
PBC2	0.268	0.232	0.309	0.886	0.238	0.266	0.182
PBC3	0.336	0.275	0.337	0.892	0.261	0.289	0.231
PBC4	0.418	0.323	0.396	0.806	0.409	0.291	0.245
SM1	0.360	0.350	0.382	0.395	0.797	0.314	0.311
SM2	0.295	0.336	0.338	0.260	0.851	0.235	0.376
SM3	0.281	0.267	0.316	0.244	0.793	0.265	0.319
SM4	0.291	0.365	0.427	0.212	0.772	0.164	0.393
R1	0.201	0.214	0.211	0.261	0.249	0.861	0.123
R2	0.258	0.226	0.168	0.291	0.269	0.879	0.147
R3	0.292	0.287	0.246	0.361	0.237	0.895	0.197

R4	0.252	0.223	0.202	0.256	0.298	0.847	0.184
PI1	0.441	0.557	0.567	0.259	0.440	0.152	0.894
PI2	0.378	0.524	0.494	0.225	0.396	0.178	0.916
PI3	0.440	0.580	0.510	0.202	0.371	0.214	0.944
PI4	0.435	0.562	0.530	0.220	0.408	0.170	0.948

Note: PC = Promotional Campaigns; PI = Purchase Intention; A = Attitude; SM = Saving Motives; SN = Subjective Norms; R = Religiosity; PBC = Perceived Behavioural Control

Table 4.5: Discriminant validity – HTMT criterion

	A	PI	PBC	PC	R	SM	SN
A							
PI	0.641						
PBC	0.346	0.259					
PC	0.728	0.486	0.424				
R	0.298	0.203	0.378	0.318			
SM	0.471	0.495	0.393	0.442	0.355		
SN	0.732	0.603	0.418	0.612	0.258	0.520	

Note: PC = Promotional Campaigns; PI = Purchase Intention; A = Attitude; SM = Saving Motives; SN = Subjective Norms; R = Religiosity; PBC = Perceived Behavioural Control

4.4 Structural Model Assessment (Inner Model)

After all variable deemed reliable and valid, the author evaluates the inner model, also known as structural model. Unlike outer moder, which examines the measurement aspects of the constructs, inner models analyse the relationship between latent variables. Garson (2016) classifies variables into two types which are exogenous and endogenous variable. Exogenous variables are not impacted by any other factors inside the model, whereas endogenous variables are affected by one or more other variables.

Besides, inner model may encompass additional variable, such as mediating and moderating variables. In the figure 4.2, there are a total of seven latent variables with four exogenous variables (Promotional Campaign, Subjective Norms, Perceived Behavioural Control, Religiosity) and three endogenous variables (Attitudes, Saving Motives, Purchase Intention).

Overall, structural model assessment seeks to evaluate the theoretical assumption or hypotheses proposed in the SEM. Consequently, five assessments were conducted to draw conclusion from the study's data.

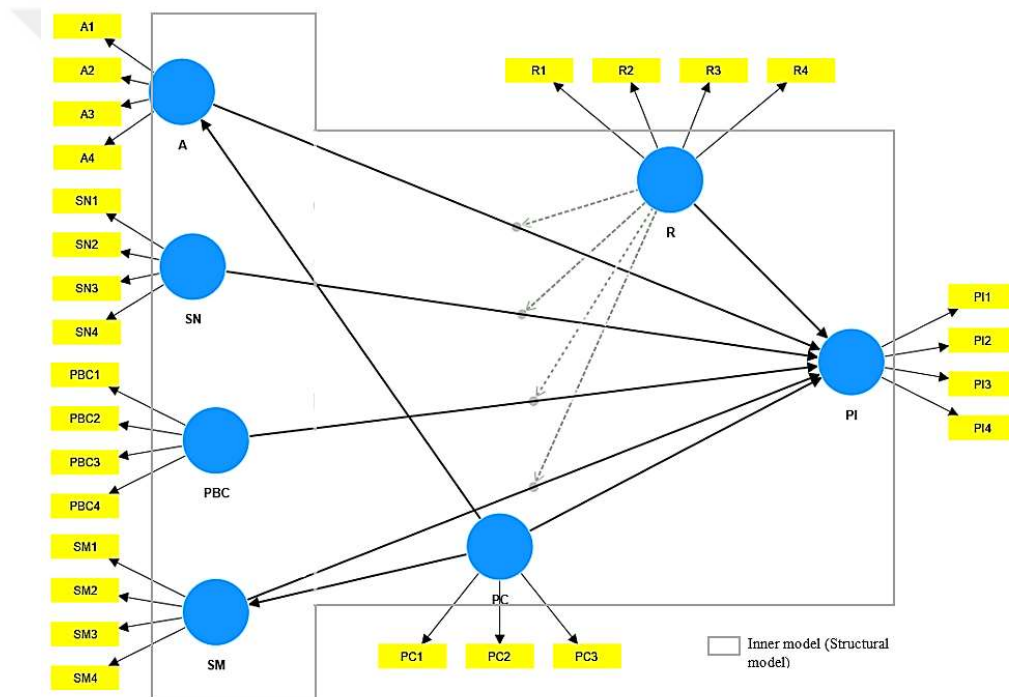


Figure 4.2: Current Study's Structural Model

Source: Smart PLS (processed), 2024

4.4.1. Model Fit

Model fit is assessed to determine the compatibility between the proposed SEM fits the observed data. It suggests whether the theoretical assumptions made in the model align with the actual data collected. Based on table 4.6 the following conclusion can be drawn:

