

**ISLAMIC FINANCE: AN ALTERNATIVE TO CONVENTIONAL FINANCE?
CASE STUDY; SELECTED BANK PATRONS IN NAIROBI.**

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ABSTRACT

This study seeks to determine the extent to which Islamic finance is an alternative to conventional finance among Kenyans.

The study will analyze the influence of current knowledge, access to and dissemination of information, publicity, and religion on the choice of finance among Kenyans.

The research identifies past related studies and digs deep into the identified strategies.

A conceptual framework is then drawn that relates the dependent variable which is the choice of finance and independent variables identified earlier.

The research used is survey where data is collected from 30 respondents; 20 from Islamic banks and 10 from other conventional banks. The survey will utilize the use of self administered questionnaires for the collection of primary data. Secondary data will be obtained from newspapers, journals, the internet and other publications.

Data collected is analyzed by use of descriptive techniques and also use of qualitative analysis.

Finally, analyzed data is then translated into useful information and the researcher is able to draw conclusions and recommends what he thinks should be done to eliminate the identified problem.