IRAFEM
International Review of Applied Finance, Economics and Management

International Review of Applied Finance, Economics, and Management IRAFEM VOL. 2 Issue 7 (2026)

Behavioural determinants of the intention to adopt Murabaha in Morocco: An extended theory of planned behaviour approach

Déterminants comportementaux de l'intention d'adoption de la Mourabaha au Maroc : une approche par la théorie du comportement planifié étendue

Rachid El Mastour

Faculty of Economics and Management, Ibn Tofail University, Kenitra, Morocco

Abstract

Murabaha is the flagship product of Moroccan participatory banks, yet the behavioural drivers of its adoption remain scarcely documented. This article examines the determinants of the intention to adopt Murabaha in Morocco using a theory of planned behaviour (TPB) extended with product knowledge and religiosity, with attitude positioned as a mediating variable. A questionnaire survey was conducted among 261 customers of participatory banks. Measurement scales were refined through exploratory factor analysis, and the model was estimated with partial least squares structural equation modelling (PLS-SEM). The results confirm the reliability and validity of the measures and support all nine hypotheses. Product knowledge, religiosity, subjective norms and perceived behavioural control positively influence attitude toward Murabaha, explaining 72.4% of its variance. Attitude in turn strongly drives adoption intention ($R^2 = 0.679$) and significantly transmits the effect of the four antecedents. The study extends the TPB by integrating cognitive and religious factors in a recently established participatory market and suggests that participatory banks should combine financial education, communication grounded in Sharia legitimacy and simplified access to the product.

Keywords: murabaha; participatory finance; theory of planned behaviour; religiosity.

Résumé

La Mourabaha est le produit phare des banques participatives marocaines, mais les ressorts comportementaux de son adoption restent peu documentés empiriquement. Cet article examine les déterminants de l'intention d'adopter la Mourabaha au Maroc à partir d'une théorie du comportement planifié (TCP) étendue à la connaissance du produit et à la religiosité, l'attitude étant posée comme variable médiatrice. Une enquête par questionnaire a été menée auprès de 261 clients de banques participatives. Les échelles ont été épurées par analyse factorielle exploratoire, puis le modèle a été estimé par la méthode des moindres carrés partiels (PLS-SEM). Les résultats confirment la fiabilité et la validité des mesures et valident les neuf hypothèses. La connaissance du produit, la religiosité, les normes subjectives et le contrôle comportemental perçu influencent positivement l'attitude envers la Mourabaha, qui en explique 72,4 % de la variance. L'attitude détermine à son tour fortement l'intention d'adoption ($R^2 = 0,679$) et transmet de manière significative l'effet des quatre antécédents.

Mots-clés : Mourabaha ; finance participative ; théorie du comportement planifié ; religiosité.

© 2026 The Authors. Published by IRAFEM. This is an open access article under the CC BY-NC-ND license

1. Introduction

Islamic finance differs from conventional finance through the prohibition of *riba* (interest), *gharar* (excessive uncertainty) and *maysir* (speculation), as well as through the backing of transactions by real assets and the sharing of risk. In Morocco, this model received a legal framework with Law No. 103-12 on credit institutions and similar bodies (Kingdom of Morocco, 2015), which authorised so-called "participatory" banking. The first participatory banks and windows began operating in 2017; by the end of 2018, five participatory banks and three windows were already active, and their total assets had risen from MAD 2.6 billion to MAD 7.3 billion within a year (Hafiane & Allouch, 2021). In this emerging landscape, Murabaha plays a central role. Under this sale contract with a known and agreed mark-up, the bank acquires an asset, most often real estate or a vehicle, and resells it to the customer with deferred payment, without resorting to interest. It is by far the most widespread product of participatory banks, and many Moroccan customers know only this product while still perceiving these institutions as close to conventional banks (Hafiane & Allouch, 2021). This concentration of the offer and this lack of familiarity raise a simple yet decisive question for the development of the sector: what leads a customer to intend to adopt Murabaha?

