

African Research Review

An International Multidisciplinary Journal, Ethiopia

Vol. 9(2), Serial No. 37, April, 2015:126-143

ISSN 1994-9057 (Print)

ISSN 2070-0083 (Online)

DOI: <http://dx.doi.org/10.4314/afrrrev.v9i2.10>

Islamic Banking in Nigeria: Perception of its Relative Advantage by Consumer Segments in Anambra State

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Abstract

We studied Islamic banking customers' segment using antecedents of Rogers and Shoemaker's paradigm in Awka, Anambra state, Nigeria. We equally measure the perceived relative advantage of Islamic banking concept by those consumer groups in Awka, capital city of Anambra state, Nigeria. ANOVA was used in order to show the mean significant difference of the groups that were hypothesized and to know how the categories rated the relative advantage of Islamic banking concept. There are significant differences among all the categories that emerged from the Rogers and Shoemaker antecedent variables. Some categories equally rated the perceived relative advantage of Islamic banking concept low while others rated it high.

Key words: Islamic banking, perception, relative advantage, consumer segments

Introduction

Islamic banking is a financial institution whose statutes, rules and procedures expressly state its commitment to the principles of Islamic *shari'ah* (Jurisprudence) and forbid the receipt and payment of interest on any of its transactions (Kalaithasan & Mohamed, 2007) but share in the profit or loss. One can argue that since the bank does not charge interest, it will serve as the best banking style for economic development. This work examined perceive relative advantage of Islamic banking among the customers' segment using antecedents of Rogers and Shoemaker's paradigm in Awka, Anambra state, Nigeria.

A number of individual, social, and product factors have been shown to influence the acceptance or rejection of new products (Rogers 1995). Consumers' perception has been equally argued by researchers as an important factor to understand, and it predicts the behaviors of customers, especially in accepting or rejecting an innovative concept (Rogers 1995). One can therefore, argue that the antecedent variables of Rogers and Shoemaker paradigm control the customers till they accept or reject an innovative concept. General attitudes are equally relatively good predictors of general behavioral likelihoods (Eagly and Chaiken, 1993). Furthermore, customer's attitude toward a particular product or service is influenced by a match of the product or service user image with the customers' self-concept (Ekinci and Riley, 2003). So, it seems fundamental to understand the consumers' perception of Islamic banking concept relative advantage on conventional banking for economic development in Awka, Anambra State.

Rogers and Shoemaker's diffusion theory postulates that there are antecedent variables which form the basis of adopting or rejecting a new product. The antecedents are personality characteristics (general attitude toward change), social characteristics (cosmopolitaness), and perceived need for innovation and religious considerations. The consumer's general attitude toward change will influence his or

her perception of the relative advantage of the concept of Islamic banking. The cosmopolitanism which talks about the consumer's level of exposure, how many countries the consumer has lived in, will influence his or her perception of the relative advantage of the concept of Islamic banking. Consumers' perceived need for innovation and religious consideration will equally affect how customers perceived the relative advantage of the concept of Islamic banking.

Consumers who want to buy a really new product or service expect that the benefit they receive from the product or service exceeds the cost of obtaining the new product or service. When evaluating a new product or service for possible adoption, consumers weigh the benefit against the cost of adoption based on their personal attributes, and if the perceived benefit outweighs the perceived cost, consumers are more likely to adopt. However, researchers have not shown any specific effect of Rogers and Shoemaker's antecedents on consumers' adoption intention of an Islamic banking concept, which this study will address. However, innovation has been defined from different perspective, that is continuous, dynamically continuous, discontinuous innovation (Kotler, 2003). We operationalized Islamic banking in Awka, Anambra State, Nigeria under dynamically continuous innovation.

Kotler (2003) defined discontinuous innovation as a new product but not a major technological advance. Looking at Islamic banking concept, it is a discontinuous innovation from conventional banks in Nigeria. Islamic banking has become a substantial and one of the fastest growing industries during the last two decades in Nigeria. Islamic banking has followed the Islamic transactions rules and principles (Sharia'h) to carry out their business (Dusuki and Abdullah, 2006). In accordance with Sharia'h principles, any payment or receipt of interest is strictly prohibited but share in the profit and loss. Although, the Islamic bank also offered more or less similar products and services which are similar to those offered by a conventional bank, such as, current accounts, credit cards, investments in securities, etc. (Dusuki and Abdullah, 2006).

