

Islamic Marketing Ethics and Its Impact on Brand Love in Shahjalal Islami Bank

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School

BRAC University

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Declaration

1. The internship report presented is my own original work completed while finishing my degree at BRAC University.
2. The report does not contain any previously published or written content by a 3rd person unless it is properly credited and referenced.
3. No material from any other university or other institution has been accepted or submitted for any other degree or diploma.
4. All major sources of assistance have been recognized by me/us.

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Faria Ahmed

Supervisor's Full Name & Signature:

Ms. Nusrat Hafiz

Lecturer

BRAC Business School

Letter of Transmittal

Nusrat Hafiz

Lecturer,

BRAC Business School

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Ma'am,

It has been a joy for me to present my internship report on "Islamic Marketing Ethics and Its Impact on Brand Love at Shahjalal Islami Bank" as part of my Bachelor of Business Administration (BBA) degree under your supervision and support. The purpose of this paper is to examine how Shahjalal Islami Bank Limited's ethics are applied and how brand loyalty is influenced by a number of elements. I tried my hardest to conclude the report with the maximum important data and approvals in a clear, concise, and thorough manner. I sincerely hope that reading this report will be beneficial to you and that you will recognize my efforts to finish this task under your supervision.

Thank you for your consideration.

Sincerely yours,

Faria Ahmed

17204090

BRAC Business School

BRAC University

Acknowledgment

To begin, I am eternally grateful and honored to have been given the chance to study at a great school such as BRAC University, as well as the resolve and foresight to complete my internship project and work experience with a corporation such as Shahjalal Islami Bank Limited.

My esteemed teacher and internship supervisor, Nusrat Hafiz, Lecturer and Co-supervisor Dr. Md Asadul Islam, Lecturer, BRAC Business School provided me with unambiguous encouragement, guidance, and information. The completion of this project and key courses were made feasible for me throughout my trip thanks to your directions and lectures.

Furthermore, becoming a part of Shahjalal Islami Bank is a wonderful honor for me. Each member of Shahjalal Islami Bank Limited has my undying thanks for believing in me and supporting me on this journey by sharing their wonderful insights and experiences. My supervisor, Nure Alam Bhuiyan, deserves praise for his unwavering support and dedication to the greater good.

Finally, I want to thank my parents for their unwavering support during my journey.

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Chapter 1: Overview of the Internship

1.1 Student Information

I am a BRAC University student who began working with this organization in the fall of 2017. The following are the specifics of my undergraduate information:

Name	Faria Ahmed
ID	17204090
Program	Bachelor of Business Administration (BBA)
Major	Marketing (MKT)
Minor	E-Business

1.2.1 Internship Information: Organization Details

Shahjalal Islami Bank Limited (SMR) is the name of the organization where I successfully finished my internship from February 3rd to May 3rd, 2022. Khuda Buksh Foundation, House No. 99, Road 11/A, Dhanmondi, Dhaka 1209 is the organization's address. General Banking, Foreign Exchange, and Investment are the departments to which I was assigned.

1.2.2 My Supervisor's Information of SJBL

Within Shahjalal Islami Bank, I was placed directly under the care of Nure Alam Bhuiyan who holds the position of Deputy Manager.

1.2.3 SJBL Job Scope

1. Preparation of administrative documents.
 - a. Paper, and file arrangement.
 - b. Filing.

c. account opening

2. Communication

a. In-person communication with the client.

b. Over phone communication with the client.

3. Need-based work.

1.3.1 Internship Outcomes: Contribution to Shahjalal Islami Bank

Working with Shahjalal Islami Bank gave me a wide range of duties. All of the work that has been allocated to me has to do with the actions that must be taken in order to finish the job at hand. On behalf of the bank, my tasks inside the business included preparing documentation for the establishment of accounts with various clients, collecting their credit and debit cards, alerting them, recording the information, and filing it away. If more communication was required, I made follow-up calls from my end. In addition, I performed need-based tasks such as the production of various administrative papers.

1.3.2 Benefits Gained working with Shahjalal Islami bank

My internship with Shahjalal Islami Bank was really beneficial in terms of gaining experience dealing with bankers as well as learning about Bangladesh's overall economic situation. Numerous theories were learned throughout my time at BRAC University, and several courses were completed and put into practice during this internship. Several characteristics, such as corporate etiquette, time management, leadership abilities, and so on, were honed as a result of this experience. These advantages will undoubtedly help me in my profession in the long term.

1.3.3 Problems/ Difficulties

Certain problems might face by the interns of Shahjalal Islami bank. As it is the banking sector the rush of Ramadan and Eid was extreme. We had to work a lot during that time. And the work was at a continuous rate. For example, there was no end-to-account opening. Clients kept on coming. Nevertheless, after the declaration of reopening of school, college, and university the traffic jam was extreme inroads. However, my supervisor was very helpful and friendly with me throughout the journey of my internship. He helped me to learn new things.

1.3.4 Recommendation

As per the environment and culture of Shahjalal Islami bank, interns can get potential growth. I would recommend working here as it provides to work with a team of highly knowledgeable and enthusiastic persons. An intern can learn about the current market situations of all kinds, which will help interns to gain knowledge that will help them in the long run.

Chapter 2: Organization Part

2.1 Introduction

The financial entity that deals with money are referred to as a “bank.” Commercial banks are the country’s main contributors to the economy. On the other side, they borrow money from locals and lend it to businesses in the form of loans and advances. As a result, both the people and the government rely deeply on these banks as economic intermediaries. Furthermore, banks are money-making enterprises because they take deposits at the lowest feasible rate and issue loans and credits at a higher percentage.