The international literature has widely used Ajzen's (1991) theory of planned behaviour (TPB) to explain the adoption of Islamic banking services (Amin et al., 2011; Kaabachi & Obeid, 2016; Bananuka et al., 2020). These studies emphasise that attitude, subjective norms and perceived behavioural control do not always suffice to account for financial decisions with a religious dimension. Two variables recur: knowledge of Islamic products (Mbawuni & Nimako, 2017; El Ashfahany et al., 2023) and consumer religiosity (Souiden & Rani, 2015; Bananuka et al., 2020). In Morocco, quantitative studies remain scarce and generally address participatory finance as a whole (Boubker et al., 2021) rather than a specific product. This article seeks to fill this gap by testing a TPB model extended with product knowledge and religiosity, applied specifically to Murabaha. It pursues two objectives: (i) to measure the effect of knowledge, subjective norms, perceived behavioural control and religiosity on attitude toward Murabaha, and then the effect of attitude on adoption intention; (ii) to verify that attitude transmits the influence of these four factors to intention. Data were collected through a survey of 261 customers of participatory banks and analysed with partial least squares structural equation modelling (PLS-SEM). The remainder of the article is organised as follows. Section 2 presents the theoretical framework and hypotheses. Section 3 describes the methodology. Section 4 reports the results, which are discussed in Section 5. Section 6 concludes with implications, limitations and avenues for future research.

2. Literature review and hypotheses

2.1. Murabaha in the Moroccan participatory financial system

Murabaha belongs to the family of exchange contracts in Islamic finance, alongside Ijara (leasing), Salam and Istisna'a, as opposed to partnership contracts such as Musharaka and Mudaraba. Its legitimacy rests on three conditions: the bank must effectively own the asset before reselling it, the acquisition cost and the mark-up must be disclosed to the customer, and the mark-up, once agreed, cannot be revised in the event of late payment. This price transparency and the absence of interest make it acceptable to customers concerned with

religious compliance. In Morocco, the compliance of participatory products is validated by the Sharia Committee for Participatory Finance, attached to the Higher Council of Ulemas, while Bank Al-Maghrib provides prudential supervision. This dual institutional control is a source of credibility, but it does not by itself remove public reluctance: exploratory surveys report limited product knowledge and insufficient communication by institutions (Hafiane & Allouch, 2021). Understanding the psychological and social determinants of adoption intention is therefore essential to guide the commercial strategies of the sector.

2.2. The theory of planned behaviour and its extensions

According to the TPB, behaviour results from intention, which is itself determined by three antecedents: attitude toward the behaviour, i.e., the individual's favourable or unfavourable evaluation of it; subjective norms, i.e., perceived social pressure from important referents; and perceived behavioural control, which reflects the anticipated ease or difficulty of performing the behaviour (Ajzen, 1991). The theory explicitly allows additional variables when they improve the explanatory power of the model in a given domain. In Islamic finance, the TPB has been successfully applied to the adoption of Islamic personal financing in Malaysia (Amin et al., 2011), of Islamic banking services in Tunisia (Kaabachi & Obeid, 2016), Ghana (Mbawuni & Nimako, 2017) and Uganda (Bananuka et al., 2020), and to the choice of halal products (Lada et al., 2009). These studies converge on two lessons. First, product knowledge and religiosity substantially improve the explanation of intention. Second, attitude often plays a mediating role: it absorbs and transmits the effect of social, religious and cognitive factors (Jaffar & Musa, 2016; Bananuka et al., 2020). Building on this work, the conceptual model adopted here (Figure 1) places attitude at its core: knowledge, subjective norms, perceived behavioural control and religiosity shape attitude toward Murabaha, which in turn determines adoption intention.

2.3. Product knowledge

In diffusion of innovations theory, knowledge is the first stage of the adoption process: an individual must know that an innovation exists and understand how it works before being able to evaluate it (Rogers, 2003). Applied to Murabaha, knowledge concerns the logic of the agreed mark-up, the difference from interest-based credit and the conditions of compliance. Several studies identify knowledge of Islamic products as one of the main determinants of adoption intention (Kaabachi & Obeid, 2016; Mbawuni & Nimako, 2017). Others show that its effect operates through attitude, as knowledge reduces perceived complexity and strengthens the favourable evaluation of the product (Jaffar & Musa, 2016; El Ashfahany et al., 2023). In Morocco, lack of knowledge is described as a major barrier to adoption (Hafiane & Allouch, 2021; Boubker et al., 2021). Hence:

H1. Knowledge of Murabaha positively influences attitude toward the product.

