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The Influence of General Takaful Product Pricing on Muslim Customers Purchasing Behaviour: The Moderating Role of the Agent

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ABSTRACT

This article elucidates the influence of general takaful product pricing on the purchasing behaviour among Muslim's customers. This article also highlights the moderating role of the agent to bridge the gaps of inconsistent findings from previous studies even though previous studies have shown the significant relationship between pricing and purchasing behaviour. This study utilized random sampling techniques with 387 samples. The structural equation modelling analysis was used to investigate the influence of pricing and the agent on purchasing behaviour as well as the moderating role of the agent between pricing and purchasing behaviour. The findings show that pricing and the agent have a significant influence on purchasing behaviour. The findings further show that the agent has a significant moderating role between pricing and purchasing behaviour. In conclusion, the findings were discussed at the end of this article.

Keywords: *About four, alphabetical order, key words or phrases, separated by commas*

1.0 INTRODUCTION

The recent growth in the takaful industry has contributed to the rapid development of Islamic banking institutions as well as the Malaysian economy. Malaysia has dominated almost two-thirds (71%, USD 2.89 billion) of the takaful market in the ASEAN region (Global Takaful Report, 2017). General takaful products such as motoring insurance have contributed the highest profit to the takaful industry in Malaysia as the total general takaful asset rose from RM 3.64 billion in 2017 to RM 3.97 billion in 2019 (Bank Negara Malaysia, 2019).

1.1 Problem Statement

Although general takaful products have contributed significantly to the Takaful industry in Malaysia, however, the general takaful products are still far behind compared to conventional insurances. Bank Negara Malaysia (BNM) (2019) reported that the total number of conventional general insurance assets until 2019 was RM 239.1 billion which is ten times greater than the total general insurance assets of takaful which only recorded as much as RM 24.7 billion. Additionally, more detailed data in the year 2019, the profit of the main product of general insurance (i.e. motor insurance) has exceeded the profit of the main product of general takaful (i.e. motor takaful) by four times (RM 8.436 million compared to 2.15 million) (BNM, 2019).

Among the main factors that cause low profits of general takaful products are because insurance users are less interested in buying takaful products. Low purchasing behaviour among customers, especially Muslim customers, resulting in the sales revenue of takaful products to be very low compared to general insurance products (Hassan & Abbas, 2020). Besides that, the majority of the Muslims in Malaysia weren't ready to become the customers of takaful products as they

couldn't afford to purchase the products (Othman et al., 2018). Aziz et al. (2019) indicated that only 10% of Muslim in Malaysia purchase takaful insurance and the reasons behind the low acceptance was due to the relative difference between price of takaful products and general insurance products. Hassan and Abbas (2020) pointed out that a customer's decision to buy a product can change depending on the price of the product. The pricing of takaful products is one of the factors that could explain customers' acceptance to purchase takaful products (Raza et al., 2019). Othman et al. (2018) highlighted that difference in the pricing of a particular product could catch the eyes of customers to purchase the product. Hasan and Abas (2019), Othman et al. (2018) and Raza et al. (2019) stated that there is a dire need to conduct more studies focusing on the influence of takaful product pricing among Muslim customers purchasing behaviour. Therefore, this study examines the direct relationship of the product pricing and purchasing behaviour.

On the other hand, Husin et al. (2016) indicated that agents also is one of the major factors that could influence customer's purchasing behaviour. Agents will act as a knowledge centre that will channel complete information about a product to customers who want to buy the particular product as customers who have complete information about a product will be more confident to purchase the product (Kamarubahrin & Shukor, 2016). Agents also serve as the emotional stabilizer of the customer by winning the customer's heart to buy the product. Usually, customers will have mixed emotions and facing a dilemma to buy products that satisfy their needs (Aziz et al., 2017). Therefore, the role of the agent is very crucial to guide the customer to make the right decision by purchase a product that meets their characteristics. This study will investigate the direct effect of the agent and purchasing behaviour among Muslim customers in purchasing general takaful products.

