

# **DETERMINE THE PATRONAGE FACTORS IN SELECTING AN ISLAMIC BANK IN KARACHI**

**By**

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### MBA Thesis

#### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval Statement

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#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	11-04-17	Cubicle	Chap 4: Data integration and analysis	<i>Aroos Fatima</i>
6	28-04-17	Cubicle	Chap 5: Critical Debate	<i>Aroos Fatima</i>
7	05-05-17	cubicle	Chap 6: Conclusion	<i>Aroos Fatima</i>

#### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at \_\_\_\_\_ that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: K. Ghias Date: 20. 06. 2017

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## **Abstract**

### **Purpose-**

Main purpose of this study is to find out that which factors possess a strong support in selecting an Islamic bank. This study highly focuses on the individuals in Karachi, Pakistan. A country with developed Islamic finance system and culture different in respect to other Muslim countries.

### **Methodology/sample-**

The study involved use of questionnaires filled by 304 Islamic Bank clients. The respondent individuals belonged to different age groups, social classes and areas of residence. To analyze the data, Regression, ANOVA and Coefficient tests were applied. Data from four different Islamic bank (Meezan bank, Dubai Islamic bank, Bank Islami and Al baraka Bank) and the data was collected from the city Karachi.

### **Findings-**

The analysis results clearly suggested that individuals in Pakistan specifically in Karachi are preferring Islamic banking over conventional banking. Clients are also considering several patronage factors like trust , Islamic law and customer service for choosing an Islamic bank.

### **Practical Implications-**

The outcomes of the research might help the Islamic banks to identify how the customer in Pakistan select an institution for financial services. This may help in making decisions for creating more value to the customers and strategies to attain more market share. It can also help in development of Islamic banks in Pakistan

### **Keywords:**

**Islamic Bank, Law, trust, Customer Satisfaction, Service Quality, Shariah.**

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