- Standardized Root Mean Square Residual (SRMR): Measure the variations in the results observed correlations and the predicted correlations. A value below 0.08 or 0.10 considered acceptable (Hu. & Bentler, 1998). In the study, SRMR=0.053,0.100, indicating a good fit.
- Unweighted Least Squares discrepancy (d_ ULS) and Gower's discrepancy (d_ G): Measure the variance in the measured covariance matrices and those predicted by the model. This results in this study, d_ ULS=1.061, 3.816 and d_ G=0.554, 0.706.
- Chi-square: Measure of how well the observed data match the expected data according to the framework. However, However, it's subject to variation in sample size. and significant chi-square may indicate model misfit.
- Normed Fit Index (NFI): Compares the fit of the estimated model with that of a baseline model. Values closer to 1 indicates better fit (Lohmöller, 1989). NFI value in this study are 0.863 and 0.844, indicating acceptable.

Table 4.6: Model Fit

	Saturated model	Estimated model
SRMR	0.053	0.100
d_ ULS	1.061	3.816
d_ G	0.554	0.706
Chi-square	993.995	1129.276
NFI	0.863	0.844

4.4.2. R-Square and Q-Square

R² known as the coefficient of determination. It is a measure of statistical significance that measures the fraction of the variation in the dependent variable that is predicted by the independent variable. The R² value typically ranges between zero and one (Cameron & Windmeijer, 1997). A small R² value indicates a weak power of the dependent variables to describe variance in the dependent variables. Conversely, a value close to one suggest that the independent variables collectively present almost all of the data required to forecast fluctuations in the dependant variable.

In SEM, the R^2 value is calculated for endogenous variations, which are variables that are influenced by other variables in the model. The R^2 values of Attitude (A) and Saving Motives (SM) are reported to determine how well this variance of these variables explains the Purchase Intention (PI) variable. The R^2 of Purchase Intention (PI) is calculated to determine how much its variance is explained by six independent variables.

Q^2 represents the predictive relevance of the model. Q^2 is often calculated using cross-validation that involve systematically predicting omitted values. It helps the author understand how well the model predicts unobserved or missing values based on the relationship between variables. Q^2 value above 0.05 indicate the model are well reconstructed and has predictive relevance (Garson, 2016). The Q^2 value for Attitude (A), Saving Motives (SM), and Purchase Intention (PI) indicates that the model is relatively successful in predicting variations based on the relationship with other variables.

Table 4.7: R- Square and Q-Square Value

Variable	R-Square	Q-Square
Attitude	0.462	0.449
Saving Motives	0.146	0.138
Purchase Intention	0.450	0.286

Based on table 4.7 it can be interpreted that approximately 46.2% of the variance in Attitude (A) are explained by the Promotional Campaign (PC) in the observed data, Similarly, the Q^2 value recorded similar result of 44.9%. This indicates that the model not only explains a significant portion of the observed variance in Attitude but also performs well in predicting unobserved values.

In the case of Saving Motives (SM), the model indicates that 14.6% of the variance is explained by Promotional Campaign (PC). Yet, it suggests less predictive power for SM compared to Attitude, with about 13.8% of the variance. This indicates that PC may not capture all the relevant factors influencing SM.

Additionally, the ultimate dependent variable, Purchase Intention (PI) accounts for 45.0% of the variance explained by six predictors in SEM model, implying that 45.0% of the variance in purchase intention for family Takaful plans among Malaysian Muslim can be explained by the difference in sic listed independent variables. The remaining 55.0% suggest that the dependent variable under review is still influenced by several other variables not included into this SEM model. In terms of predicting unobserved values, the model recorded about 28.6% of the variance.

4.4.3. Variance Inflation Factor (VIF)

The Variance Inflation Factor (VIF) is commonly employed to assess the formative collinearity among indicators. A VIF value exceeding 5.0 or 10.0 indicates significant collinearity issue among the indicators of formatively measured constructs (Gareth, Daniela, Trevor, & Robert, 2013). In this study, in table 4.8, the VIF values range from 1.000 to 4.709, all below the VIF cut-off value threshold. This implies that the variables exhibit relatively low levels of collinearity and fairly independent of each other.