2.2.1 Overview of the Organization

Under the Bank Companies Act of 1991, Shahjalal Islami Bank Limited (SJIBL) began commercial operations on May 10, 2001, in conformity with Islamic Shariah principles. SJIBL has expanded its service coverage throughout the years by building additional branches in strategically key places around the country, offering a variety of investment and deposit options. In summary, Islamic Banking is not only a Riba banking business but also a deal-wise commercial product that generates actual money and consequently boosts the economy's GDP. The Board of Directors has a good reputation in the country's business community, and the Management Team is solid and helpful, with great specialized experience.

Remaining competitive is essential to survive in today's economic business, in which good rules and acceptable facilities breach physical barriers. Now that the current global recession and its consequences have revealed yet another task and the unpleasant side of urbanization, the aim, and objective of the company remain the same: to provide the best possible service to people and to continue working for the greater good of individuals and the country. As a consequence, SJIBL works relentlessly to assist businesses in their many industries to prosper.

2.2.2 Vision and Mission of SJIBL

Vision- In Bangladesh, the most admired brand of shariah banking and investing, delivering long-term value for all our stakeholders via human development based on morals and ethics.

Mission-

- To provide customers with high-quality facilities.
- To establish high values of honesty.
- To put money into a good investment.
- To ensure sustainable growth in business
- To achieve maximizing of Shareholders' value.
- Objective To provide cutting-edge services to our clients by combining cutting-edge technology with Islamic values.
- To assure human resource development in order to address current problems.

2.2.3 Organizational Structure

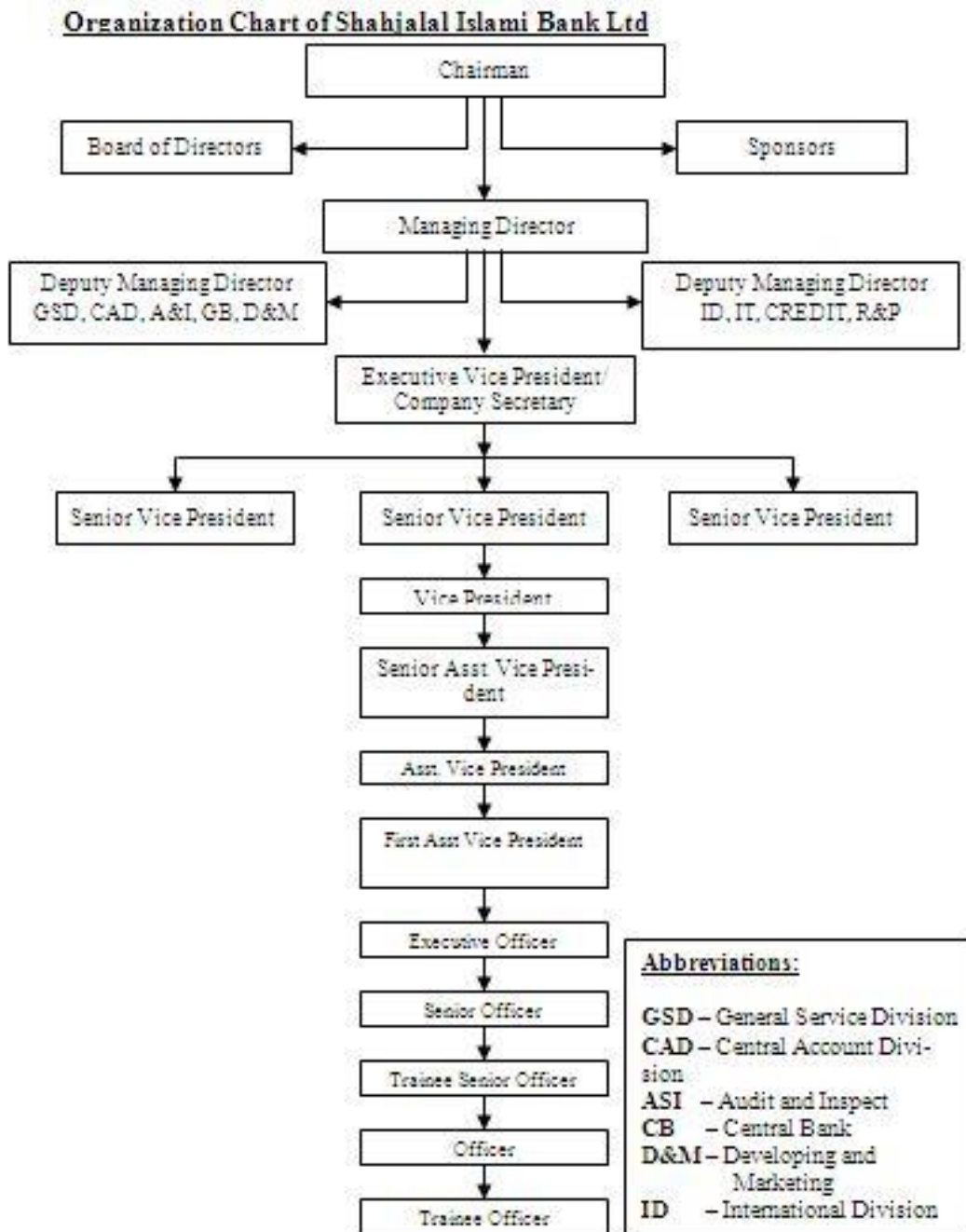


Figure 1: Organizational structure

2.2.4 Strategies of Shahjalal Islami bank

 **Our strategy is to perform towards sustainable growth achievement**

Our strategic intent

To be the unique shariah based Bank in Bangladesh

A very caring bank to:

- Facilitate trade across the markets
- Enable customers of all walks of life to conduct business transactions happily
- Provide easy solution of complex business situation
- Capture the unbanked population of the country

Our brand promises



DYNAMIC



PROFESSIONAL



CARING



TRUSTWORTHY

Our commitment to three core pillars:

- **PEOPLE** – we believe in long-last relationships and possess great value for the customers and people around us
- **PROGRESS** – the way we conduct ourselves
- **PROSPERITY** – our passion for sustainable value addition to our all stakeholders

How we deliver our Strategic Pillars

Our presence

We have modest presence across the country and want to have an unequivocal focus all over the country with deep local relationships. We are trying to expand our horizon and service network by opening more branches especially in unbanked areas of the country.

