

Willingness to open Islamic gold investment accounts

Abstract

Gold investment accounts are emerged as an attractive investment option for investors in Malaysia in diversifying their investment portfolio. The purpose of this study is to investigate factors that influence muslim male investors' decision to open Islamic gold investment accounts. This study extends the applicability of the Theory of Reasoned Action (TRA) to Islamic gold investment accounts and includes three additional factors namely perceived financial benefit, consumer religiosity and consumer information. Results indicate that attitude, subjective norm, perceived financial benefit, consumer religiosity and consumer information are instrumental in explaining muslim male investors' willingness. This study extends the applicability of the TRA in the current context and expands the scope of the theory to include Islamic gold investment accounts. Results obtained are relevant to provide Islamic banks new insights into factors determining muslim male investors' decision to open Islamic gold investment accounts.