H6. Attitude toward Murabaha mediates the relationship between knowledge and adoption intention.

2.4. Subjective norms

Subjective norms reflect the individual's perception that significant others approve of the intended behaviour (Ajzen, 1991). In societies where family, peers and religious authorities weigh heavily on economic choices, this social pressure is an important lever. Amin et al. (2011) showed that subjective norms significantly influence the intention to use Islamic financing, and

Bananuka et al. (2020) found that their effect is partly mediated by attitude. In the Moroccan context, where home financing decisions are often discussed within the family, the approval of relatives should strengthen the favourable evaluation of Murabaha.

H2. Subjective norms positively influence attitude toward Murabaha.

H7. Attitude toward Murabaha mediates the relationship between subjective norms and adoption intention.

2.5. Perceived behavioural control

Perceived behavioural control refers to the feeling of having the resources, information and opportunities needed to perform a behaviour (Ajzen, 1991). For a product such as Murabaha, it covers proximity to a branch, simplicity of procedures, eligibility for financing and the ability to meet repayments. Studies on Islamic banking generally confirm the positive effect of this variable (Amin et al., 2011; Kaabachi & Obeid, 2016). A customer who feels able to complete the process is also more likely to evaluate it favourably, which justifies linking this construct to attitude.

H3. Perceived behavioural control positively influences attitude toward Murabaha.

H8. Attitude toward Murabaha mediates the relationship between perceived behavioural control and adoption intention.

2.6. Religiosity

Religiosity refers to the degree of an individual's commitment to the beliefs and practices of his or her religion. Among Muslim consumers, it guides the preference for products deemed Sharia-compliant and fosters a more favourable attitude toward Islamic banks (Souiden & Rani, 2015). Bananuka et al. (2020) show that it acts both directly on intention and indirectly through attitude. In a country where most of the population declares attachment to religious precepts, religiosity should foster a favourable attitude toward Murabaha.

H4. Religiosity positively influences attitude toward Murabaha.

H9. Attitude toward Murabaha mediates the relationship between religiosity and adoption intention.

2.7. Attitude toward Murabaha

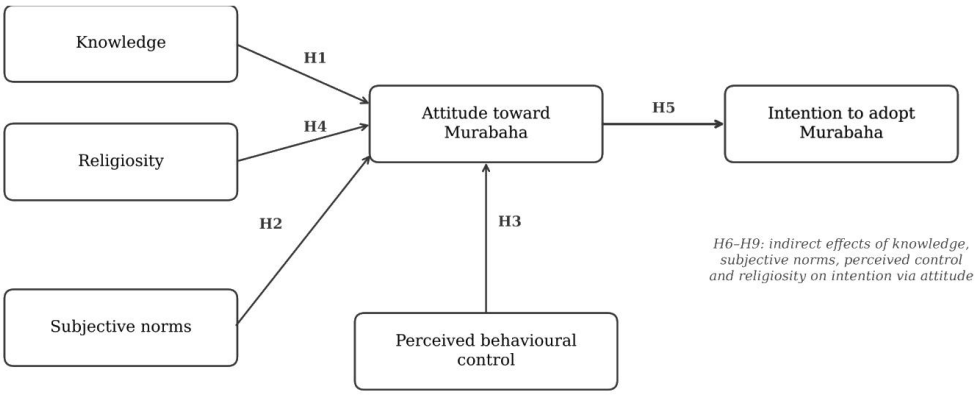
Attitude is generally the most robust predictor of intention in TPB applications to Islamic financial services (Amin et al., 2011; Kaabachi & Obeid, 2016; Bananuka et al., 2020). It summarises the perceived benefits of the product, whether economic (known mark-up, no compounded late-payment penalties), ethical or religious.

H5. Attitude toward Murabaha positively influences the intention to adopt it.