Table 4.8: Variance Inflation Factor (VIF) Value

Relationship	VIF
A → PI	2.675
PBC → PI	1.400
PC → A	1.000
PC → PI	2.116
PC → SM	1.000
R → PI	3.432
SM → PI	1.456
SN → PI	2.367
PC → A → PI	1.271
PC → SM → PI	1.022
R* A → PI	4.709

R* SM → PI	3.792
R* PBC → PI	4.165
R* SN → PI	3.302

Note: PC = Promotional Campaigns; PI = Purchase Intention; A = Attitude; SM = Saving Motives; SN = Subjective Norms; R = Religiosity; PBC = Perceived Behavioural Control

4.4.4. Path Coefficient and Hypotheses Testing

In this study, hypothesis testing also involved assessing the significance values. Specifically, if the t-statistic exceeds the critical value (set at 1.96), it is considered significant, and if the p-value is less than 0.05, it suggests that the initial hypothesis can be accepted.

Table 4.9: Path Coefficient and Hypotheses Testing

Hypothesis	Relationship	β	t	p	Decision
H1	A → PI	0.337	4.740	0.000	Supported
H2	SN → PI	0.217	3.205	0.001	Supported
H3	PBC → PI	-0.013	0.247	0.805	Not Supported
H4	SM → PI	0.163	3.090	0.002	Supported
H5	PC → PI	0.033	0.495	0.620	Not Supported
H6	PC → A	0.680	12.596	0.000	Supported
H7	PC → SM	0.383	7.373	0.000	Supported
H8	PC → A → PI	0.229	4.277	0.000	Supported
H9	PC → SM → PI	0.062	2.658	0.008	Supported
H10	R → PI	0.087	1.028	0.304	Not Supported
H10a	R*A → PI	0.096	1.145	0.252	Not Supported
H10b	R*SN → PI	-0.040	0.466	0.641	Not Supported
H10c	R*PBC → PI	-0.107	1.334	0.182	Not Supported
H10d	R*SM → PI	0.016	2.476	0.013	Supported

Note: PC = Promotional Campaigns; PI = Purchase Intention; A = Attitude; SM = Saving Motives; SN = Subjective Norms; R = Religiosity; PBC = Perceived Behavioural Control

4.5 Discussions of the Results

In this discussion section, the author aims to see how well the data supports the hypotheses and understand its importance toward existing literature.

4.5.1 Direct effect

According to the findings of this study, significant positive direct relationships observed between various factors and purchase intention of family Takaful Plan (FTP) among Malaysian Muslim, aligning with the hypotheses underpinning this research. Specifically, the results show that the Theory of Planned Behaviour (TPB) factors proposed A ($\beta = 0.337$; $t = 4.740$; $p = 0.000$) and SN ($\beta = 0.217$; $t = 3.205$; $p = 0.001$) have a significant positive effect on Family Takaful Plans' purchase intentions. This implies that positive attitudes and subjective norms towards family Takaful plans contribute significantly to the intention to purchase them.

However, perceived behavioral control (PBC) does not directly impact intentions to purchase family Takaful plans, as indicated by direct findings t-value of $0.247 < 1.96$ and p-value of $0.805 > 0.05$. This suggests that PBC reflects the extent to which individuals perceive control over their intention behaviour and the ease of accessing family Takaful plans. The non-significant direct impact implies that individual's perceptions of control may not be a determining factor in their purchase intention for family Takaful plans.

Furthermore, the direct effect of saving motives positively significant contributed to the purchase intention of family Takaful plans ($\beta = 0.163$; $t = 3.090$; $p = 0.002$). Surprisingly, the direct relationship of promotional campaign toward purchase intention shows an insignificant relationship ($\beta = 0.033$; $t = 0.495$; $p = 0.620$). This implies that the current promotional strategies may not be sufficiently compelling or persuasive to impact Malaysian Muslim's purchase intentions.

In conjunction with the result, this study also delves into the direct relationship of promotional campaign as an external factor toward the attitude and saving motives.

The promotional campaign demonstrates positive direct correlation toward individual's attitude ($\beta = 0.680$; $t = 12.596$; $p = 0.000$). This high t-value suggests that the promotional efforts undertaken are highly effective in directly influencing individuals' attitudes toward the family Takaful plans being advertised. Likewise, in the direct relationship between promotional campaigns and saving motives, a high t-value and significant positive correlation are recorded ($\beta = 0.383$; $t = 7.373$; $p = 0.000$). This implies that promotional campaigns have a substantial impact on shaping individuals' attitudes and motivations to save.

The last direct effect studied is the relationship between religiosity and purchase intention is not statistically significant (t -value $1.028 < 1.96$ and p -value $0.304 > 0.05$) suggests that the notion is not sufficiently supported by the available data that religiosity influences purchase intention in the context being studied. In other words, the data does not provide enough support to conclude that the inclination to acquire family Takaful plans is significantly influenced by religiosity.