Furthermore, according to Dusuki and Abdullah (2006) almost 25 percent of Islamic financial institutions now operate in countries that do not have Muslim majorities and interest-based banks have opened up "Islamic windows" to attract the growing number of Muslims living in Europe and North America. Some banks in Awka equally have "Islamic window" for example Mainstreet bank, Stanbic IBTC, United Bank for Africa, etc. Based on these, one can argue that Islamic banking is no longer regarded as a business entity striving only to fulfill the religious obligations of the Muslim community, but more significantly, as a business that is ineluctably in need for winning over customers and at the same time retaining the old ones for economic development. Bley and Kuehn, (2005) argued that Islamic financial services sector is growing at double digit rates.

In this time of economic transformations and banking reform in Nigeria, it is vital for the Islamic Banking service providers to know the perception of consumers' segments in Awka, capital city of Anambra State. Islamic banking services are currently available in Nigeria, although not in Anambra State which made it an innovative concept. Yet, knowledge about customers' perception differences towards Islamic banking is very scant and research to date is also limited. In this study an affirmative stance was taken to focus on these key issues.

Rogers and Shoemaker identified five characteristics which increase the rate of acceptance and rejection of a new product; they are relative advantage, compatibility, simplicity, observability and trialability. Many researchers have seen relative advantage as the most important factor that may drive acceptance (Akabogu 2013). On this note we highlighted relative advantage as a factor that may derive acceptance or rejection of Islamic banking concept in Awka, Anambra state, Nigeria among the antecedent variables of Rogers and Shoemaker's paradigm.

The Statement of the Problem

Islamic banking has been competing favourably with conventional banking in many countries (Dusuki & Abdullah, 2006). Thus, Bala and Nafis, (2007) has argued that Islamic banking has successfully gained a sizeable foothold in the global financial markets. However, what is even more exciting is the fact that at the same time Islamic banking has not taken root solely in Islamic countries but has also spread to non-Islamic countries (Bala & Nafis, 2007). Although a relatively new concept that was introduced to the financial world, it is one of the fastest growing segments of global financial services (Halabi, Alfieya & Bala, 2004).

Owing to the highly competitive environment, many researchers have studied customer perceptions towards Islamic banking, to help Islamic financial providers to market their products effectively (Haron, Ahmad & Planisek, 1994; Dusuki & Abdullah, 2006; Thambiah, Nathan & Eze, 2008). But none has studied Islamic banking customers' segment using antecedents of Rogers and Shoemaker's paradigm in Awka, Anambra state, Nigeria. The problem in this study will focus on this gap in literature.

Objectives

Different consumer segments emanate from the Rogers and Shoemaker antecedent variables, they are; personality characteristics (general attitude toward change), social characteristics (cosmopolitaness), perceived need for innovation and religious considerations. Therefore this study measured the perceived relative advantage of Islamic banking by the consumer groups in Awka, capital city of Anambra state, Nigeria. Consequently, based on the perceptions of the relative

advantage of Islamic banking by the consumer segments, this study has the following specific objectives which are to:

1. Determine if there are significant differences in the perceptions of the relative advantage of Islamic banking by the consumer segments that emerge based on readiness to accept change
2. Determine if there are significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on cosmopolitaness.
3. Determine if there are significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on perceived need for innovation
4. Determine if there are significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on religious consideration.

Research Questions

To explore and assess the perception of Islamic banking concept in Anambra State, this study targets Awka City residents as survey participants. In order to achieve the intended objectives of the study and to address the research problem properly, certain research questions (RQs) are designed accordingly. In light of this, the research ponders to answer the following research questions (RQs):

1. Are there significant differences in the perceptions of the relative advantage of Islamic banking by the consumer segments that emerge based on readiness to accept change?
2. Are there significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on cosmopolitaness?
3. Are there significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on perceived need for innovation?
4. Are there significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on religious consideration?

Hypotheses

The null hypotheses are the ones that are always tested by statisticians and market researchers (Hair, Bush and Ortinau 2006). In order to achieve the intended objectives of this study, the following null hypotheses were developed and tested:

- Hoi. There are no significant differences in the perceptions of the relative advantage of Islamic banking by the consumer segments that emerge based on readiness to accept change.
- Hoi.ii. There are no significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on cosmopolitaness.
- Hoi.iii. There are no significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on perceived need for innovation
- Hoi.iv. There are no significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on religious consideration.