Figure 1 summarises the conceptual model derived from these hypotheses. The model extends Ajzen's (1991) theory of planned behaviour in two directions. First, it adds two antecedents to the original framework: product knowledge, drawn from diffusion of innovations theory (Rogers, 2003), and religiosity, which reflects the specific motivation of customers who turn to participatory finance for reasons of religious compliance. Second, it places attitude toward Murabaha at the centre of the decision process. Knowledge, subjective norms, perceived

behavioural control and religiosity are expected to shape attitude toward the product (H1 to H4), which in turn determines the intention to adopt it (H5). Under this configuration, the four antecedents act on intention mainly through attitude, which is tested by the four mediation hypotheses (H6 to H9). This structure is consistent with previous applications of the extended TPB to Islamic banking products, where attitude emerges as the main channel through which cognitive, social and religious factors are converted into behavioural intention. It also guides the empirical strategy: the measurement model assesses the six constructs, and the structural model estimates the direct paths and the specific indirect effects through attitude.

Figure 1. Conceptual research model



Source: authors' elaboration.

3. Methods

3.1. Research design and measurement instrument

The research adopts a positivist stance and a hypothetico-deductive approach. The design is quantitative and cross-sectional: data were collected at a single point in time through a self-administered questionnaire written in French and distributed online and on paper. The questionnaire comprises two sections: the first collects respondents' socio-demographic characteristics, and the second the items related to the six constructs of the model. The scales were adapted from validated studies. Adoption intention (IN1 to IN5) is based on Kaabachi and Obeid (2016); knowledge of Murabaha (CN1 to CN4) uses statements on understanding of the product and its difference from conventional financing; religiosity (REL1 to REL4) follows the measures of Souiden and Rani (2015) and Bananuka et al. (2020); attitude (ATT1 to ATT4), subjective norms (NS1 to NS4) and perceived behavioural control (CCP1 to CCP4) follow Ajzen's (1991) recommendations. All items are measured on a five-point Likert scale (1 = "strongly disagree"; 5 = "strongly agree"). The questionnaire was submitted to a panel of academics and participatory finance practitioners, who judged its content validity satisfactory (content validity index above 0.70 for each variable), and then pre-tested with a small group of respondents to refine item wording.

3.2. Sample

The target population consists of customers of Moroccan participatory banks. Simple random sampling without replacement was applied: the questionnaire was distributed, online and on paper, to a network of customers of these institutions, and responses were collected anonymously. In total, 261 usable questionnaires were retained. This size exceeds the minimums generally recommended for PLS estimation of a model of this complexity (Hair et al., 2017). Table 1 describes the respondents' profile. The sample is relatively balanced by gender (52.11% men) and covers all age groups, with a slight predominance of 21-30-year-olds (21.1%). Education levels are also diverse, ranging from respondents with no schooling to holders of a master's degree or higher.

Table 1. Socio-demographic profile of respondents (n = 261)

Variable	Category	%
Gender	Men	52.11
	Women	47.89
Age	Under 20	15.3
	21-30	21.1
	31-40	18.0
	41-50	16.1
	51-60	14.9
	Over 60	14.6
Education	No schooling	20.60
	School certificate	18.61
	Baccalaureate	17.62
	Diploma or bachelor's degree	22.58
	Master's or higher	20.60

Source: authors' elaboration.

3.3. Analytical strategy

The analysis was conducted in two stages. First, an exploratory factor analysis (principal component analysis in SPSS) was used to check the factorability of the data (KMO index and Bartlett's test of sphericity), the dimensionality of the scales (Kaiser criterion) and their internal consistency (Cronbach's alpha), and to remove poorly represented items. The model was then estimated with PLS-SEM using SmartPLS. This choice is justified by the predictive orientation of the study, the presence of multiple mediating effects and the absence of a multivariate normality requirement (Hair et al., 2017, 2019). Following Henseler et al. (2009), the measurement model was assessed through indicator reliability, internal consistency reliability (rho_A and composite reliability), convergent validity (AVE) and discriminant validity (Fornell and Larcker's (1981) criterion and cross-loadings). The structural model was assessed through collinearity (VIF), the coefficient of determination (R^2) and the significance of path coefficients,

estimated with the bootstrapping procedure. Indirect effects were tested following Preacher and Hayes (2008).