Strict Observance of Shariah

We believe and are committed to provide banking service that is purely based on Shariah.

Diversified deposit and investment product:

Emphasis both Wholesale banking and Retail banking.

We operate as a Bank in diversified areas of banking and always focus on both Wholesale Banking and Retail Banking.

Client relationship rather than a product driven approach

We focus our capabilities around customers' needs, rather than seeking a rapid return on products or building product silos.

Distinctive culture and values

Our unique culture and values are the source of significant advantage.

Conservative and disciplined on risk, capital and liquidity

We regard balance sheet quality as a cornerstone of our business model & strategy. We are more cautious about capital adequacy, liquidity & risk mitigation rather than running after profit only.

Organic growth, the primary driver of our strategy and value creation

We believe that organic growth drives the greatest value creation for our shareholders. Where we cannot grow organically, or cannot do so within a reasonable time frame, we will explore acquisitions that will reinforce our core strategy.

Our delivery

We are committed to Cordial Service and with this commitment we constantly try to pull on sustainable business practices, upholding high standards of corporate governance, social responsibility, environmental protection and human resource development.

Figure 2: Strategies

2.3 Management Practice of Shahjalal Islami Bank

Appropriate training contributes to human resource development, according to Shahjalal Islami Bank, and human resources may be increased by boosting job knowledge and abilities. Training is a well-organized, continuing, and magnificent learning process and effort targeted at increasing employees' competency levels and, as a result, their individual capacity to accomplish the job. Indeed, the more training and expertise we can supply to employees, the better equipped they will be to assure the Bank's long-term sustainability, growth, development, and expansion. As a result, on January 20, 2015, the Shahjalal Islami Bank Training Academy was established by the bank's administration.

2.3.1 Training Courses' Major Topics

General Banking, Investment Operations, and International Trade Financing, Banking Laws and Practices, Documentation, Monitoring, and Recovery of Investments, Managerial Functions and Leadership, Foreign Trade and Foreign Exchange Operations, Investment Operations and Management, Shariah Compliance in Islamic Banking Operations, and so on. ¹

2.3.2 Workshops' Most Important Topics

Asset-Liability Management and Stress Testing in Banks, CIB Rules, Ethics in Banking, Customer Services in Banking, Leadership & Team Building, SWIFT Operation, Core Risk Management, Management of Fake/Mutilated/Torn Notes, ISS Reporting, Risk Management under Basel Accord, Relationship Management, Marketing Techniques, and Negotiation Skills, Prevention of Malpractices/Frauds and Forgeries, Risk-Based Audit, Securitization, Risk-Based Audit, Securitization. ²

¹ <https://sjiblbld.com/training.php>

² <https://sjiblbld.com/training.php>

2.4 Marketing Practice of Shahjalal Islami bank

SWOT Analysis

Swot analysis is a technique for evaluating a company's strengths, weaknesses, opportunities, and threats. For all of these reasons, SWOT analysis is regarded as a critical approach for making some changes in organizational future management.

2.4.1 Strength of Shahjalal Islami bank

- Top Management is made up of a highly effective management team.
- Company Status with a promising image in the banking industry.
- A large number of branches to meet the demands of customers.
- Clients can choose from a variety of products and facilities.

2.4.2 Weakness of Shahjalal Islami bank

- Decisions were heavily reliant on the top office.
- The website has not been updated.
- The salary package is inadequate.
- There is a limited promotional effort.
- The system isn't totally electronic.

2.4.3 Opportunities of Shahjalal Islami bank

- Establishing more branches
- Presenting a customized trade structure

- Emerging innovative facilities.

2.4.4 Threats of Shahjalal Islami bank

To stay afloat in the financial market, all loan conditions' default risks must be kept to a minimum. Because default risk puts the company in jeopardy of going bankrupt. Employee motivation is threatened by the poor remuneration package offered to employees in mid-level and lower-level positions.

The following danger, on the other hand, poses a threat to their investment.

- There is market risk and equity risk.
- Credit risk
- Reinvestment risk
- Inflation risk
- Horizon risk
- Longevity risk
- Foreign investment risk
- Currency risk
- Liquidity risk
- Credit risk

Chapter 3: Project Part

3.1.1 Introduction

Islamic banks operate in approximately 75 countries throughout the world. Islamic banking has proven itself as a viable alternative to traditional interest-based banking, and it has grown fast in both Muslim and non-Muslim nations during the last two decades. The Islami Bank Bangladesh Limited (IBBL), recognized as Southeast Asia's first interest-free bank, established Islamic banking in Bangladesh. On March 13, 1983, it was incorporated under the Companies Act of 1913 as a public limited company (Muzahidul, 2021). The country's fifth Islamic bank is Shahjalal Islami bank limited. The main difference between Islamic and conventional banks is that the former operates on an equity-participation system with no fixed rate of return, and the latter operates on both equity and debt systems with interest as the major motivator (riba). In terms of strategy, this banking has both advantages and unfavorable at the same time. On the plus side, Islamic banking, as a novel concept, has the potential to attract new consumers and, as a result, increase a bank's market share. On the downside, a strong potential for expansion stimulates new entries into the market, which leads to increased competition. Many traditional international and commercial banks, such as City Bank, Standard Chartered Bank, HSBC, Barclays Bank, and others, have already established "Islamic windows" through which Islamic economic transactions can be carried out. (Abul, Abdelkader, and Salma, 2008)

Islamic marketing concepts integrate the notion of value maximization with the tenet of 'justice' for the greater good of society. These ideas provide a framework for generating value and raising people's living standards through business endeavors. Both bankers and consumers are guaranteed respect and individual independence under Islamic ethical norms. Under no circumstances may marketers abuse their clients or engage in any form of dishonesty, fraud, or deception, according to Islamic principles. Any unethical marketing approach causes injustice, which, by definition, contradicts the Islamic vision's essential values of brotherhood and equality of people (Saeed, Ahmad, and Mukhtar, 2001). As a result, adhering to Islamic marketing principles guarantees that the seeds of peace are planted. Adopting Islamic marketing principles so guarantees that the seeds of concord are planted and that correct order is maintained in society, thereby improving human dignity and safeguarding human rights.