Significance of the Study

This study will be a practical guideline for the Islamic bank managers, especially in taking decisions on the funding and marketing strategy for attracting, maintaining and satisfying Islamic bank customers' segment. This work will help the directors of Islamic bankers to know how to enter a new market and marketing strategies to use. This work will help Islamic banking to contribute to economic development and remain competitive in the global market. It is the hope of the author that this study will add value to the existing body of literature on Islamic banking in academic field. It will assist in developing Islamic banking consumer segment. Also, the recommendations therein if well implemented will have enormous potentials in giving insights on the consumers' segment of Islamic bank in Nigerian and the global economy.

This study will therefore be useful to policy-makers and decision-makers in government, non-governmental agencies and businesses alike. It is expected that the outcome of this research will go a long way in ensuring a turnaround of Nigeria's Islamic banking and will also serve as a basis for other researches in similar area.

Scope of the Study

The scope of this work was determined by the topic "*Islamic banking in Nigeria: Perception of its Relative Advantage by Consumer Segments in Awka, Anambra State, Nigeria*". The subject scope is delimited to the areas of accepting and

rejecting innovative concept (Islamic banking concept), in relation to consumer behavior in marketing. The variable scope is delimited by the antecedents of Rogers and Shoemaker's paradigm as encapsulated in theoretical framework. The innovation attribute considered in this study is the perceived relative advantage and other attributes were not used in this study. The influence of this attribute of innovation were treated as continuous variables, while the segments are nominal classes representing the consumer segments that emerged as a result of accepting or rejecting the Islamic banking concept in Awka, Anambra State, Nigeria. The geographical scope of the study is Awka, a commercial city which is also the capital of Anambra State, Nigeria. Anambra State of Nigeria was created in 1991 and has a lot of different social and cultural inter-relations. The study unit scope is made up of consumers who resided in Awka and were at the time of the study and currently bank with any of the banks in Awka or have intention of banking with any bank in Awka. The participants equally have banking knowledge.

Limitations of the Study

In the course of carrying out this research work we face some constraints which include, Finance, Time factor, Hindrances in getting responses. In the course of eliciting information for this work, some respondents did not co-operate, some collected questioners but failed to return them, which may be due to the literacy level in Nigeria. Nonetheless, the constraints and limitations were prudently and efficiently managed so as to have uncompromised findings and conclusion from the study.

Literature Review

Islamic Banking, which is religion-based, operates with the objective to implement and materialize the economic and financial principles of Islam in the banking arena for economic development. Adel-Magid has defined an Islamic bank as owned by its shareholders, established to conduct banking and investment activities in accordance with the Islamic *shari'ah* and its (own) articles of association' (Kalaithasan & Mohamed, 2007).

Islamic banking studies are largely conducted among Muslims and to a smaller extent among non-Muslims. Erol and El-Bdour (1989) and Erol, Kaynak and El-Bdour (1990) are among the earliest known researchers who identified three key selection criteria for Islamic banks: fast and efficient services, reputation and confidentiality. Religious motivation was not a primary criterion.

However, Metawa and Almosawi (1998) and Naser, Jamal and Al-Khatib (1999) found adherence to Islamic tenets the primary criterion for selecting Islamic banks in Bahrain and Jordan. Likewise Kader (1995), Othman and Owen (2002), and Wakhid and Efrita (2007) share the same findings in their studies in Malaysia, Kuwait and Indonesia respectively. Dusuki and Abdullah (2006) explained that

Islamic bankers can no longer depend on promoting the Islamic factor but also service quality. Their survey among 750 respondents found the three most important factors were competence, friendliness and customer service quality. But no research has used antecedent variables, they are - personality characteristics (general attitude toward change), social characteristics (cosmopolitanism), perceived need for innovation and religious considerations; of Rogers and Shoemaker paradigm to determine the relative advantage of Islamic banking concept among the bank segments in Awka, Anambra State, Nigeria.

Islamic banking has a high attachment in religion, which is part of culture. Culture has immense influence on the values and life styles of individuals. The growing awareness and recognition of religion and specific culture have been known to have strong influence on consumer choice of products and decision making. Culture is a potent force in any social group whether it is an ethnic group, religious group or special interest group. Researchers generally agree that culture has a profound impact on individual values and life style, and it cannot be underestimated as it actually affects their thoughts, motives and value systems. From the marketing perspectives, since culture explicates the value systems of the consumers that subsequently govern the interpretation of environment around the consumer; it plays an immense role in affecting the consumers' affective and cognitive choices of consumption and spending. Culture is a powerful force in regulating human behavior (Schiffman & Kanuk 1997).