4. Results

4.1. Exploratory factor analysis

Table 2 summarises the results of the exploratory analysis. For each scale, the KMO index exceeds 0.60 and Bartlett's test is significant ($p < 0.001$), confirming that the data are suitable for factor analysis (Kaiser, 1974). Each scale displays a unidimensional structure, with a single factor having an eigenvalue greater than 1. Explained variance ranges from 55.01% (perceived behavioural control) to 82.80% (attitude). All Cronbach's alphas exceed the 0.70 threshold (Nunnally & Bernstein, 1994). Four items with insufficient representation quality were removed at this stage or during the purification of the measurement model: IN4, REL3, NS4 and CCP3.

Table 2. Exploratory factor analysis results

Construct	KMO	Bartlett χ^2 (df)	Explained variance (%)	Cronbach's α	Item(s) removed
Adoption intention	0.723	597.124 (10)	60.36	0.836	IN4
Attitude	0.777	1,411.300 (6)	82.80	0.927	–
Religiosity	0.634	452.282 (6)	62.95	0.851	REL3
Subjective norms	0.730	616.264 (6)	68.60	0.916	NS4
Knowledge	0.653	654.740 (6)	72.51	0.870	–
Perceived behavioural control	0.647	260.922 (6)	55.01	0.711	CCP3

Note. All Bartlett tests are significant at $p < 0.001$. Source: authors' elaboration.

4.2. Measurement model assessment

The results of the measurement model are reported in Table 3. All factor loadings exceed the 0.70 threshold (Chin, 1998), ranging from 0.736 (CCP2) to 0.965 (ATT1). Internal consistency reliability is satisfactory: rho_A coefficients range from 0.738 to 0.935 and composite reliabilities from 0.839 to 0.950. Convergent validity is also established, with all AVEs above 0.50, from 0.635 (perceived behavioural control) to 0.856 (subjective norms) (Fornell & Larcker, 1981; Hair et al., 2019).

Table 3. Reliability and convergent validity of the measurement model

Construct	Item	Loading	rho_A	CR	AVE
Adoption intention	IN1	0.832	0.894	0.890	0.670
	IN2	0.755			
	IN3	0.851			
	IN5	0.834			
Attitude	ATT1	0.965	0.935	0.950	0.828

Construct	Item	Loading	rho_A	CR	AVE
	ATT2	0.911			
	ATT3	0.798			
	ATT4	0.955			
Religiosity	REL1	0.895	0.861	0.910	0.770
	REL2	0.854			
	REL4	0.884			
Knowledge	CN1	0.922	0.910	0.912	0.723
	CN2	0.849			
	CN3	0.836			
	CN4	0.789			
Subjective norms	NS1	0.934	0.928	0.947	0.856
	NS2	0.922			
	NS3	0.919			
Perceived behavioural control	CCP1	0.844	0.738	0.839	0.635
	CCP2	0.736			
	CCP4	0.806			

Source: authors' elaboration.

Discriminant validity is supported by the Fornell and Larcker (1981) criterion: for each construct, the square root of the AVE, shown on the diagonal of Table 4, exceeds its correlations with the other constructs. The examination of cross-loadings leads to the same conclusion, as each item correlates more strongly with its own construct than with any other.

Table 4. Discriminant validity: Fornell-Larcker criterion

	ATT	CCP	CN	INT	NS	REL
ATT	**0.910**					
CCP	0.710	**0.797**				
CN	0.545	0.587	**0.850**			
INT	0.824	0.673	0.712	**0.819**		
NS	0.692	0.581	0.407	0.618	**0.925**	
REL	0.774	0.640	0.570	0.758	0.589	**0.878**

Note. The diagonal (in bold) shows the square root of the AVE. ATT = attitude; CCP = perceived behavioural control; CN = knowledge; INT = adoption intention; NS = subjective norms; REL = religiosity. Source: authors' elaboration.