Sharia banking is a segment of the economy that is inextricably linked to Covid 19. Islamic banking, as we all know, is not influenced by market inflation. This is due to the fact that Islamic banks do not operate on the basis of interest or usury. It is, however, not the same as Covid 19. The existence of Covid 19, has generated concern about the future of Islamic banking. The world has faced issues as a result of the Covid-19 epidemic (Chaurasiya et al., 2020). Its income from financing distribution has decreased. One of its disadvantages is that money is lost because no sales are made, yet expenditures must be paid (Hadiwardoyo, 2020). The expansion of Covid-19 has harmed the performance and capability of Islamic banks, particularly borrowers. Poor debtor performance raises credit risk and jeopardizes the financial viability of banks and Islamic banks (Disemadi & Shaleh, 2020). However, to enter the new normal many steps were taken by the government.

Nevertheless, after the breakdown of covid 19, banks have to face a severe issue as banking was previously mostly done physically. In developed countries, internet banking was invented before the pandemic. But after the lockdown, most of the banks adopted this new Internet banking more seriously so did the customers. With the great technology in the globalization period, banking services must now be more flexible, faster, and easier. Among other e-commerce applications, Internet Banking (IB) has been the most profitable. In order to improve customer service and minimize expenses, all banks have implemented IB (Rahi & Abd-Ghani, 2019). Furthermore, IB will not only help banks but will also meet the demands of customers (Rahi & Abd-Ghani, 2016; Shahzad et al., 2017). The phenomenal rise of the Internet is transforming how businesses, especially banks, keep linked with their clients (Aldás-Manzano et al., 2009). Banking technology adaptation must at the very least provide services that support client activities, provide relevant markets, give consumer advantages, and be accessible and simple to use (Tabash et al., 2019; Yudha et al., 2015). Clients are encouraged to utilize Internet services since they eliminate the necessity for face-to-face contact with bank personnel and dealing with other customers. In their study, Kaleem and Ahmad (2010) discovered that IB was utilized to minimize annoyance, transaction costs, and time spent.

3.1.2 Literature Review

According to Statista, countries like Malaysia, Indonesia, Pakistan, and Nigeria have already worked on research papers on Islami banking. Whereas, Bangladesh has worked the least in this sector. Moreover, no one has worked on brand love towards Islami banking in our country. Therefore, it can be said this research paper will be unique. From previous findings of a study provide a convincing explanation utilizing three integrated pathways, namely, service quality, emotional connection, and religion, all of which have a direct and indirect influence on customer loyalty to Islamic banks. Overall, this study shows that consumers' emotional attachment to the bank and their religion, rather than the quality of service, drive brand love to Islamic banks.

3.1.3 Significance of the report

No previous research has found that brand love and religion (rather than service excellence) influence customer loyalty in Islamic banking, therefore this is a novel result.

3.2 Methodology of the report

A qualitative survey was done. Interviews of 10 customers were taken. The interview was constructed with 5 questions including a number of questions that were well-explained to make it easier for responders to answer. Secondary data was also used in this study, which was done utilizing a library research technique. In order to improve the core principles of analysis, secondary data was acquired from the Bangladeshi bank's annual reports, Bangladesh economic reports, books, academic papers, and meetings. Islamic banking is a relatively new industry for conventional banks, and it has a tendency to stray from Islamic banking's true fundamentals at times. This research aims to help bankers figure out which activities they can enhance and which habits they should abandon in order to establish a more ethical financial industry. This inquiry was prompted by the gaps found in the literature review and the researcher's observations of the market. More research on this topic was clearly required to aid the subject.

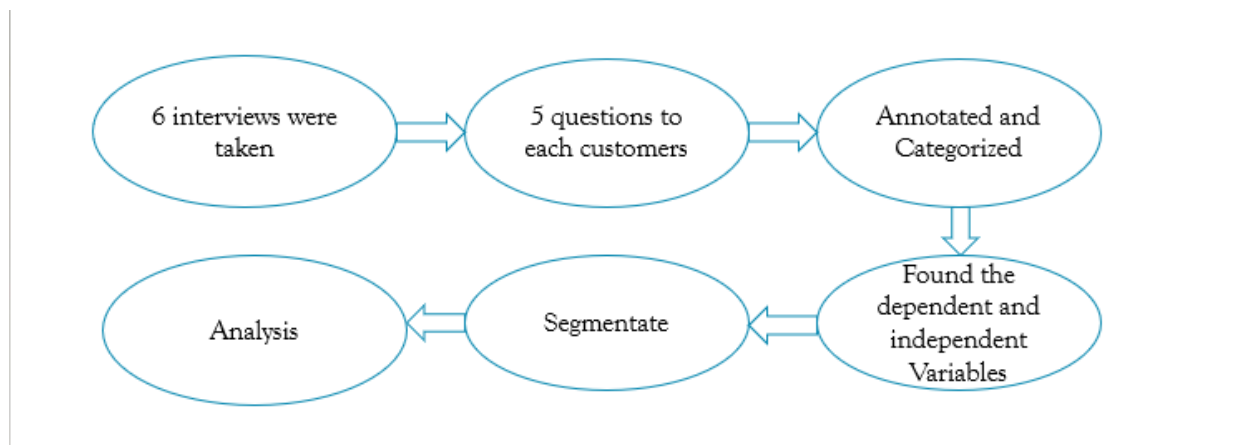
3.3.1 Data analysis

A qualitative analysis, unlike quantitative data, which is crucial, provides color to academic and corporate reports. It adds context to a report, makes it more reading, and inspires meaningful conversation beyond the study.