4.5.2 Mediating effect

The research findings as table 4.9 reveal the mediating effects, where A ($\beta = 0.229$; $t = 4.277$; $p = 0.000$) and SM ($\beta = 0.062$; $t = 2.658$; $p = 0.008$) act as mediators between promotional campaign (PC) and purchase intention of FTPs among Malaysian Muslim. Conversely, the directly affect PC and PI without requiring for an intermediary suggests insignificance, leading to the conclusion that A and SM serve as fully mediation between PC and purchase intention of FTPs. It indicates that the effects of PC, encompassing customers' attitude and saving motives significantly contribute to explain the purchase intention of FTPs among Malaysian Muslims. Therefore, it can be inferred that favorable A and SM have a greater effect on PC over PI in Family takaful plans compared to a mere promotional campaign.

4.5.3 Moderating Effect

The study's outcomes showed that that the association between saving motives (SM) and purchasing intention (PI) for family Takaful plans is considerably moderated by religiosity (R). Specifically, the interaction effect between religiosity and saving motives (SM) was found to be significant ($\beta = 0.016$, $t = 2.476$, $p = 0.013$), indicating

that the influence of saving motives on purchase intention varies depending on individuals' levels of religiosity. However, the moderation effects for attitudes (A), subjective norms (SN), and perceived behavioral control (PBC) were found to be insignificant. The interaction effects for religiosity and attitudes ($\beta = 0.096$, $t = 1.145$, $p = 0.252$), subjective norms ($\beta = -0.040$, $t = 0.466$, $p = 0.641$) and perceived behavioral control ($\beta = -0.107$, $t = 1.334$, $p = 0.182$) on purchase intention were not statistically significant. Therefore, while the impact of attitudes, subjective norms, and perceived behavioral control on people's purchase intentions for family Takaful plans are not considerably affected by religiosity, despite the fact that it strongly moderates the link between saving motivations and purchasing intention. This suggests that attitudes, subjective norms, and perceived behavioral control play a stable and robust role in shaping individuals' intentions to purchase family Takaful plans, regardless of their religiosity levels.

4.6 Comparative Analysis of Research Result

This model framework was developed by the study of Hasan and Rahman (2023) with a focus on the Muslim employees in Bangladesh. Both previous and current studies indicate significant positive influences of certain factors such as A, SN, and SM on purchase intention of FTP. This indicates consistency in the importance of these factors across different contexts. However, disparities emerge in the findings related to other factors.

In the Bangladeshi study, PBC and R significantly influence the purchase intention of FTP, whereas in the Malaysian study, they do not yield significant effects. This implies that individuals' perceptions of control over their ability to purchase family Takaful plans and the influence of religiosity on their purchase intentions may vary between the two countries. Moreover, while the Bangladeshi study finds a significant positive relationship between PC and purchase intention of FTP, the Malaysian study does not support this direct effect. This could suggest differences in the effectiveness of promotional strategies, indicating that marketing plays a significant role in encouraging people to purchase family Takaful plans in Bangladesh, whereas its impact in Malaysia appears to be less pronounced.

Besides, both studies provide evidence of significant positive relationships between PC and both A and SM as mediators, leading to the intention to purchase. Additionally, it emphasizes the importance of effective marketing efforts that address both attitudes and saving motives potentially enhance consumer engagement and uptake of family Takaful Plans. The current study demonstrates a significant moderation effect of R in the context of SM only, whereas the Bangladeshi study reveals significant moderation effects of R across all predictors, including A, SN and SM in influencing individuals' intentions to purchase family Takaful Plans. These findings suggest that the influence of R on purchase intentions may vary between the two countries, with a more pronounced moderating effect observed in the Bangladeshi context compared to Malaysia.

Collectively, the differences in the background of Bangladesh and Malaysia can indeed influence the distinct results observed in studies conducted in these two countries. While, both countries are predominantly Muslim majority, yet Malaysia's cultural landscape is more diverse, with a mix of Malay, Chinese, Indian, and indigenous cultures may influence individual's intention behaviors in nuanced ways. Furthermore, the dynamics of the Takaful market in Bangladesh might be relatively simpler compared to Malaysia. With fewer players, less competition, and more straightforward consumer preferences, it could be easier to identify and support relationships between variables in the Bangladeshi context.

On top of it, Bangladesh with its relatively homogenous socioeconomic landscape compared to more diverse countries like Malaysia, might exhibit fewer confounding variables that could obscure relationships between factors influencing Takaful purchase intentions. In more economically and socially heterogeneous contexts, such as Malaysia, the interplay of various socioeconomic factors could lead to more complex and less straightforward relationships.