Besides, majority studies examined the direct effects of pricing and the agent on the customer's purchasing behaviour separately. However, the findings of these studies are inconsistent and lead to a lack of understanding among customers, policymakers, insurance agents and insurance organizations. This study makes differences with previous studies by integrating both pricing and the agent and investigate their direct effects on customer's purchasing behaviour in a single framework. More precisely, in addition to the direct relationship between pricing and the agent on customer's purchasing behaviour, the present study aimed to examine the possible moderating role of the agent between pricing and customer's purchasing behaviour to provide a piece of extensive knowledge and deeper understanding to the customers, policymakers, insurance agents and insurance organizations.

1.2 Objectives of the study

This study was conducted to achieve the objectives as follows:

(1) To examine the direct influence of the general takaful product pricing and the agent on customers purchasing behaviour in a large sample of Muslims customers.

(2) To examine the moderating role of the agent between general takaful product pricing and purchasing behaviour among Muslim customers (see **Figure 1**).

It was hypothesized that takaful products with a different price might influence the purchasing behaviour among Muslim customers as well as the agent's role to increase the purchasing behaviour of the Muslim customers (see **Figure 1**). In such direct effect of pricing and the agent were believed to influence purchasing behaviour. For example, takaful products with low price and with the help from the agent are more likely to motivate the Muslim customers to purchase the takaful products. It was also assumed that even though the price of the takaful product is higher than the conventional products, the customers still purchase the takaful products with the role of the agent as a moderator in a dynamic structural framework (see **Figure 1**).

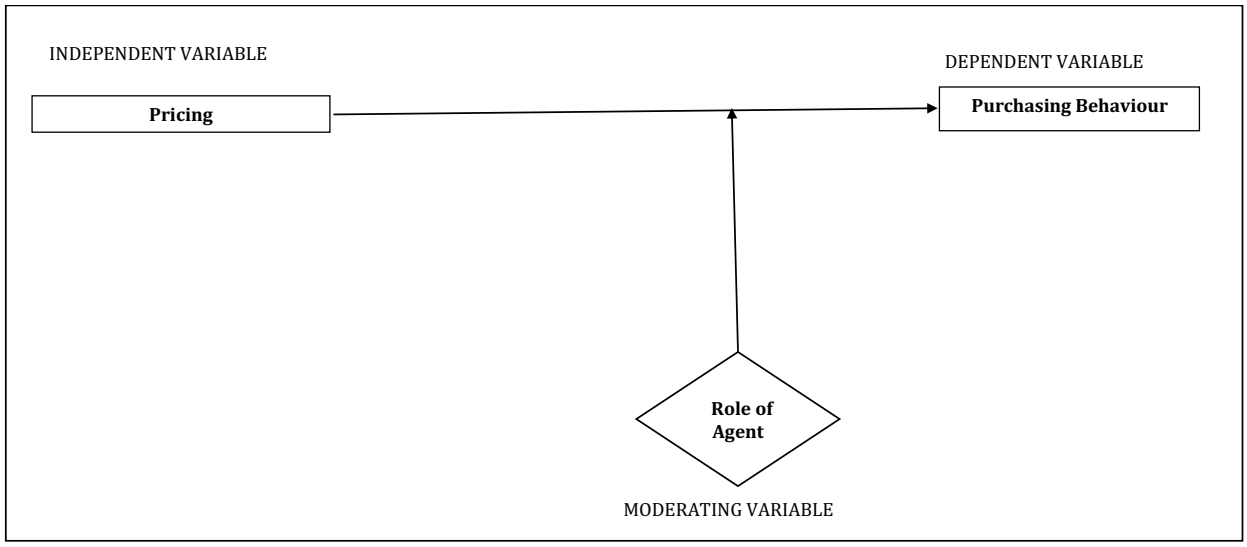

Figure 1. The Moderation Model

2.0 LITERATURE REVIEW

2.1 Purchasing Behaviour

Engel et al. (1993) stated that purchasing behaviour applies to the purchasing behaviour of individuals by substituting money for the exchange of products or services. Customer buying behaviour is closely related to the purchase of goods and services that are caused by the pre-and post-decision process. Another latest definition of purchasing behaviour by Ofosu-boateng (2020) is purchasing behaviour focuses on a customer's examination of why and how people purchase goods, as well as why and how they purchase goods. The process of purchasing is influenced by a combination of two conditions, namely psychological factors and social factors. Among the psychological factors are customer's behaviour, motivation, belief and perception while social factors are such as the role of family, peers, social class and society and subculture.