Interviews, as we've seen, are critical for obtaining less quantified data from direct sources. They enable academics to provide relatable experiences and opinions, as well as directly cite key contributors. Authors may avoid exaggeration and retain the integrity of their text by using a lot of qualitative data from interviews.

Secondly, I conducted the research in a narrative interview as it is a technique that includes theoretical and philosophical assumptions, whereas thematic analysis is a method for breaking data into themes that may be employed in a variety of research contexts. Having said that, numerous storytelling techniques exist, but they all presume that humans generate meaning in some manner through telling tales. If you believe that what you are studying should be viewed as storied in some manner, a narrative approach might be advantageous.

The process by which I pursued my interview is-



3.3.2 Annotate (Coding)

For the research, I have successfully taken 6 interviews out of 10. From the interviews, it can be noted that the brand love for Shahjalal Islami bank ltd depends on a few factors. Out of the 6

customers, all of them have said they have a good customer relationship. And 5 of them stated that they have social influence in choosing this bank. Some have influences from their families and some have influences from their career life. It can be concluded from the interviews that the internet banking of Shahjalal Islami bank is not up to the mark. And the youth generation is not liking this factor about them. However, due to a lack of knowledge about technology senior citizens do not have much problem regarding their iBanking. Only 2 customers disagreed that religiosity was not the reason for choosing this bank. The other 4 customers were mainly influenced by their religiosity.

3.3.3 Categorize

It can be categorized from the interview that the dependent factor is Brand love and the independent are customer relationships, religiosity, social influence, and internet banking.

Brand love

The dependent variable is brand love. From the survey, it is found that the brand love for the bank depends on a few factors. Although scholars have been studying how customers create "like-dislike" attitudes toward brands for decades, there has been a growing interest in consumers' "love" for brands among practitioners and academics in recent years (Rajeev Batra, Aaron Ahuvia, & Richard P. Bagozzi, 2013).

Religiosity

Individuals' attitudes about Islamic banks will be favorable, according to Tang and Li (2015), if they feel the Islamic bank's services represent Sharia or Islamic ideals. As riba is prohibited in Islam many customers are choosing this bank. Empirical research that has linked religiosity with loyalty in the Chinese market support this assumption, indicating that there is a positive association between both factors across a variety of items (Tang and Li, 2015). In previous studies (Abou-Youssef et al., 2015; Nizar and Marzouki, 2015; Suhartanto et al., 2018b), the impact of religiosity on attitudes toward Islamic banking (Abou-Youssef et al., 2015; Nizar and Marzouki, 2015; Suhartanto et al., 2018b) and consumer behavior of various products in Malaysia has also been reported (Alam et al., 2011).

Social Influence

Social influence is the process by which the presence or actions of others impact an individual's behavioral intentions, beliefs, or behavior. The four realms of social influence include conformance, obedience and loyalty, and minority influence (McLeod 2021). Apart from just one customer, all the other customers said they have social influence for choosing this bank.

Internet banking

A user can make financial contacts via the Internet with online banking. Online banking is sometimes referred to as online banking or Internet banking. It is the minus factor of the bank. As the world is revolving around the internet the bank does not have high-tech internet facilities. Many customers were having problems due to this reason. Customers can use internet banking to access virtually all of the facilities that are offered in a physical branch, such as deposits, transfers, and online bill payments. Practically every financial institution offers online banking, which is accessible via PC and mobile apps. (Ffranfield 2022).

Customer Relationships

As Shahjalal Islami bank was founded in 2001. This means that they have customers who are connected with them for a very long time. From the interview, it was found that one customer was connected with them for around 10 years. Connection for a very long time causes a good customer relationship. Shahjalal Islami Bank has maintained a good customer relationship with its customers.

