

Islamic VS Conventional Banking: Investment Decision of Customers.

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Abstract:

The study aims to bridge between Islamic and conventional banking and understand the Investment decision of banking customers about Islamic banks whether they are spending on Shariah Compliant products on their religious beliefs or they are satisfied with what their banks have to offer or not.

Second part of this thesis relates decision making with financial Literacy How Financially literate people who have formally studied Finance react to Islamic or Shariah compliant products. The two scenarios explain Pakistan's populations interest in Islamic banks. The study is directed towards Islamic banks so in case the two situations perception and financial literacy they strengthen the behavior of investors Shariah compliant banking products have a great future. There is an addition of Behavioral Biases as Moderator in this study and again their effect is measured with the two scenarios.