2.2 Pricing

According to a study conducted by Moorthy et al. (2014), the price factor has a significant influence on the purchaser's understanding of their buying intention. Customers are more attracted to low price insurance products considering their monthly income and commitment. Present study focuses on the price of general takaful product mainly the motor takaful insurance. According to the study conducted by Amin et al. (2011), the purchasing behaviour of takaful product increases as the price is affordable with the monthly commitment meaning that the lower pricing of Islamic personal financing, the greater the likelihood that the service is going to be used by the customers. The consumers' price sensitivity is high when incomes are low, and the price sensitivity is low when the incomes are high. Auf et al. (2018) stating that price is one of the most important determinants of consumer's buying behaviour. This study has discovered a negative association between different price facets and customer purchasing behaviour, indicating that pricing lower the overall cost claimed by buyers and improve their purchase.

2.3 Role of Agent

An agent is a person legally empowered to act on behalf of another person or entity. An agent is hired to represent an organization or an individual during negotiations with other parties. The agent also has the authority to make decision-making (Aziza et al., 2017). In the context of this study, agent is named as takaful agents. Takaful agents are not only charged with selling takaful products but also with offering takaful services. Agents are responsible for supporting their clients in all situations relating to their financial well-being and for disseminating knowledge of takaful products to Muslims and non-Muslims alike (Shukor, 2020). Besides, takaful agents also

serves as a transmitter of information on takaful's product to customers, especially to those that have little interest and information about the product (Abdullah, 2018). Takaful agents are considered as the front-liners that represent their organizations to sell the products to new customers and existing customers as well as suggesting the most suitable products to the customers, well explanation and transparent disclosure on the products and maintaining a good relationship with the customer.

2.4 Hypothesis development

2.4.1 Pricing and Purchasing Behaviour

Various studies have been undertaken to unravel the relationship between pricing and purchasing behaviour. For example, Mohamed (2017) empirically investigate the influence of takaful product pricing on the purchasing behaviour of Muslim customers with a sample of 384 customers in Kenya. Findings were obtained from descriptive and inferential statistics using Social Sciences Statistical Package (SPSS) version 22. Based on the findings, there is a significant relationship between the price of takaful product and Muslim customers purchasing behaviour. The findings further explain that pricing determines whether customers perceive insurance prices as affordable, inexpensive or costly. When insurance price is considered to be expensive, customers are less preferred and decline to purchase the takaful product and vice versa.

Another study done by Auf et al. (2018) investigated the impact of pricing toward purchasing Islamic insurance in Saudi. The study used convenience sampling over a sample of 395 Muslim customers who had experience in purchasing Islamic insurance. They used partial least squared structural equation modelling (PLS-SEM) and found that price has a significant impact on customers purchasing behaviour on Islamic insurance. The finding further explained that prices decrease customers recalled total cost and increased their purchasing behaviour.

Besides that, there are also other studies were conducted to investigate the influence of pricing and customers' purchasing behaviour other countries such as Switzerland (Oeconomiae, 2008), Denmark (Aschemann-Witzel et al., 2017) and United Kingdom (Huck & Wallace, 2015). These studies indicated that pricing have negative significant with customers' purchasing behaviour. Based on these previous studies, the hypothesis that was proposed for this study is:

H1: Pricing has negative significant relationship with customers purchasing behaviour.

Even though there are various studies were conducted to investigate the relationship between pricing and customers' purchasing behaviour, however, such studies are still limited in Malaysia. Therefore, this paper tries to present new evidence by considering the influence of general takaful product pricing on Muslim customers purchasing behaviour.

