

This study find the relationship between intrinsic, extrinsic religiosity and awareness About Islamic banking with selection of Islamic banking awareness selection of Islamic banking. The objective is to find out that is there positive relationship between religiosity and selection of Islamic banking, also is there any positive relationship between awareness of Islamic banking and selection of Islamic banking.

To conduct this research a survey is conducted through a questionnaire through a modified questionnaire developed after having literature review. This survey used sample of 500 respondents who are in capacity to make contract with bank. Data collected from the survey is filtered, screened out for outliers. Normality, linearity, Multicollinearity test and Heteroscedasticity tests applied to check appropriateness of data to run regression analysis. Multiple regression is tested on the model.

Results show that most of the account holders are males by gender, employees by profession and want to deal with Islamic banks but currently mostly have conventional banking account. Intrinsic religiosity is high among the participants in comparison to other independent variable extrinsic religiosity and awareness of Islamic banking. The study reveals that extrinsic religiosity is very low among the participants and awareness of Islamic banking exist but at a low level. Research conclude that it is intrinsic religiosity which impact the most for selection of Islamic banking, banking customers in Pakistan have a low level of awareness of Islamic banking that's why they prefer Islamic banking but don't deal with Islamic banks.

It is recommended that Islamic banks of Pakistan must put their resources to improve the level of awareness of banking customers of Pakistan and develop programs for awareness campaigns to make all the potential customers into active customers of Islamic banking.