Drawing from several similar studies, hypothesis H1 in this study, which posits to be significant, aligns with previous literature. For instance significant results were reported in the background studies conducted by (Husin & Ab Rahman, 2016), (Aziz, Husin, Hussin, & Afaq, 2019) (Bhatti & Md Husin, 2020), (Kazaure, 2019), and (Rifas, Ab Rahman, Buang, & Abdul Talib, 2023). Similarly, hypothesis H2 is consistent with previous research findings (Aziz, Afaq, Muhammad, & Khan, 2020), (Hasyim, 2018),

and (Rapi & Kassim, 2023). However, this contradicts the findings of the study by (Abd Aziz, Abd Aziz, Wan Aris, & Abd Aziz, 2015).

Contrary to expectations, hypothesis H3, which suggests a direct relationship between perceived behavioral control (PBC) and purchase intention (PI), did not yield significant results in the current study. This finding contrasts with previous studies that reported significant relationships, such as those conducted by Raza et al. (2020) and Sulaiman et al. (2023). However, current study consistent with similar finding by Aziz (2023). Hypothesis H4 also supports the result of previous findings across various context and regions (Shah, 2022), (Nomi & Sabbir, 2020), (Low, Nathan, Gorgenyi-Hegyes, & Fekete-Farkas, 2021), (Zakaria, et al., 2016), (Ali, Shahrinaz, Lang, & Kun, 2017) and (Mahdzan & Victorian, 2013).

Surprisingly, this study did not yield significant results between promotional campaigns (PC) and purchase intention (PI) which differs from studies by Chadha and Kapoor (2008) and Owolabi and Agboola (2018) that reported significant relationships in the domain of insurance product choice. Hypothesis H6, was found to be consistent with previous findings reported by Nwachukwu et al. (1997). Similarly, H7 was in line with previous research findings reported by Kertanegara (2018).

Hypothesis H8, which posits a mediating effect of attitude (A) consistent with previous findings reported by Guan et al. (2020) and Asif and Siddigui (2021). While the findings of the mediating effect of saving motives (SM) contrast with previous findings reported by Harahap et al. (2022). Moreover, the moderating effect of religiosity (R) on the relationship between attitude (A) and purchase intention (PI) aligns with findings reported by Muklas (2020). Conversely, significant results were reported by Souiden and Jabeur (2015) and Rafique et al. (2015). Ultimately, this study contributes to the new findings of moderation effect of religiosity.

4.7 Chapter Summary

During the structural equation model (SEM) analysis of this study, two fundamental components are examined: both the structural model and the measurement model. The measurement model evaluates the internal consistency reliability, convergent validity, and discriminant validity of the latent constructs. Internal consistency reliability gauges the consistency of items measuring each construct, while discriminant validity

looks at whether measurements of various constructs are distinct, convergent validity assesses how closely multiple measures of the same construct are connected. After these components were tested, all variables are deemed reliable and valid to be processed through structural model evaluation.

Next, the structural model delves into the connections between several constructions and assesses model fit, variance explained (R-square), predictive relevance (Q-square), multicollinearity (Variance Inflation Factor), and path coefficients. These metrics help assess how well the model fits the data overall as well as the weight and significance of the correlations within the variables. Referring to the SEM report, the model is well-fit, providing predictive power and decision relationship between variables and their significance.

Upon the decision, the direct, moderating, and mediating effects within the SEM are discussed in relation to the study hypotheses proposed. Direct effects describe the direct influence of one variable on another nation, while mediating effects unravel the underlying mechanisms through which an independent variable influences a dependent variable by an intervening variable (mediator). Moderating effects, on the other hand, explore how the relationship between variables varies based on the level of a third variable (moderator).

Ultimately, a comprehensive examination of both the measurement and structural components of an SEM, along with a detailed discussion of direct, moderating, and mediating effects, provides a robust understanding of the relationships between variables and their implications for theory and practice.

CHAPTER V

CONCLUSION

5.1 Introduction

This chapter's conclusion will be based on the study's key objectives. This is to review whether this study achieves the seven intended objectives which (1) to evaluate the influence of attitude, subjective norms, and perceived behavioural control on the intention to purchase Family Takaful Plans (FTP), (2) to examine the direct impact of saving motives on the intention to purchase Family Takaful Plans (FTP), (3) to assess the direct impact of promotional campaign on the intention to purchase Family Takaful Plans (FTP), (4) to determine the direct impact of promotional campaigns on attitude and saving motives, (5) to investigate whether attitude and saving motives mediate the relationship between promotional campaigns and the intention to purchase Family Takaful Plans (FTP), (6) to discover the direct impact of religiosity on the intention to purchase FTPs, and (7) to analyse whether religiosity moderates the relationship between: attitudes, subjective norms, perceived behavioural control, and saving motives toward the intention to purchase Family Takaful Plans (FTP).

Following that, this chapter also discusses the implication and recommendations for improvement in the context of the family Takaful plans in Malaysia as well as future studies. For the reader's attention, the limitations of this study have been addressed in the first chapter.

5.2 The Implications and Policy Recommendations of the Study

This section outlines the practical implications of the study findings and provides targeted recommendations to policies and practices. These implications and recommendations are directly informed by the research findings and are strategically aimed at addressing identified gaps, improving existing practices, and fostering positive transformation within the Takaful industry.