2.4.2 Role of Agent and Purchasing Behaviour

The influence of the role of an agent on purchasing behaviour has long been recognised in financial services studies. For example, File and Prince (1992) indicated that customers prefer opinions from the agents in making decisions to purchase financial services. Besides, Zoliat and Ainin (2009) investigated the influence of the role of an agent on e-banking usage and discovered that the role of agent significantly encouraged the respondents to use e-banking.

Recognizing the importance of the role of agents in the business, insurance organizations including takaful organizations have also begun to use the services of agents to increase sales of their insurance products. Shukor (2020) empirically examined the antecedents of customers' trust on takaful agents with a sample of 182 customers that participated in any family takaful plans in Malaysia. Results were obtained from statistical analysis using Structural Equation Modelling (SEM). Based on the findings, there is a significant relationship between the communication skills and expertise of the takaful agents on customers' trust to purchase takaful plans. Furthermore, the results explained that the high level of customers'

trust towards the takaful agents makes them more confident and willing to pay higher price of takaful plans compared to conventional premiums.

Besides, Aziz et al. (2017) proposed a framework to examine the factors influencing intentions towards adopting family takaful plans. One of the factors that were proposed is the role of an agent. This study indicated that customers that are obtained by the takaful agents are more plausible to be loyal than customers obtained through traditional marketing media. They further explained that takaful agents play a vital role in transmitting information to others, and customers believe that it is a credible source for them to make decisions in choosing the most suitable family takaful plans. Based on these previous studies, the hypothesis that was proposed for this study is:

H2: Role of agent has positive significant relationship with customers purchasing behaviour.

Even though past studies had revealed the influence of the role of an agent on customers' purchasing behaviour on takaful family plans, however, research on the general takaful plans especially the motor takaful plans is limited and less explored, instead general takaful plans contributes most of the income to takaful organizations compared to takaful family plans. There are only a few studies done discussing the role of an agent in the context of general takaful products. Therefore, this paper intends to unveil new evidence by taking into account the influence of the role of an agent on Muslim customers purchasing behaviour.

2.4.3 Role of Agent as the Moderator

Shaladdin et al. (2018) stated that agents play an important role in ensuring maximum customer satisfaction after purchasing Takaful products. Takaful agents also act to make good negotiations with customers so that the customer can buy tafakul products with full of satisfaction despite the price competition between several takaful products. They are responsible for advising customers to choose affordable takaful products and insurance packages that suit the needs of consumers. Customers need to make wise decisions before buying takaful products that fulfil their needs. Therefore, customers need the help of an agent to advise them to choose takaful products that are affordable and meet the tastes of the customers.

Agents are responsible to assist their customers in all circumstances related to their financial well-being and to disseminate knowledge of takaful to Muslims and non-Muslims. Agents must undergo thorough preparation and be properly informed of the necessary information, skills and strategies in order to properly execute their responsibilities. Takaful agents are required to be vigilant and are responsible for losses arising from carelessness. In addition, they also need to have a good relationship including strong rapport with his/her existing prospective clients and help the takaful operator in promoting and selling of takaful products and services to its client. Therefore, it is important to investigate the moderating role of Takaful agent between price and Muslim customers purchasing behaviour. Based on the justification above, the hypothesis that was proposed for this study is:

H3: Role of agent significantly moderates the relationship between price and Muslim customers general takaful product purchasing behaviour.

3.0 METHODOLOGY

3.1 Procedure and participants

A self-administered questionnaire was given to the Muslim customers that owns a vehicle with valid motor insurance. The random sampling procedure technique was used to select the participants for this study. All respondents participated in this study anonymously and voluntarily. No monetary or other kind of reward was offered for the participation in this study. A pilot study was conducted among 30 motor insurance customers in Perlis before the actual data collection to ensure the survey instruments are valid and reliable. Findings from the pilot study contributes to several amendments in the questionnaire, such as some of the sentences of price and purchasing

behaviour were restructured. About 600 questionnaires were distributed and 437 responses were received, giving a response rate of 72.8%. After excluding data with missing values and misleading answers, the final sample was 418 customers (67.4% males) with an average age of 41.36 (SD = 7.57, range 23 – 66) and the mean amount of monthly income was RM 5561 (SD = 8.13, range RM 900 – RM 6200). Besides, about 55.3% customers purchase takaful insurance compare to conventional insurance (22.3%), both takaful and conventional insurances (14.2%) and 8.3% of the participants didn't have any insurance as well as most of the customers purchase car takaful insurance (42.6%).

