

Table 1: CRs, AVEs, AVEs' Roots, Inter correlation between constructs

Con/Dim	AVE	$\sqrt{\text{AVE}}$	Composite Reliability	IBP	COM1	COM2	M	NRCPA	PBC	R.M	RA	RB	SN	TRADI	U.A
IBP	0.39	0.62	0.94	1.00											
COM1	0.84	0.92	0.92	0.12	1.00										
COM2	0.68	0.80	0.81	0.10	-0.27	1.00									
M	0.56	0.75	0.95	0.94	0.12	0.13	1.00								
NRCPA	0.69	0.82	0.89	0.23	0.51	-0.40	0.18	1.00							
PBC	0.58	0.82	0.85	0.22	0.48	-0.30	0.20	0.62	1.00						
R.M	0.62	0.79	0.89	0.62	0.08	-0.01	0.43	0.22	0.13	1.00					
RA	0.80	0.89	0.92	0.21	0.61	-0.29	0.19	0.58	0.52	0.17	1.00				
RB	0.50	0.75	0.83	0.15	0.21	-0.18	0.14	0.40	0.41	0.07	0.29	1.00			
SN	0.69	0.83	0.87	0.19	0.41	-0.34	0.16	0.57	0.59	0.10	0.50	0.38	1.00		
TRADI	0.73	0.85	0.93	0.57	0.10	0.00	0.35	0.21	0.19	0.28	0.18	0.11	0.16	1.00	
U.A	0.72	0.85	0.88	0.70	-0.06	0.12	0.63	0.02	0.06	0.34	0.03	0.08	0.11	0.27	1.00

Note: Islamic Brand personality 'IBP', Religious beliefs 'RB', Subjective norms 'SN', Perceived behavioural control 'PBC', Relative advantages 'RA', Compatibility 'COM1', Complexity 'COM2' and New religious compliant products adoption 'NRCPA'.

Table 2: Path Coefficients and the Hypothesised Relationships Testing of Conceptual Model

Hypothesis	Relationship/Direction	Path Coefficients/Sign	T-tests	Decision
H1	RB → IBP	(+) 0.091	1.362	Not supported
H2	RB → NRCPA	(+) 0.101**	2.068	Supported
H3a	IBP → NRCPA	(+) 0.086**	2.164	Supported
H4	RB → RA	(+) 0.260***	4.790	Supported
H5a	RA → NRCPA	(+) 0.190***	3.222	Supported
H6	IBP → RA	(+) 0.171***	4.790	Supported
H7	RB → COM1	(+) 0.214***	3.998	Supported
H8a	COM1 → NRCPA	(+) 0.123*	2.151	Supported
H9	RB → COM2	(-) 0.185***	3.642	Not supported
H10a	COM2 → NRCPA	(-) 0.169***	3.316	Not supported
H11	RB → SN	(+) 0.381***	7.463	Supported
H12a	SN → NRCPA	(+) 0.166**	2.252	Supported
H13	SN → IBP	(+) 0.155***	2.714	Supported
H14	RB → PBC	(+) 0.409***	8.390	Supported
H15a	PBC → NRCPA	(+) 0.259***	4.589	Supported

Note: Islamic Brand personality 'IBP', Religious beliefs 'RB', Subjective norms 'SN', Perceived behavioural control 'PBC', Relative advantages 'RA', Compatibility 'COM1', Complexity 'COM2', New religious compliant products adoption 'NRCPA' Significance level ***p<0.01 (t= 2.326), **p<0.05 (t= 1.96) and t= *p<0.10 (1.64) and two-tailed probability test. Degree of freedom (5000). Sign changes (no sign changes).

Table 3: Hypothesised Mediation Results via PLS algorithm, PLS bootstrapping and Sobel test

Hypothesis	Relationship/Direction/ (Mediation)	Significance	Z-value	Decision
H3b	RB →(IBP)→ NRCPA	No	1.194	Not Supported
H5b	RB →(RA)→NRCPA	Yes	4.706	Supported
H8b	RB →(COM1)→NRCPA	Yes	3.768	Supported
H10b	RB →(COM2)→NRCPA	Yes	3.286	Supported
H12b	RB→(SN)→NRCPA	Yes	5.955	Supported
H15b	RB→(PBC)→NRCPA	Yes	6.237	Supported

Note: Islamic Brand personality ‘**IBP**’, Religious beliefs ‘**RB**’, Subjective norms ‘**SN**’, Perceived behavioural control ‘**PBC**’, Relative advantages ‘**RA**’, Compatibility ‘**COM1**’, Complexity ‘**COM2**’, New religious compliant products adoption ‘**NRCPA**’. Sobel test (z) Significance level > 1.96 and two-tailed probability test <0.05. Degree of freedom (5000). Sign changes (no sign changes).