Culture's impact is so natural and automatic that its influence on behavior is usually taken for granted. Often, it is only when we are exposed to people with different cultural values or customs that we become aware of how culture has molded our own behavior. Study has succeeded in establishing link between Culture and Consumer behavior (McCracken 1986). A study by Wallace (1995) associates consumer behavior directly with culture. He believes that culture is the all-encompassing force which forms personality and is the key determinant of consumer behavior, which may negatively influence the adoption of Islamic banking concept.

Cosmopolitanism means one who is at home in every place; a citizen of the world; a *cosmopolitan* person. One interpretation of "cosmopolitanism" stresses the extent to which one is oriented toward the community in which one lives or is oriented beyond that toward the nation and international context (Cunningham, Cunningham & English, 1974). "Cosmopolitanism" also has been conceptualized to refer to identification with a broader context, beyond one's nation or culture, as attitudes showing more tolerance of ideas or cultures other than one's own (Robinson & Zill, 1997), and as appreciation-understanding of contexts and cultures beyond one's own.

People who are more cosmopolitan in terms of local orientation, cultural identification, and cultural appreciation also should have a more diverse communication network of interpersonal and mass communication channels, although the composition of one's personal communication network is not entirely a matter of choice. People with a more cosmopolitan orientation should have broader interests in the world around them and would learn more about the environment from their media and interpersonal channels from that network. This knowledge about the environment would be used in making broader assessments about the quality of life available in their immediate context as well as in the larger nation. One can argue that Consumers cosmopolitanness will affect how they perceive the relative advantage of Islamic banking concept.

We operationalized consumer innovativeness as the extent to which consumers will adopt an innovation early in the product lifecycle. This is one of the more critical aspects of consumer behavior to the global firm that launches innovations worldwide. Some consumer segments are Innovators: Venturesome; Early Majority: Deliberate; Late Majority: Skeptical; Early Adopters: Respectable; and Laggards: Traditional by Rogers and Shoemaker (1971). Innovativeness is the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than other members of a system. The expressed short-term goal of most change agencies is to facilitate the adoption of innovations by their clients. Because increased innovativeness is the objective of change agencies, it became the main dependent variable in the diffusion research sponsored by these change agencies. A further reason for the prime focus on innovativeness in diffusion research, especially in developing countries, is that innovativeness is one of the best single indicators of the success of development programs. Innovativeness indicates behavioral change, the ultimate goal of most diffusion programs, rather than cognitive or attitudinal change.

Theoretical Framework

The concept of Islamic banking is an innovative concept in the Nigerian banking system. As an innovation in the making in Awka, there are antecedents' variables that characterize consumers prior to the innovation being introduced to the consumers as argued by Rogers and Shoemaker paradigm (1971). However, Islamic banking does not exist in Awka, and therefore can be perceived as an innovative concept in Awka Anambra State, Nigeria.

The Rogers and Shoemaker paradigm (1971) suggest that consumer segments exist base on some variables, that is, personality characteristics (general attitude toward change), social characteristics (cosmopolitanness), perceived need for innovation and religious considerations, prior to the introduction of a product into the market. The antecedent variables, as argued by Rogers and Shoemaker shape the

consumers adoption or rejection of the product as it diffuses into the market. The Rogers and shoemaker paradigm antecedent variables and perceived relative advantage are our variables of interest in this work, therefore, is the theoretical framework on which the study was done.

Research Methodology

This study examines the perception of Islamic bank's relative advantage by consumer segments in Awka, Anambra state, Nigeria. The population of the study consists of the customers of banks operating in Awka, Anambra State, Nigeria. Awka town was used in this study because it is the capital of Anambra state. The researcher believed that Awka being the capital city must have been considered by government in various ways before given it the capital. On that note we decided to concentrate in Awka, believing that with an in depth survey, the result will have a good view of Anambra state. There was no database of people in Anambra State, at the time of this study that uses bank services. Consequently, no sampling frame was available. Where no sampling frame exists, probability sampling techniques may not be used, and Malhotra (2007) suggests the use of a convenience/judgmental sample of about 200 for a study such as this. For this study, a convenience/judgmental sample of 450 respondents were used. A sample of 450 respondents was conveniently selected for this study and only 396 questionnaires were valid for this work. The participants are the users of conventional banks. A structured questionnaire was developed to record the responses of customers of banks operating in Awka. Bank customers were selected conveniently to collect data by self-administrated questionnaires at various banks in Awka, Anambra State, Nigeria. The study also adopts "personal contact" approach, that is, respondents were approached personally.