3.2 Measures

3.2.1 Customers Purchasing Behaviour

The measurement for customers purchasing behaviour of general takaful that has been used in this study consist of 8 items adapted from (Abd Rahman et al., 2015). This scale describes the characteristics of Muslim customers that purchase general insurance such as motor insurance. The customers were asked to state their self-proclamation in purchasing takaful insurance. Each item was evaluated in a 5-point Likert-type scale (Strongly disagree = 1 to Strongly agree = 5).

3.2.2 Price

The measures adapted from Zinser (2019) was used to measure the price of takaful insurance in this study. The measures are composed of 15 items with statements that represent different aspects of pricing statements. The participants were asked to specify their self-proclamation about the price of takaful insurance with each of the items was evaluated in a 5-point Likert-type scale (Strongly disagree = 1 to Strongly agree = 5).

3.2.3 Role of Agent

The measurement for the role of agent that has been used in this study consist of 8 items adapted from (Shaladdin et al, 2019). This scale describes the characteristics of the takaful agent. The customers were asked to state their self-proclamation about the importance of takaful agent's role in purchasing takaful insurance. Each item was evaluated in a 5-point Likert-type scale (Strongly disagree = 1 to Strongly agree = 5).

3.3 Statistical analysis

The SPSS version 24 and SMARTPLS 3.0 software were used to analyse the valid data of this study. Firstly, the demographic characteristics of the respondents were analysed using the descriptive statistics. Measurement model analysis was conducted to ensure that the constructs of price, role of agent and customers purchasing behaviour fit for this study. The indicator loadings analysis followed by composite reliability of each construct was calculated in order to assess the internal consistency of the constructs. Convergent validity analysis to determine the average variance extracted (AVE) was examined to make sure the reliability of the items is acceptable. The AVE cut-off values for each item was set at 0.50. The convergent validity of each construct was analysed using the traditional metric technique. Next, to examine the relationship of each construct, path modelling method was used with purchasing behaviour as the dependent variable, role of agent as the moderating variable and price as the independent variable.

4.0 ANALYSIS AND RESULTS

4.1 Assessment of measurement model

The initial step in the measurement model assessment is examining the indicator loadings. Loadings more than 0.70 are recommended as they indicate acceptable item reliability (Hair et al., 2018). There are several items were removed (e.g. PR02, PR08, ROA01, ROA3, PB04 and PB06) because the loadings are less than 0.70 (see **Figure 2** and **Table 1**). **Figure 2** displays three latent constructs such as PR as independent variable, ROA as the moderating variable and PB as the dependent variable. The values directed to the items in the box represent the item loadings and the value inside the circle represent the average variance extracted (AVE).

The second step is calculating the internal consistency reliability by using Jöreskog (1971) composite reliability. Hair et al. (2018) indicated that reliability values

between 0.60 and 0.70 are considered acceptable and values between 0.70 and 0.90 are good. The composite reliability of this study is between the range 0.833 to 0.871 which are considered good (see Error! Reference source not found.).

The next step is examining the convergent validity. Convergent validity is to what degree the construct converges in order to describe the variance of its items. The metric used to determine the convergent validity of a construct is the average variance extracted (AVE) for all things on each construct. The acceptable value of AVE is 0.50 or higher Hair et al. (2018). The AVE of all constructs in this study are between 0.673 to 0.749 and are acceptable (**see Figure 2 and** Error! Reference source not found.).

The final step in assessing the measurement model is investigating the discriminant validity. The discriminant validity in this study was assessed using traditional metric by (Fornell & Larcker, 1981). The discriminant validity of this study is presented in Table 2.