5.2.1 Implications of the study

- Takaful provider may improve the customer services, provide transparent communication and tailored product offerings which can positively influence individual's attitudes toward family Takaful plans.
- Takaful providers can collaborate with communities' leaders, religious institutions, and social influencer to foster positives social norms and perceptions surrounding Takaful participation can encourage individuals to perceived Takaful as socially acceptable and beneficial.
- Takaful providers may design product and marketing strategies that emphasize the long-term saving and wealth-accumulation benefits of Takaful plans can attract financially savvy customers who priorities financial security and wealth accumulations.
- Takaful marketers can design a promotion that emphasized the protection offered by purchasing family Takaful plans, as well as the peace of mind that saving into these plans may provide during unforeseen event.
- Takaful providers can strategically adopt a multi-faceted approach to promote family Takaful plans. This could involve integrating promotional efforts with initiatives that specifically address attitudes formation and savings behaviour.
- Takaful providers can effectively engage with religiously inclined individuals and promote greater participation in family Takaful plans, ultimately contributing the well-being within these communities.

5.2.2 Policy Recommendations of the study

- Develop Educational Campaigns: Implement educational campaigns aimed at enhancing public understanding of Takaful principles and benefits, focusing on fostering positive attitudes towards Takaful plans and their role in financial security.
- Strengthen Social Support Networks: Foster community-based initiatives and collaborations with religious institutions to promote positive subjective norms surrounding Takaful participation, leveraging social networks to encourage uptake and acceptance within communities.

- **Promote Financial Literacy:** Implement programs to promote financial literacy and awareness of the importance of saving motives, highlighting the long-term benefits of Takaful participation in ensuring financial security and stability.
- **Regulate Promotional Campaigns:** Establish regulatory frameworks to oversee promotional campaigns within the Takaful industry, ensuring that advertising practices align with ethical standards and provide accurate information to consumers regarding Takaful products and benefits.
- **Support Sharia-Compliant Financial Products:** Encourage the development and promotion of Sharia-compliant financial products, including Takaful plans, through regulatory incentives and support mechanisms.
- **Facilitate Religious Engagement:** Provide platforms for religious leaders and scholars to engage with communities on the importance of saving motives and the religious significance of participating in Takaful plans.

5.3 Recommendation for future studies

In order to reach to a stronger outcome, future research may consider conducting comparative studies by including the non-muslim demographic factor to analyze differences in the intention to purchase family Takaful plans with Muslim groups in Malaysia. Future researchers may also consider exploring the purchase intention of family Takaful plans using cross-cultural design. Comparing Malaysia with those from other countries or cultural background can shed light on cultural factors and differ findings. To provide rich contextual information and help interpret quantitative results more comprehensive, qualitative research such as interviews and focus groups may be considered. It offers to gain deeper insight into the factor variables related to family plans. Thereby complementing the quantitative findings with nuanced understanding of costumers' perspective and experiences.

Besides, the future research is recommended to investigate additional factors that may also influence toward purchase intention, such as perceived risk, trust, perceived usefulness, reputation, pricing and evaluate whether the intention may influence the actual behaviour to purchase family Takaful plans. Thies will provide insight into the effectiveness of intentions as a predictor of real-world actions and inform strategies for promoting tangible uptake of Takaful product among customers.

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APPENDIX

Appendix A: Current Study's Questionnaires

Bahagian 1: Latarbelakang Responden

Umur

- 18 – 24 tahun
- 25 – 34 tahun
- 35 – 44 tahun
- 45 – 54 tahun
- 55 – 64 tahun
- > 64 tahun

Jantina

- Lelaki
- Perempuan

Status Perkahwinan

- Telah berkahwin
- Bujang
- Lain-lain

Tahap Pendidikan (tahap tertinggi atau tahap semasa)

- SPM
- Sijil, Asasi, Matrikulasi, A-level (pra-universiti)

- Diploma
- Ijazah Sarjana Muda
- Ijazah Sarjana
- PhD

Pekerjaan

- Tidak bekerja
- Bekerja sendiri
- Pelajar
- Sektor kerajaan
- Sektor swasta
- Telah bersara

Negeri Menetap

- Perlis, Kedah, Pulau Pinang
- Negeri Sembilan, Johor
- Kelantan, Terengganu, Pahang
- Perak, Selangor, Melaka
- WP Kuala Lumpur, Putrajaya, Labuan
- Sabah, Sarawak

Pernahkan anda mendengar pelan Takaful Keluarga?

- Ya
- Tidak

Pernahkan anda menyertai mana-mana pelan Takaful Keluarga?