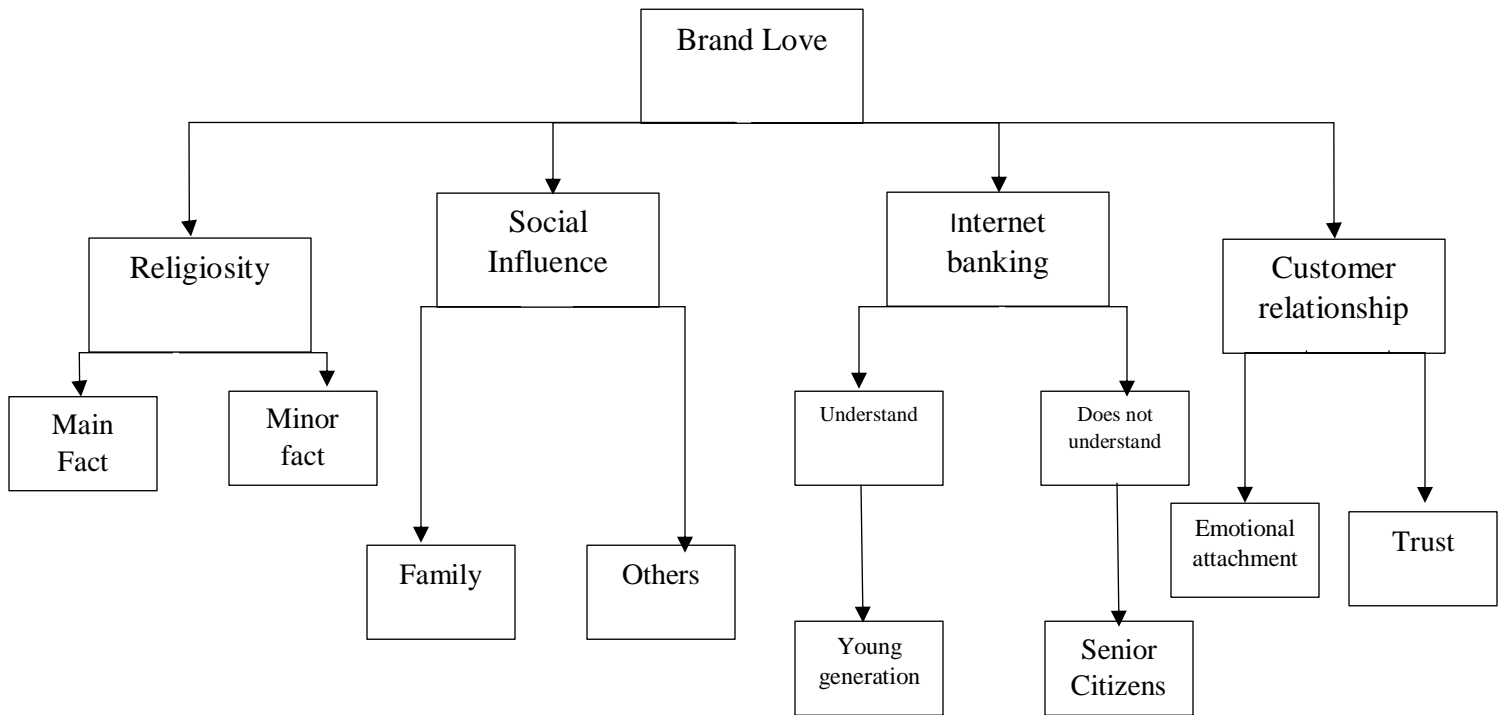


Figure 3: Framework on brand love

3.3.4 Analysis

The diagram above shows the connections between all the factors that were discussed in the interview. It shows that the primary factors that are dependent on the brand love of Shahjalal Islami bank are the religiosity of customers, social influence, IBanking, and customer relationship.

Firstly, most of the customers agreed that their religiosity is the main fact of their banking here. Others claimed that they focus more on other factors. Secondly, due to social influence maximum customers got connected to this bank. Among them, the majority got connected due to family, and others were connected due to official purpose, friends and etc. Thirdly comes the IBanking. It is found that people who are tech freak are not liking their IBanking. To specify more most people aged 25-45 and above do not understand internet banking much so they do not much care about it. However, the young generation wants better facilities for iBanking. The last factor is the customer relationship. Some claim they have a very good relationship with the bank as they are connected for a long time and others who are new are saying the bank is trustworthy.

3.4.1 Conclusion and Discussion

The benefits of this study for practitioners are many. The importance of Islamic ethical behavior in the formation and preservation of the buyer-seller relationship is stressed in our conversation. As a result, Islamic banks that recognize the crucial necessity of long-standing relationships with their clients should strive to create an environment where unethical activity is minimized.

Despite the fact that the literature has clearly established three loyalty channels (Aysan et al., 2018; Keller, 2013; Tang and Li, 2015), no previous research has looked at all three loyalty routes at the same time (Hassan, Chachi* and Latiff 2008). This study's findings suggest a credible explanation based on four interconnected pathways: societal influence, customer connection, iBanking, and religion, all of which have a direct impact on consumer Brand love for Islamic banks. Overall, this study shows that consumers' emotional attachment to the bank and religion, and how the poor internet banking system has a negative impression on the bank, drive loyalty to Islamic banks. No previous research has found that these factors and how these influence customer loyalty in Islamic banking, therefore this is a new conclusion.

3.4.2 Recommendation

The problem is mainly in its internet banking. It can be said their main target audiences are senior customers. But if we think about the long run, it is important to engage with new generations whom it can attract with high-tech iBanking. Generations starting from Millennials till now are highly involved in the internet world. Therefore, Shahjalal Islamic bank limited should start working on its iBanking to increase the brand love of the youth generation. They can improve their iBanking by-

- Explainer videos might help you understand financial concepts more easily.
- Make your website the primary point of contact for your customers.
- For information-rich content, create a YouTube channel.
- Email marketing
- Mobile marketing

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Appendix

A set of questions were posed to the bank. The questions are listed below:

Demography Information

1. Age Range

- 18-25
- 25-45
- 45-60
- 60- Above

2. Income Level

- Below 50,000
- 50,000-100,000
- 100,000-300,000
- 300,000-500,000
- 500,000- Above

3. Occupation

- Business
- Service Holder
- Others

4. Education-

- SSC / O Levels
- HSC / A Levels
- Graduation
- Post-graduation

Questions

- 1) How long have you been engaged with Shahjalal Islami Bank?
- 2) Did your religiosity influence you to have brand love towards Shahjalal Islami bank?
- 3) Which factors apart from religiosity helped your brand love Shahjalal Islami bank?
- 4) Did internet facilities help you to enhance the brand love towards this bank?

5) Would you recommend this bank to your friends and family?

I have successfully completed 6 interviews with the clients. The interviews are attached below:

Interview 1

Demography Information

1. Age Range
 - 45-60
2. Income Level
 - 100,000-300,000
3. Occupation
 - Business
4. Education-
 - HSC / A Levels

Questions

1. How long have you been engaged with Shahjalal Islami Bank?

Answer- I have been engaged with this bank for more than 10 years. At first, I opened my account at the Mohakhali branch which was the first branch of this bank then after 2 years I shifted here to the SMR branch because it is near to my house. This is not my first bank. I have been using banks for maybe more than 20 years, I guess.

2. Did your religiosity influence you to have brand love towards Shahjalal Islami bank?

Answer- Yes. For me, my religion is before everything. This world is a temporary place to live so what will I do with higher rates. We all will leave everything here. That is why I chose this bank rather than other banks with higher rates. As other commercial banks are connected with riba that is why I choose this bank which helps me to save my money in a secure Islamic way.

3. Which factors apart from religiosity helped your brand love Shahjalal Islami bank?

Answer- No other factors apart from religiosity influenced me to this bank. But I have an emotional attachment as I am here for a very long period. Other commercial banks have a

higher rate compared to this bank. But due to my strong belief in my religion, I have shifted to this bank. At first, I opened my account at HSBC bank. they have a higher rate than this bank. But as I have become more religious, I have shifted here.