Table 1. Result of the measurement model

Constructs	Items	Outer Loadings	CR	AVE
PB	PB01	0.822	0.846	0.716
	PB02	0.787		
	PB03	0.756		
	PR05	0.821		
	PR07	0.813		
	PR08	0.829		
PR	PR01	0.787	0.871	0.673
	PR03	0.833		
	PR04	0.817		
	PR05	0.825		
	PR06	0.859		
	PR07	0.881		
ROA	ROA02	0.820	0.833	0.749
	ROA04	0.829		
	ROA05	0.740		
	ROA06	0.758		
	ROA07	0.831		
	ROA08	0.872		

Note. PR = Price, PB = Purchasing Behaviour, ROA = Role of Agent

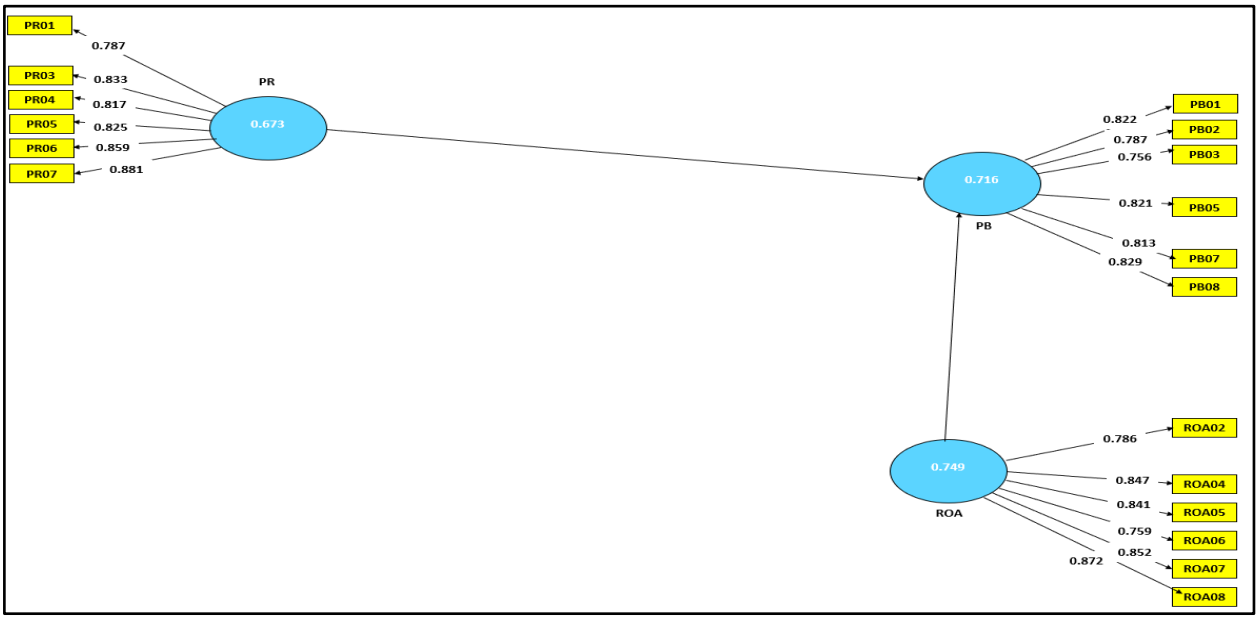

Figure 2. PLS measurement model
Note. PR = Price, PB = Purchasing Behaviour, ROA = Role of Agent

Table 2. Result of Discriminant Validity (Fornell and Lacker criterion)

	PB	PR	ROA
PB	**0.846**		
PR	0.725	**0.820**	
ROA	0.633	0.619	**0.865**

Note. PR = Price, PB = Purchasing Behaviour, ROA = Role of Agent

Table 2 presented the result of discriminant validity through Fornell and Larcker (1981) criterion. In order to assess discriminant validity, each construct's AVE should be compared to the squared inter-construct correlation of that same constructs and all other measured construct in the structural model. The shared variance of all model constructs should not be larger than their AVEs (Hair et al., 2018). In this study, the latent variables had explained better the variance on its own indicators than the variance of other latent variables, therefore the discriminant validity requirement for this measurement model had been fulfilled. In summary, the results of convergent validity and discriminant validity indicated that the measurement model of this study is satisfactory and can proceed to the next step in evaluating PLS-SEM results.