4.3. Structural model assessment and hypothesis testing

Variance inflation factors are all below the threshold of 5, with values ranging from 1.000 to 1.653, ruling out collinearity among predictors (Hair et al., 2017). Figure 2 presents the

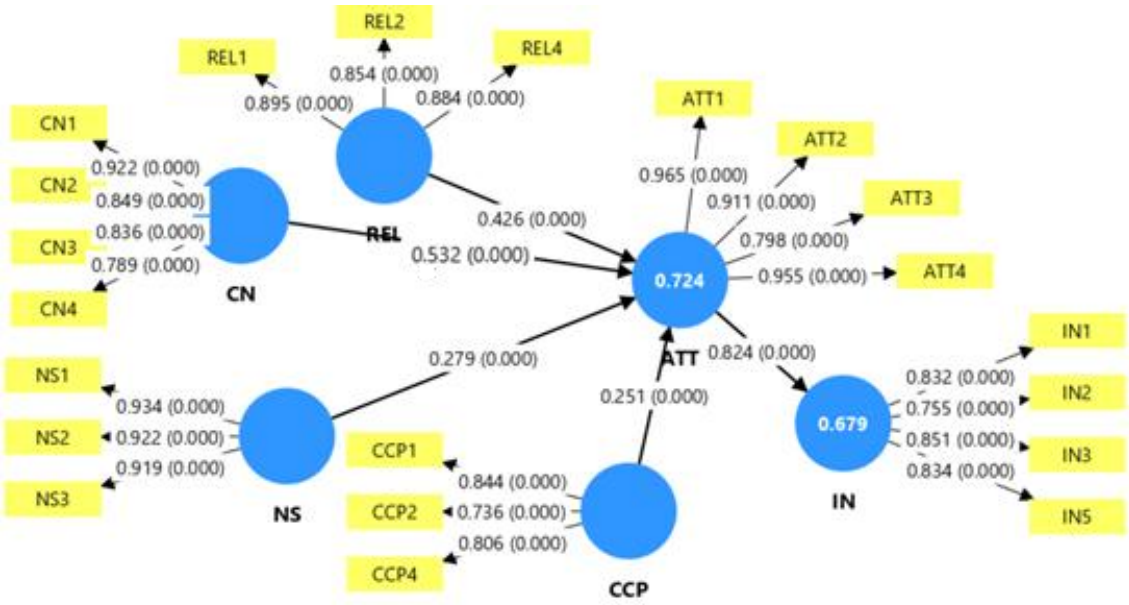
estimated structural model. The four antecedents explain 72.4% of the variance in attitude ($R^2 = 0.724$), and attitude explains 67.9% of the variance in adoption intention ($R^2 = 0.679$), which are substantial levels according to Chin's (1998) thresholds. Table 5 presents the path coefficients. All five direct relationships are positive and significant ($p < 0.001$). Product knowledge is the most influential antecedent of attitude ($\beta = 0.532$; $t = 6.871$), followed by religiosity ($\beta = 0.426$; $t = 7.441$), subjective norms ($\beta = 0.279$; $t = 4.709$) and perceived behavioural control ($\beta = 0.251$; $t = 3.940$): H1 to H4 are supported. Attitude in turn has a very strong effect on adoption intention ($\beta = 0.824$; $t = 52.070$), supporting H5.

Table 5. Path coefficients of the structural model

Hypothesis	Path	β	t	p	Decision
H1	Knowledge → Attitude	0.532	6.871	0.000	Supported
H2	Subjective norms → Attitude	0.279	4.709	0.000	Supported
H3	Perceived behavioural control → Attitude	0.251	3.940	0.000	Supported
H4	Religiosity → Attitude	0.426	7.441	0.000	Supported
H5	Attitude → Adoption intention	0.824	52.070	0.000	Supported

Note. R^2 Attitude = 0.724; R^2 Adoption intention = 0.679. Source: authors' elaboration.

Figure 2. Structural model results (path coefficients, p-values and R^2)



Note. Values inside the circles are R^2 values. Source: authors' elaboration (SmartPLS output).