The Cronbach's alpha internal consistency reliability test was used to test the internal consistency reliability of the interval scales. A relatively high Cronbach's alpha of .69 was obtained, pointing to a high internal reliability of the instrument. A convenience sample of 30 bank customers in Awka was used to pretest the questionnaire, and Cronbach's alpha was computed from the pretest data, using the SPSS computer software. The content validity of the study instrument was evaluated by the supervisor and by interviewing ten marketing professionals in Awka who indicated that the study instrument were valid for study. The researcher explained the questionnaire and concept of Islamic banking to the respondents before administering the question.

Data Analysis and Presentation

The data was analyzed using ANOVA. This analytical tool was used in order to show the mean significant difference of the groups that were hypothesized and to know how the categories rated the relative advantage of Islamic banking.

Hoi.: There are no significant differences in the perceptions of the relative advantage of Islamic banking by the consumer segments that emerge based on readiness to accept change.

ANOVA

relative advantage

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	147.844	4	36.961	21.745	.000
Within Groups	664.601	391	1.700		
Total	812.444	395			

Source; field survey 2014

Analysis of Variance of consumer segment that emerged based on readiness to accept change categories showed significant difference among their perceptions of relative advantage of Islamic banking at a below 1% significant level. Then, we reject the null hypothesis and accept the alternate.

Relative advantage

Duncan^{a,b}

attitude toward change	N	Subset for alpha = 0.05		
		1	2	3
slowly adopt change	144	2.03		
never adopt change	76		2.95	
Neu	16		3.00	
readily adopt change	84		3.10	
very readily adopt change	76			3.63
Sig.		1.000	.611	1.000

Source: survey 2014

From the Duncan table above, it showed that “never adopt change, neutral and readily adopt change” categories are comparable among their mean perception of relative advantage of Islamic banking. The “slowly adopt change and never adopt change” categories rated the perceived relative advantage of Islamic banking low, looking at their mean of 2.03 and 2.95 respectively, while “neutral, readily adopt change and very readily adopt change” categories rated the perceived relative advantage high, looking at their mean of 3.00, 3.10 and 3.36 respectively. This result is line with the Rogers and Sheomaker’s adoption categories.

H_{0ii}: There are no significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on cosmopolitanisms.

ANOVA

relative advantage

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	179.144	4	44.786	27.651	.000
Within Groups	633.301	391	1.620		
Total	812.444	395			

Source: field work 2014

Analysis of Variance of consumer segments that emerge based on cosmopolitan categories showed significant difference among their perceptions of relative advantage of Islamic banking at a below 1% significant level. Then, we reject the null hypothesis and accept the alternate.

relative advantage

Duncan^{a,b}

Cosomopolitan	N	Subset for alpha = 0.05		
		1	2	3
not at all cosmo	100	2.28		
not cosmo	108	2.59		
somehow cosmo	120	2.67		
Neu	40		3.30	
very cosmo	28			5.00
Sig.		.128	1.000	1.000

Source: Survey 2014

From the Duncan table of consumer segment that emerged based on cosmopolitan categories showed that “not at all cosmopolitan, not cosmopolitan and somehow cosmopolitan” categories are comparable among their mean perception of relative advantage of Islamic banking. It was discovered that “not at all cosmopolitan, not cosmopolitan and somehow cosmopolitan” categories rated perceived relative advantage of Islamic banking low at mean value of 2.28, 2.59, and 2.67 respectively, while the “neutral and very cosmopolitan” categories rated the perceived relative advantage high at mean value of 3.30 and 5.00 respectively.

