

**Impact of Religiosity on Investment Decisions. A case of investors in Pakistan.**

by

**UZMA SURRIA AMAN**

**MS- Finance**

**01-297152-011**



A thesis presented to Bahria University, Islamabad in partial fulfillment of the requirements for the degree of MS FINANCE

**March 2018**

## Table of Contents

Abstract.....	2
CHAPTER 1: INTRODUCTION .....	4
1.1. Background .....	4
1.2. Problem Statement.....	6
1.3. Research Question .....	6
1.4. Research Objectives.....	6
1.5. Significance of the Study .....	6
1.6. Methodology .....	7
CHAPTER 2: LITERATURE REVIEW .....	8
2.1. Introduction .....	8
2.2. Religiosity .....	8
2.2.1. Literal meaning .....	8
2.2.2. Figurative meaning.....	8
2.3. Decision making .....	9
2.4. Religiosity and Investment Decision Making .....	9
2.5. Summary .....	12
2.6. Conceptual Framework .....	12
2.7. Research Hypothesis.....	13
CHAPTER 3: RESEARCH METHODOLOGY .....	14
3.1. Introduction .....	14
3.2. Research Approach.....	14
3.3. Research Method .....	14
3.4. Research Philosophy .....	15
3.5. Operational Field .....	15
3.6. Population and Sample Size .....	16
3.7. Operational Definitions.....	16
3.8. Research Instrument.....	17
3.9. Data Analysis .....	19
3.10. Ethics, Bias and Limitations.....	19
CHAPTER 4: ANALYSIS AND FINDINGS .....	20
4.1. Introduction .....	20
4.2 . Correlation Analysis .....	20
4.3. Regression Analysis.....	21
4.4. Reliability Analysis.....	23
4.5. Demographic Analysis.....	23

4.6. Religious Education.....	25
4.7. Current Issues .....	27
4.8. PSE and IFS .....	34
4.9. Decision Making.....	34
4.10. Results of Hypothesis.....	43
4.11. Discussion .....	44
CHAPTER 5: CONCLUSION, LIMITATIONS AND RECOMMENDATIONS .....	46
5.1. Conclusion.....	46
5.2. Limitations .....	47
5.3. Recommendations.....	47
Appendices .....	52
Appendix A: Questionnaire .....	52

**Abstract**

This research is taken on for investigating the impact of religiosity on investment decision making of investors in Pakistan. The study is conducted with the help of quantitative research method in which questionnaires are used for analysing the relationship between variables. The present research includes Religious Education, Current Issues, Products with Sensitive Elements and Islamic Financial Services as independent variables. Moreover, investment decision making is taken as dependent variable. The study has publicised that there is a significant relationship between religiosity and investment decision making of investors. This research depicts that most of investors in Pakistan takes important investment decisions on the basis of current issues and Islamic financial services.

**Key Words:** *Religiosity, Investment Decision Making, Religious Education, Products with Sensitive Elements, Islamic Financial Services*