

Investigating the impact of credit/debit cards in enhancing customer satisfaction amongst Commercial Banks in Kenya

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Abstract: This study aims at raising awareness about the Credit and debit cards in the market. The credit card business has been around for the last fifty years though the same is relatively new in Kenya. Though some studies have been undertaken in this area, none has attempted to demystify these products. As a result, very few Kenyans understand the workings of the debit and credit cards and as a result, tend to shy away from them. The study will therefore look at the history behind these products, their development here in Kenya and what impact they have had on the Kenyan consumer. Chapter one will look at the historical developments of banks and credit cards in the world and indeed here in Kenya. Chapter two contains the Literature review while chapter three will outline the methodology that was used in the analysis and presentation of data. In order to carry out this study, a sample of five banks and one hundred customers were selected from across the banks. Purposive and random sampling was used to select the customers. The data was analyzed using Microsoft (Excel) Statistical Package for data analysis and finally recommendations from the findings of the study were given in chapter 5.