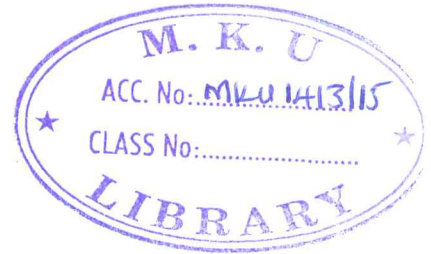


**FACTORS INHIBITING THE USE OF CREDIT CARDS IN KENYA: A
CASE STUDY OF KIBERA SLUM IN NAIROBI**



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REG. NO.: BCOM/112/03057

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR AWARD OF THE BACHELOR OF
COMMERCE DEGREE MT KENYA UNIVERSITY**

JUNE 2015

ABSTRACT

The purpose of this study investigates factors that inhibit the use of credit cards in Kenya with particular emphasis on Kibera slum in Nairobi. The objectives that guided this study includes: To find out if interest rate inhibits the use of credit cards in Kenya; investigate if financial literacy skills inhibits growth of credit cards in Kenya and to find whether financial ability of the person in need of credit card inhibits the use of credit cards in Kenya. The study utilized the Theory of Planned Behaviour (TpB) in explaining behaviours on credit cards usage.

The findings can be of immense use to industry players as they use the recommendation in developing credit cards policies and frameworks. It will also help government and other stakeholders including banks who are directly affected planning well to overcome challenges on credit cards. The study will adopt descriptive analysis with questionnaire being used as an instrument of data collection. The researcher will analyse both primary and secondary data that will provide information to the study.

Response from the was good at 89% and findings reveals changes in interest rates increasingly affects credit card user and perception that the card belongs only to the rich scares potential customers. The convenience attribute can be emphasized to instil confidence among consumers and motivate them to use credit cards.