4.4. Mediation analysis

Table 6 reports the specific indirect effects, equal to the product of the path coefficients and tested through bootstrapping (Preacher & Hayes, 2008). All four effects through attitude are significant: knowledge ($\beta = 0.438$), religiosity ($\beta = 0.351$), subjective norms ($\beta = 0.230$) and

perceived behavioural control (β = 0.207) influence intention by first shaping attitude toward Murabaha. Hypotheses H6 to H9 are therefore supported. Since the model does not specify direct links between these antecedents and intention, attitude acts as the sole channel transmitting their influence.

Table 6. Specific indirect effects (mediation through attitude)

Hypothesis	Indirect effect	β	t	p	Decision
H6	Knowledge → Attitude → Intention	0.438	6.871	0.000	Supported
H7	Subjective norms → Attitude → Intention	0.230	4.709	0.000	Supported
H8	Perceived behavioural control → Attitude → Intention	0.207	3.979	0.000	Supported
H9	Religiosity → Attitude → Intention	0.351	7.441	0.000	Supported

Note. Indirect β = product of path coefficients (antecedent → attitude × attitude → intention). Source: authors' elaboration.

5. Discussion

The results confirm the relevance of an extended TPB for explaining the intention to adopt Murabaha in Morocco. The first lesson concerns the central role of attitude. With a coefficient of 0.824 and an R^2 of 0.679 for intention, it is the pivot of the decision process, in line with the findings of Amin et al. (2011), Kaabachi and Obeid (2016) and Bananuka et al. (2020). The intention to adopt Murabaha thus depends above all on the conviction that this financing is advantageous, fair and consistent with the customer's values. The significant indirect effects of the four antecedents clarify this mechanism: knowledge, religiosity, social influence and perceived control operate by building a favourable evaluation of the product, which then translates into intention. The second lesson concerns product knowledge, which is the strongest antecedent of attitude (β = 0.532) and has the largest indirect effect on intention (β = 0.438). This result is consistent with diffusion of innovations theory, which places knowledge at the start of the adoption process (Rogers, 2003), and with studies identifying it as a major determinant of the adoption of Islamic banking services (Mbawuni & Nimako, 2017; El Ashfahany et al., 2023). It is particularly salient in Morocco, where participatory finance is recent and the public largely associates Islamic finance with Murabaha alone without mastering its mechanisms (Hafiane & Allouch, 2021). In a market less mature than those of Malaysia or the Gulf, consumer education directly conditions the growth potential of the sector.

Third, religiosity is the second antecedent of attitude (β = 0.426). This result corroborates Souiden and Rani (2015) and Bananuka et al. (2020): religious commitment fosters a favourable attitude toward Sharia-compliant products and, through it, the intention to adopt them. Its position behind knowledge is nevertheless instructive: it suggests that Murabaha adoption is not driven solely by religious motivation but also by a cognitive and practical evaluation of the product. Finally, subjective norms (β = 0.279) and perceived behavioural control (β = 0.251) have smaller but significant effects. Perceived control indicates that perceived feasibility (access to a branch, simplicity of procedures, repayment capacity) contributes to a favourable

evaluation of the product, in line with Ajzen (1991) and Amin et al. (2011). Subjective norms reflect the influence of family and religious referents on financing decisions, which is particularly visible for long-term commitments such as home purchase. Their relatively lower weight may reflect the still limited diffusion of Murabaha in respondents' social environment, which restricts the formation of clearly established social norms.

6. Conclusion

This article examined the determinants of the intention to adopt Murabaha in Morocco using a TPB extended with product knowledge and religiosity. Estimated with PLS-SEM on a sample of 261 participatory bank customers, the model supports all nine hypotheses: knowledge, religiosity, subjective norms and perceived behavioural control shape attitude toward Murabaha ($R^2 = 0.724$), which strongly determines adoption intention ($R^2 = 0.679$) and transmits the influence of these four factors. Theoretically, the study confirms the validity of the TPB in the context of Moroccan participatory finance and shows the value of integrating cognitive and religious variables. It also clarifies the status of attitude, which serves as a point of convergence for informational, social, situational and spiritual influences.