4. Did internet facilities help you to enhance the brand love towards this bank?

Answer- I have recently started the Internet banking facility. I heard of it in 2019 that they started the I-banking but did not understand the need for it. However, when I got locked inside the house because of the breakdown of COVID-19, I realized I should have had to avail this facility before. My son has an account in BRAC bank. He has been using internet banking since 2020. After watching him I have also started using the I-Banking. But their I-Banking facility is poor compared to most of the other renowned banks. However, I would say it is not the worse. I am almost 60 so the amount of technology we understand is enough for us to use their I-Banking facility. But I don't think this will attract today's generation.

5. Would you recommend this bank to your friends and family?

Answer- I have already encouraged my sister and my wife to open an account here. However, I have failed to encourage my son. I have been explaining to him to shift here as it has Islamic facilities but he is saying due to the rate and I-banking he is not going to shift from that commercial bank. My sister and wife are also using this bank because of their religiosity. Moreover, their service is very good. I am here for more than 10 years; it now feels more like a family to me.

Interview 2

Demography information

1. Age Range
 - 25-45
2. Income Range
 - 50k-150k
3. Occupation
 - Service holder

4. Education

- Graduation

1. How long have you been engaged with Shahjalal Islami Bank?

Answer- It has been almost 4years. This was my first bank. My family members have accounts here which is where I got to know about this bank. I have been seeing my father and elder brother coming to this bank since when I was a kid.

2. Did your religiosity influence you to have brand love towards Shahjalal Islami bank?

Answer- No, I am not influenced by any religious belief. I have been referred through other family members. As I have said earlier because of my brother and father, I chose this bank. As far as I know, I think my family mainly has their accounts here because of their religious beliefs. This was the only bank I used to know as a kid. After I have grown up, I got to know about other banks as well. But due to my family, I have opened my account here. When I started my internship, they used to pay my salaries at City bank so I have also started using that bank as well.

3. Which factors apart from religiosity helped your brand love Shahjalal Islami bank?

Answer- If I compare the rate with city bank and Shahjalal Islami bank. I get a higher rate here in this bank. Secondly, their investment banking is good. Thirdly I have been influenced by my family members. Nevertheless, I have taken their visa card so whenever I get any discount, I use that. The last one I would say is as all my family members are using this bank, I find this bank trustworthy.

4. Did internet facilities help you to enhance the brand love towards this bank?

Answer- This is the only factor for me to use other bank facilities. It is far worse than any other online banking services I am getting right now, comparatively City bank, Eastern Bank Limited & Standard Chartered bank. Other banks have more secure ways in their app compared to this bank.

City bank has been directly connected with all mobile financial services. For example, instant banking services, utility payments, and other things can be done in 5 seconds. Nevertheless, I can send you money without knowing others' bank details and typing anything. I just can do it by scanning the QR code. Shahjalal bank does not have these facilities. People of this generation are more technological freaks than analog systems. Therefore, their internet banking was a huge turn-off for me. If they improve their iBanking I would say my brand love for them will increase even more.

5. Would you recommend this bank to your friends and family?

Answer- My family is already using this bank. but my friends are more like me who are tech freaks. So, I do not think because of their iBanking's poor service my friends will like their services only if it is not for their religious beliefs.

Interview 3

Demographic information

1. Age range
 - 18-25
2. Income range
 - Below 50,000
3. Occupation
 - Business
4. Education
 - Graduation

Questions

1. How long have you been engaged with Shahjalal Islami bank?

Answer- I have come to know about Shahjalal Islami Bank when I was dealing with a family business matter around two years ago. A cousin of mine introduced me to this bank as he also had an account there. Since then, I have been engaged with Shahjalal Islami Bank and doing my transactions with ease.

2. Did your religiosity influence your brand love towards this bank?

Answer- Being a religious person, it was hard for me to keep my money safe and do any transactions without any religious hurdle. Then I came across Shahjalal Islami Bank and its beautifully constructed rules which match my religious beliefs perfectly. So, it is clear to say that my religiosity somehow influenced me to work with this bank.

3. What other factors apart from religiosity help to increase your brand love towards this bank?

Answer- There are a lot of banks that are following certain rules to favor the customers who have religious beliefs but they are not constructed well enough like Shahjalal Islami bank. This bank is not only providing the customers what they seek but also giving the best environment to provide services. When I got to know that they have branches all over Bangladesh then I became interested not only because it is near to my home but also because it is really helpful for a customer like me who has to transact money outside of Dhaka too.

4. Did internet banking help to enhance the brand love for this bank?

Answer- I know very little about banks because I began my banking career with Shahjalal Islami Bank. However, I am aware that other banks provide far more services. I expect them to improve with time, given how new this facility is. Other banks with lower rates, on the other hand, provide a variety of excellent mobile services that are impacting the younger population. Students like myself, who are doing two jobs at the same time, don't have much time to wait in bank queues. We find it convenient to pay all of our utilities using iBanking, however their iBanking is not as advanced.

5. Would you recommend this bank to your friends and family?

Answer- I would recommend this bank to my family and friends. I have been transacting my money through this bank with so much security also marinating my religious beliefs and having no problems whatsoever with the service they are providing. Apart from their iBanking, I can say they have very good service. I think if they improve their iBanking my friends will love to use their services. However, I will suggest this bank to my parents as they were very worried about banking services due to their religious beliefs. This bank ensures and takes all the responsivity on their head so I guess this is a safe place to keep their money.

Interview 4

Demographic information

1. Age range
 - 25-45
2. Income range
 - Below 50,000
3. Occupation
 - Survive
4. Education
 - Graduation

1. How long have you been engaged with Shahjalal Islami Bank?

Answer- I have been engaged with this bank for more than 8 years. In 2019, my DPS got matured now I have opened another. I got to know about this bank in the year 2013. My brother encouraged me to open my account here since then I am using their services. Before that, I had accounts in the mercantile bank. As I am a teacher my school sent my salary to the city bank. Therefore, along with this bank, I have also an account in City bank.