- Ya
- Tidak

Bahagian 2: Promosi Terhadap Hasrat Menyertai Pelan Takaful Keluarga

Saya percaya promosi meningkatkan kesedaran saya tentang pelan Takaful Keluarga.
(Promosi termasuk iklan di televisyen, media sosial, emel, mesej, aplikasi, rundingan oleh ejen Takaful, ceramah dan taklimat)

○	○	○	○	○
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Saya percaya promosi memberi saya maklumat yang baik tentang pelan Takaful Keluarga.

○	○	○	○	○
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Saya percaya promosi meyakinkan saya kepada pelan Takaful Keluarga.

○	○	○	○	○
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Bahagian 3: Tanggapan Dan Pandangan Terhadap Hasrat Menyertai Pelan Takaful Keluarga

Saya percaya penyertaan di pelan Takaful Keluarga adalah perkara yang baik untuk dilakukan.

1 2 3 4 5

Sangat tidak
setuju

Sangat Setuju

Saya percaya penyertaan di pelan Takaful Keluarga adalah menguntungkan.

1 2 3 4 5

Sangat tidak
setuju

Sangat Setuju

Saya percaya penyertaan di pelan Takaful Keluarga adalah berharga.

1 2 3 4 5

Sangat tidak
setuju

Sangat Setuju

Saya percaya penyertaan di pelan Takaful Keluarga adalah satu idea yang bijak.

Sangat tidak
setuju

Sangat Setuju

Orang-orang yang rapat dengan saya berfikir saya patut menyertai pelan Takaful Keluarga.

1 2 3 4 5

Sangat tidak
setuju

Sangat Setuju

Bahagian 5: Kawalan Tingkah Laku Terhadap Hasrat Menyertai Pelan Takaful Keluarga

Menyertai pelan Takaful Keluarga adalah bergantung kepada pilihan saya sepenuhnya.

1 2 3 4 5

Sangat tidak
setuju

Sangat Setuju

Saya mempunyai kuasa penuh untuk menyertai pelan Takaful Keluarga. (tanpa penghalang dan gangguan).

1 2 3 4 5

Sangat tidak
setuju

Sangat Setuju

Saya mempunyai kawalan sepenuhnya terhadap penyertaan di pelan Takaful Keluarga.
(tanpa campur tangan dari pihak luar).

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Jika saya menginginkannya, saya mampu untuk menyertai pelan Takaful Keluarga dengan mudah.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Bahagian 6: Motif Menabung Terhadap Hasrat Menyertai Pelan Takaful Keluarga

Saya menabung untuk persaraan saya dimasa hadapan.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Saya menabung untuk generasi akan datang.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Saya mungkin akan menyertai pelan Takaful Keluarga dalam masa hadapan.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Saya berharap dapat menyertai pelan Takaful Keluarga.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Saya sangat berhasrat untuk menyertai pelan Takaful Keluarga.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5
Sangat tidak setuju				Sangat Setuju

Appendix B: Summary of Literature Review

Author/s	Objective	Variables	Findings
Mohd Damit and Mohammed (2024)	Explored the demographic related to preferences and identify which variables have greatest impact on Takaful subscription in Kota Kinabalu, Sabah.	Dependent: Takaful protection preferences Independent: Demographic attributes	Age, marital status, education, occupation, income, work play significant roles. Gender and religious affiliation have minimal impact.
Maduku and Mbeya (2023)	This study investigated a TPB model to explore the determinants affecting FT purchase behaviour, while investigating the moderating role of gender among South African Muslim.	Dependent: PB Independent: A, SN, PBC. External factor: Religious Obligation Moderator: Gender	Intention is shaped by A and SN. While PB positively influenced by intention and PBC. Despite the influence of religious obligation on A, SN and PBC, it doesn't significantly alter the purpose to PB of family Takaful. Males exhibit a stronger connection between intention and PB compared to females.
Hassan et al. (2023)	To ascertain and analyse the factors that predict the intention to purchase Family Takaful among residents of Felda community.	Dependent: Tendency to purchase Family Takaful. Independent: A, Knowledge, Trust, Religiosity	There is a notable positive correlation among all factors.

Rifas et al. (2023)	The purpose of this study is to look at the factors that influence micro, small, and medium-sized enterprises (MSMEs) in Sri Lanka to join in Takaful.	Dependent: Intention to participate in Takaful plans. Independent: A, SN, PBC, Knowledge, Awareness, Religiosity, Income, Trust.	The findings indicated that seven of the eight hypotheses evaluated had significant results. Awareness of the intention did not appear to be substantial.
Asif and Siddiqui (2021)	Explored the immediate and belief-based indicators of TPB to predict the desire to engage in Family Takaful plans in Pakistan.	Dependent: Intention to engage in Family Takaful plans. Independent: Behavioral belief, Normative beliefs, Control Mediator: A, SN, PBC, Awareness, Knowledge	Behavioral, normative and control belief have a significant effect on A, SN and PBC. Both behavioural and control belief positively impact awareness. Control beliefs positively affect both intention and knowledge of Takaful. However, A and Knowledge negatively affect the intention, while a positive relationship exists between awareness and intention. All mediators serve as positive factors between belief and awareness/ intention. Overall, the intentions are positively associated with ATT, SN and PBC.
Dandago et al. (2020)	This research seeks to investigate the determinants driving Takaful patronage	Dependent: Takaful patronage	The findings reveal that religiosity, awareness, trust, and confidence are significant