From a managerial perspective, the results suggest several levers for participatory banks and windows. First, they should invest in participatory financial education, using educational materials and simulators that explain how the mark-up is set and how it differs from conventional credit, including in Moroccan Arabic and Amazigh. Second, advisers should be trained to deliver a clear message on product compliance and cost, since attitude is largely formed during the commercial interaction. Communication would also benefit from leveraging the endorsement of the Sharia Committee and credible social referents to strengthen favourable norms. Finally, simplifying and digitalising procedures and expanding the branch network would enhance potential customers' sense of control.

This research has limitations. The sample, modest in size and geographically concentrated, does not allow generalisation to the entire Moroccan population, and it includes only participatory bank customers, excluding non-users. The cross-sectional design does not allow observation of the transition from intention to actual behaviour. Self-reported data are exposed to social desirability bias, particularly regarding religiosity. Moreover, the model does not test direct effects of the antecedents on intention, which prevents distinguishing between partial and full mediation. Finally, it does not include institutional or economic variables such as mark-up levels or tax incentives. Future research could adopt a longitudinal design, compare customers and non-customers, test the moderating role of knowledge on the relationship between perceived control and intention, and extend the analysis to other participatory products.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Amin, H., Abdul-Rahman, A. R., Sondoh, S. L., & Ang, M. C. H. (2011). Determinants of customers' intention to use Islamic personal financing: The case of Malaysian Islamic

banks. *Journal of Islamic Accounting and Business Research, 2*(1), 22–42. https://doi.org/10.1108/17590811111129490

Bananuka, J., Kasera, M., Najjemba, G. M., Musimenta, D., Ssekiziyivu, B., & Kimuli, S. N. L. (2020). Attitude: Mediator of subjective norm, religiosity and intention to adopt Islamic banking. *Journal of Islamic Marketing, 11*(1), 81–96. https://doi.org/10.1108/JIMA-02-2018-0025

Boubker, O., Douayri, K., & Ouajdouni, A. (2021). Factors affecting intention to adopt Islamic financing: Evidence from Morocco. *MethodsX, 8*, 101523. https://doi.org/10.1016/j.mex.2021.101523

Chin, W. W. (1998). Issues and opinion on structural equation modeling. *MIS Quarterly, 22*(1), vii–xvi.

El Ashfahany, A., Mutmainah, D. A. S., & Isman. (2023). Why non-Muslims choose Islamic banking: Extended theory of planned behavior with a moderating factor of Islamic bank knowledge. *Banks and Bank Systems, 18*(3), 112–125. https://doi.org/10.21511/bbs.18(3).2023.10

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50. https://doi.org/10.2307/3151312

Hafiane, M. A., & Allouch, F. (2021). Factors influencing adoption of Islamic banking in Morocco: An exploratory study. *Business Perspective Review, 3*(1), 41–53.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing, 20*, 277–319.

Jaffar, M. A., & Musa, R. (2016). Determinants of attitude and intention towards Islamic financing adoption among non-users. *Procedia Economics and Finance, 37*, 227–233. https://doi.org/10.1016/S2212-5671(16)30118-6

Kaabachi, S., & Obeid, H. (2016). Determinants of Islamic banking adoption in Tunisia: Empirical analysis. *International Journal of Bank Marketing, 34*(7), 1069–1091.

Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika, 39*(1), 31–36.

Kingdom of Morocco. (2015). Dahir No. 1-14-193 of 24 December 2014 promulgating Law No. 103-12 on credit institutions and similar bodies. *Bulletin Officiel*, No. 6340, 22 January 2015.

Lada, S., Tanakinjal, G. H., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management, 2*(1), 66–76.

Mbawuni, J., & Nimako, S. G. (2017). Determinants of Islamic banking adoption in Ghana. *International Journal of Islamic and Middle Eastern Finance and Management, 10*(2), 264–288.

Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.

Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods, 40*(3), 879–891. https://doi.org/10.3758/BRM.40.3.879

Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.

Souiden, N., & Rani, M. (2015). Consumer attitudes and purchase intentions toward Islamic banks: The influence of religiosity. *International Journal of Bank Marketing, 33*(2), 143–161.