4.2 Assessment of structural model

The assessment of structural model in this study is assessed based on the standard assessment recommended by Hair et al. (2018) including the coefficient of determination (R^2), the blindfolding-based cross-validated redundancy measure (Q^2), and the statistical significant and relevance of the path coefficient.

Before assessing the direct relationships, collinearity test was conducted to make sure the structural relationships do not bias the regression results. The VIF values are calculated in order to examine the collinearity. The VIF values of each construct are as followed (**see Table 3**). Table 3 indicates that all inner VIF values are close to 3 and lower, thus, no collinearity problem exists.

Table 3. Collinearity assessment

Construct	VIF
PB	2.822
PR	2.714
ROA	2.649

Note. PR = Price, PB = Purchasing Behaviour, ROA = Role of Agent

The next step was to test the direct relationship postulated in Figure 1. This study examined the direct relationship of price and role of agent on purchasing behaviour (see **Figure 3**). Figure 3 exhibits the illustration of structural model to predict purchasing behaviour. The values inside brackets appeared on the arrows represented empirical *t*-value, while values outside brackets were path coefficients, *β*. The detailed results of the direct relationship structural model assessment were presented as follows (**see Table 4**).

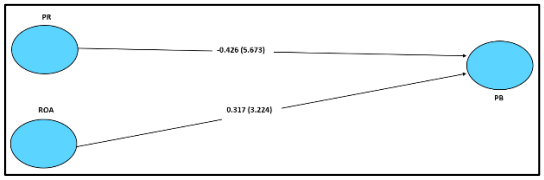

Figure 3. PLS Structural Model
Note. PR = Price, PB = Purchasing Behaviour, ROA = Role of Agent

Table 4. Direct Path Coefficients

Direct Path	Beta (*β*)	Standard deviation (SD)	t-values	p-values	R^2	Effect size (f^2)	Q^2
PR → PB	-0.426	0.072	5.673	0.001	**0.552**	0.373	**0.315**
ROA → PB	0.317	0.068	3.224	0.002		0.371	

Significant at p-value < 0.05, t-value > 1.645
Note. PR = Price, PB = Purchasing Behaviour, ROA = Role of Agent

Table 4 indicates that PR (*β* = -0.426) was negatively significant to PB, while ROA (*β* = 0.317) was positively related to PB. The variance in the endogenous construct (PB) explained by the model in the study was at moderate levels, 55.2% (R^2 = 0.552). Moreover, PR and ROA were discovered to have large effect size. Another means of assessing the direct path of all predictors toward PB is by calculating the Q^2 value. The Q^2 value (Q^2 = 0.315) recorded medium predictive relevance

of the direct path on PB. Therefore, H1 and H2 were supported.

Additionally, the two-stage method of moderation was used to determine the moderating effect of role of agent between the relationship of price and purchasing behaviour. The moderating effect are recapitulated as followed (**see Table 5 and Figure 4**). For instance, the interaction of the role of the agent in the relationship between price and purchasing behaviour shows a significant effect with t statistics (t = 6.337) and p value (p = 0.001), indicating the moderating effect of role of the agent between price and purchasing behaviour.