H_{0iii}: There are no significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on perceived need for innovation

ANOVA

relative advantage

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	109.814	4	27.453	15.277	.000
Within Groups	702.631	391	1.797		
Total	812.444	395			

Source: field survey 2014

The null hypothesis that the population means are equal is rejected at significant level below 1% i.e. .000. Thus, we conclude that there are difference in perceived relative advantage among the five groups in the in the mean numbers of innovations.

relative advantage

Duncan^{a,b}

innovations	N	Subset for alpha = 0.05		
		1	2	3
late majority	100	2.16		
laggards	124		2.65	
early majority	48		2.67	
early adopter	52		3.08	
innovators	72			3.72
Sig.		1.000	.073	1.000

Source: field survey 2014

From the Duncan table of consumer segment that emerged based on innovations showed that “laggards, early majority and early adopters” categories are comparable among their mean perception of relative advantage of Islamic banking. It was discovered that “late majority, laggards and early majority” categories rated perceived relative advantage of Islamic banking low at a mean value of 2.16, 2.65 and 2.67 respectively, while the “early adopter and innovators” categories rated the perceived related advantage high at a mean value of 3.08 and 3.72 respectively.

Forth Hypothesis: There are no significant differences in the perception of the relative advantage of Islamic banking by the consumer segments that emerge based on religious consideration.

ANOVA

relative advantage

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	22.810	4	5.702	2.824	.025
Within Groups	789.635	391	2.020		
Total	812.444	395			

Source: field work 2014

Analysis of Variance of consumer segments that emerge based on religious consideration categories showed significant difference among their perceptions of relative advantage of Islamic banking at a 1% significant level. Then, we reject the null hypothesis and accept the alternate.

relative advantage

Duncan^{a,b}

how religious	N	Subset for alpha = 0.05	
		1	2
not religious	88	2.50	
not at all religious	104	2.65	
Religious	108	2.81	
complete religious	80	3.05	3.05
Neu	16		3.50
Sig.		.086	.124

Source: field survey 2014

From the Duncan table of consumer segment that emerged based on religious consideration showed that “not religious, not at all religious, religious and complete religious” categories are comparable and “complete religious and neutral” categories are comparable among their mean perception of relative advantage of Islamic banking. It was discovered “not religious, not at all religious, religious” categories rated perceived relative advantage of Islamic banking low at a mean value of 2.50, 2.65 and 2.81 respectively, while “complete religious and neutral” categories rated the perceived related advantage high at a mean value of 3.05 and 3.50 respectively.

Conclusions and Recommendations

Different consumer segments emanate from the Rogers and Shoemaker antecedent variables, they are; personality characteristics (general attitude toward change), social characteristics (cosmopolitaness), perceived need for innovation and religious considerations. Therefore this study measured the perceived relative advantage of Islamic banking by the consumer groups in Awka, capital city of Anambra state, Nigeria. Consequently, based on the perceptions of the relative advantage of Islamic banking by the consumer segments, from the analysis contained in Tables above, the following conclusions were reached.

1. There are significant difference among all the categories that emerged from the Rogers and Shoemaker antecedent variables. This shows that different marketing programme should be used to attract the different categories that are not comparable.
2. The “never adopt change, neutral and readily adopt change” categories are comparable; - “not at all cosmopolitan, not cosmopolitan and somehow cosmopolitan” categories are comparable;- “laggards, early majority and early adopters” categories are comparable;- “not religious, not at all religious, religious and complete religious” categories are comparable;- and “complete religious and neutral” categories are comparable. Their characteristics are related and homogenous on segmental basis. One marketing programme will be used on the different segment within the categories that was highlighted.
3. The “slowly adopt change and never adopt change” categories with mean value of 2.03 and 2.95 respectively, “not at all cosmopolitan, not cosmopolitan and somehow cosmopolitan” categories with mean value of 2.28, 2.59, and 2.67 respectively, “late majority, laggards and early majority” with mean value of 2.16, 2.65 and 2.67 respectively, “not religious, not at all religious, religious” categories with mean value of 2.50, 2.65 and 2.81 respectively, rated the perceived relative advantage of Islamic banking low.

They feel that Islamic banking is not beneficial to them, so may not patronize Islamic banking. Islamic bankers need to create more awareness to this group telling them about Islamic banking benefits.

4. While “neutral, readily adopt change and very readily adopt change” categories with mean value of 3.00, 3.10 and 3.36 respectively, “neutral and very cosmopolitan” categories with mean value of 3.30 and 5.00 respectively, “early adopter and innovators” categories with mean value of 3.08 and 3.72 respectively, “complete religious and neutral” categories with mean value of 3.05 and 3.50 respectively, rated the perceived relative advantage of Islamic banking high. They perceived Islamic banking as being beneficial to them. Although, because they rated Islamic banking high may not mean that they must patronize Islamic banking. The Islamic bankers should maintain their standard.

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