	specifically focus within businessmen at Kano's Sabon Gari market, Nigeria.	Independent: Awareness, Religiosity, Trust, and Confidence	determinants of entrepreneurs' usage of Takaful facilities.
Hassan and Abbas (2020)	To determine the factors driving investors' intention toward adopting Takaful.	Dependent: Takaful adoption Independent: Relative advantage, Compatibility, Social Influence, Awareness, Religiosity	The study uncovered all factors significantly affect behavioral intention towards Takaful among Pakistani individuals.
Abdul Razak et al. (2018)	Understanding the behavioural inclinations of micro-entrepreneurs in Perak regarding their involvement in micro-Takaful plans focusing in the influence of variable in TPB.	Dependent: Tendency of Micro-Takaful participation Independent: A, SN and PBC	All factors play pivotal in shaping in shaping micro-entrepreneurs' readiness to participate in such plans and PBC showed as the primary determinant.
Ghani et al. (2018)	To test the extent of religious commitment's effect on the decision to participate in Takaful, in compassion to A and PBC from Malaysia's Eastern Coast states.	Dependent: Takaful Participation Intention Independent: A, PBC, Religious Commitment	This study identified that A, PBC and Religious Commitment positively correlates with the dependent variable. Additionally, Religious Commitment was found to exerts the most significant influence.

Shabiq and Hassan (2016)	This paper investigated the elements affecting the acceptance of Takaful in Maldives	Dependent: Acceptance of Takaful. Independent: Awareness, Relative Advantage, Compatibility, A, and SN	Only A and Compatibility demonstrated a positive influence while the other variables exhibited a negative influence on the acceptance of Takaful.
<p>Note: TPB = Theory of Planned Behavior; PI = Purchase Intention; A = Attitude; SN = Subjective Norms; PBC = Perceived Behavioural Control; FT = Family Takaful</p>			

Appendix C: Summary of Comparative Findings from Previous Literature

Relationship	Decision	Agree	Disagree
A → PI	Supported	(Hasan & Rahman, 2023) (Husin & Ab Rahman, 2016) (Aziz, Husin, Hussin, & Afaq, 2019) (Bhatti & Md Husin, 2020) (Kazaure, 2019) (Rifas, Ab Rahman, Buang, & Abdul Talib, 2023)	
SN → PI	Supported	(Hasan & Rahman, 2023) (Aziz, Afaq, Muhammad, & Khan, 2020) (Hasyim, 2018) (Rapi & Kassim, 2023)	(Abd Aziz, Abd Aziz, Wan Aris, & Abd Aziz, 2015)
PBC → PI	Not Supported	(Aziz, 2023)	(Hasan & Rahman, 2023) (Raza, Ahmad, Ali, & Qureshi, 2020)

			(Sulaiman, Bunu, & Alkassim, 2023)
SM→PI	Supported	(Hasan & Rahman, 2023) (Shah, 2022) (Nomi & Sabbir, 2020) (Low, Nathan, Gorgenyi-Hegyeyes, & Fekete-Farkas, 2021) (Zakaria, et al., 2016) (Ali, Shahrinaz, Lang, & Kun, 2017) (Mahdzan & Victorian, 2013)	
PC→PI	Not Supported		(Hasan & Rahman, 2023) (Chadha & Kapoor, 2008) (Owolabi & Agboola, 2018)
PC→A	Supported	(Hasan & Rahman, 2023) (Nwachukwu, Vitell Jr, & Gilbert, 1997)	
PC→SM	Supported	(Hasan & Rahman, 2023) (Kertanegara, 2018)	

PC→A→PI	Supported	(Hasan & Rahman, 2023) (Guan, Yusuf, & Ghani, 2020) (Asif & Siddigui, 2021)	
PC→SM→PI	Supported	(Hasan & Rahman, 2023)	(Harahap, Thoyib, Sumiati, & Djazuli, 2022)
R→PI	Not Supported		(Hasan & Rahman, 2023)
R*A→PI	Not Supported	(Muklas, 2020)	(Hasan & Rahman, 2023) (Souiden & Jabeur, 2015) (Rafique, Khan, & Majid, 2015)
R*SN→PI	Not Supported		(Hasan & Rahman, 2023)
R*PBC→PI	Not Supported	(Hasan & Rahman, 2023)	
R*SM→PI	Supported	(Hasan & Rahman, 2023)	
Note: PI = Purchase Intention; A = Attitude; SN = Subjective Norms; PBC = Perceived Behavioural Control; SM = Saving Motives; PC = Promotional Campaigns; R = Religiosity			

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