Table 5. Moderating path coefficient

Hypothesis	Relationship	Beta	T-Values	P-Values	Decision
3	ROA*PR → PB	0.456	6.337	0.001	Significant

Significant at p-value < 0.05, t-value > 1.645
Note. PR = Price, PB = Purchasing Behaviour, ROA = Role of Agent

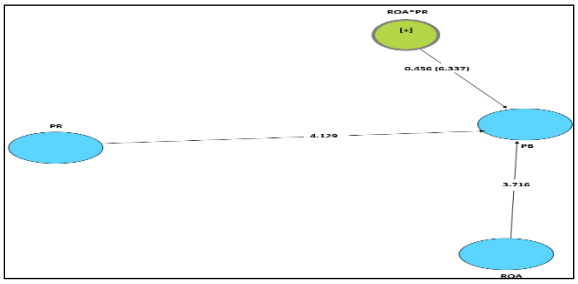

Figure 4. Structural model of moderating path
Note. PR = Price, PB = Purchasing Behaviour, ROA = Role of Agent

The role of agent moderates the relationship between price (PR) and purchasing behaviour (PB) is depicted by the interaction path ROA*PR to PB in the table 5. This indicates that with the presence of the role of the agent, it changes the association between price and purchasing behaviour. Therefore, it can be concluded that the role of the agent moderates the relationship between price and purchasing behaviour such that the relationship is stronger when role of agent is lower. Therefore, the H3 is supported as proposed in this study.

5. DISCUSSION AND CONCLUSION

The first objective of this study was to examine the direct relationship of price and role of agent on purchasing behaviour in a large sample of Muslim customers in Malaysia. In accordance with the recommendation by Hair et al. (2018), this study analysed the convergent validity and discriminant validity. All constructs had acceptable and satisfactory internal consistency and reliability.

Then, the second part of PLS-SEM analysis indicated a significant negative effect of price on purchasing behaviour consistent with several previous studies such as Aschemann-Witzel et al. (2017), Auf et al. (2018), Huck and Wallace (2015) and Mohamed (2017). Takaful insurances that have fewer prices than conventional insurances are discovered to be attractive to Muslim customers to purchase particular takaful insurance meanwhile takaful insurances that have a higher price than conventional insurance are less attractive to be purchased by Muslim customers.

Besides, the second part of PLS-SEM analysis also showed there is a significant positive effect of the role of agent on purchasing behaviour reliable with several past studies such as Abdullah (2018), Kamarubahrin and Shukor (2016), Shaladdin et al. (2019) and Shukor (2020). A takaful agent acts as the front-line employee that represents the insurance organization to serve the customers. They are responsible for recruiting new customers, selling insurance policies, and also ensuring that the policies are beneficial to their customers. Thus, if an insurance agent is responsible, knowledgeable and serves a customer cordially, there will be noticeable positive influence on overall purchasing behaviour of Muslim customers. Based on these discussions, the first aim of this study was achieved.

Further, the second aim of this study was assessed using the second part of PLS-SEM analysis that showed the role of agent significantly moderates the relationship between price and purchasing behaviour. This finding is consistent with several previous studies such as Aziz et al. (2017) and Shukor (2020). This indicates that with the

presence of the role of agent, it changes the association between pricing and purchasing behaviour of the general Takaful products among Muslim customers in Malaysia. The takaful agents have the authority to negotiate several product pricing strategies such as product line pricing, product bundle pricing, optional product pricing, captive product pricing and by-product pricing and also price adjustment strategies such as discount and allowance pricing, segmented pricing, promotional pricing, geographical pricing, dynamic pricing and also international pricing to attract and convince customers to purchase their Takaful products. Based on this justification, the second aim of this study was attained.

In conclusion, this study has enhanced the existing body of knowledge related to purchasing behaviour of takaful products among Muslim customers. There have been very limited studies on factors associated to Muslim customers purchasing behaviour given that most studies focus on family takaful instead of general takaful insurance especially motor takaful. This study provides a valuable contribution to enhance the understanding of purchasing behaviour of takaful products among a large sample of Muslim customers who are considered as big potential customers since All takaful products comply with Islamic sharia and reflect the personality as a Muslim.

The findings of this study suggest potential recommendations to increase the sales for takaful agents as well as takaful agencies. These include providing breadth knowledge to the takaful agent and agencies to improvise their marketing decisions by developing modern marketing strategies such as digital marketing using several social media platforms with minimum marketing cost. These strategies could be implemented starting from newbies agents until expert takaful agents in Malaysia.

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