2. Did your religiosity influence you to have brand love towards Shahjalal Islami bank?

Answer- Yes. I and my family members are very careful about these factors. I closed my account in the mercantile bank just to follow my religious rules. Shahjalal bank ensures that this bank is not offering any Riba. Nevertheless, they take the responsibilities on them which influenced me even more. I might not be a perfect Muslim but I always try to keep my earnings safe as I do not want to earn harm.

3. Which factors apart from religiosity helped your brand love Shahjalal Islami bank?

Answer- Shahjalal Islami bank is near to my home. It is very easy for me to take their service. When in emergencies I can easily come here. They have many branches it becomes even easier for a person like me. Moreover, as my family members are using their service for a long time and has good experiences because of their service quality I have a strong trust in this bank. my connection with this bank has exceeded 8 years. I have built an emotional relationship with the employees (bankers) where so emotional attachment is also a factor here.

4. Did internet facilities help you to enhance the brand love towards this bank?

Answer- I don't have their internet service. As I do not know much about technology, I don't think I would be able to use this facility. If I get to pay all the bills through internet banking, I might start using this facility. If the charge of I banking is high I think I would go myself and say the bill. I do not earn very much so if the charge is high, I don't think I will be able to avail their internet banking.

5. Would you recommend this bank to your friends and family?

Answer- I got recommended by my family member which helped me to main my religious beliefs. I would recommend this bank to my other family members and friends. they have very good service and a good environment. And as my elder brother is using this bank for a long

time as well, I have a strong faith in this bank. I had also an account in Al Arafah but because of my brother, I have more trust in this bank compared to other Islami banks.

Interview 5

Demographic information

1. Age range
 - 25-45
2. Income level
 - Below 50000
3. Occupation
 - Service
4. Education
 - Post-graduation

1. How long have you been engaged with Shahjalal Islami Bank?

Answer- I have been engaged with this banking for around 2 years. This is my first time using any bank facilities. after I got married my husband encourage me to open an account here to save my monthly salary which I get from my office.

2. Did your religiosity influence you to have brand love towards Shahjalal Islami bank?

Answer- As my husband is a very religious person, he encourages me to follow the religious terms as well. Therefore, I decided to save my earnings in an Islamic bank. My husband also has his account here. He helped me to open my account in Shahjalal Islami bank.

3. Which factors apart from religiosity helped your brand love Shahjalal Islami bank?

Answer- Apart from religiosity my emotional attachment to this bank is also a factor. As this is my first bank account, I have an emotional connection with the bank. this was my opening an account I remember they helped me with a lot of patients as I was new to it, I was not understanding many things they explain to me with patience. My husband has told me that their service is very good which I find is True. Then it is near to my office so I can come whenever I need. Not only that but my husband has an account here as well which influenced me to open an account here as too.

4. Did internet facilities help you to enhance the brand love towards this bank?

Answer- I am using their internet banking for about a year. With the help of their website, I can pay a few utility bills like our WASA bills and DESCO bills. My husband can pay the bills for his younger siblings' school and college fees. These facilities have helped us in our daily life not only we do not have to come to the bank each time to check our bank statements we can check it inside their website and can also see all our transaction details. However, I think I get the banking directly with bKash would have been much easier for me. If they add this feature, I think my brand love for this will even increase a level. For the time being, I think their internet is at a moderate level. It is not the best but it is useable. But people with the same charges are using a much more advanced app or website. In Shahjalal bank's internet banking there are fewer features in their app compared to the website. So, to pay the bill I have to open the website. This feather is not available on their app.

5. Would you recommend this bank to your friends and family?

Answer- I will recommend this bank to my friends and family if they are looking for an Islamic way of banking with good service quality and environment.

Interview 6

Demography information

5. Age Range

- 25-45
6. Income Range
 - 50k-150k
 7. Occupation
 - Service holder
 8. Education
 - Graduation

1. How long have you been engaged with Shahjalal Islami Bank?

Answer- I have recently started to use their bank facility. It will be less than a month. I have started my own business for that purpose of my business I have chosen to open a current account here. I have a leather footwear business.

2. Did your religiosity influence you to have brand love towards Shahjalal Islami bank?

Answer- religion was not the main factor for me to open my account here. But yeah, this is one of the small factors for me to select this bank. I am getting to do my business and maintain my religious beliefs simultaneously. So, this definitely has enhanced my love for this bank even more.

3. Which factors apart from religiosity helped your brand love Shahjalal Islami bank?

Answer- The main factor was I have a strong connection with the top bank management system. This is my startup business so it will get difficult for me to go to any bank which is not near my home as I have to put a lot of time into my business and I can easily avoid all the traffic in this city by choosing a bank near me. Not only that people in my industry have recommended me this bank as they have a moderately good rate of interest. I know a lot of people who have accounts here that is why I think my decision to choose this bank has become stronger. Nevertheless, as I have a connection with top management, I can easily contact them whenever I face any issue regarding banking.

4. Did internet facilities help you to enhance the brand love towards this bank?

Answer- I have not yet started internet banking. I do not think I will start anytime soon if they do not improve their facilities in internet banking. I have checked their internet banking facilities on their website I do not think the features they will help me anyway with my current account for business purposes. They have very basic features. The utility bill payment system is very limited. I would like to have more features like the connection with Bkash, nagad, or rocket where I can easily do transactions from anywhere.

5. Would you recommend this bank to your friends and family?

Answer- It is very few days I am using their service. For the time being, I liked their services and the environment of this bank is also friendly. I think I will recommend this bank to my friends and family. As I have said they have moderately good rate of interest and people can also maintain their religious beliefs here so this a plus point.