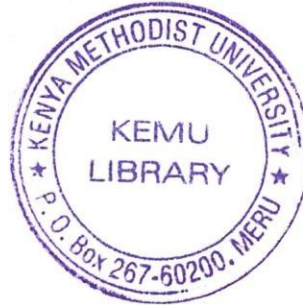


**FACTORS INFLUENCING THE UPTAKE OF MORTGAGE LOAN BY
CUSTOMERS IN BARCLAYS BANK OF KENYA:
(A CASE STUDY OF MOUNT KENYA REGION)**



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ABSTRACT

Most of Kenyans today dream of owning house be it either residential or commercial to fulfill the quest of a comfortable shelter for the family or in terms of business endeavors. Many opt to take mortgage loans from financial institutions such as banks which guarantee them enough resources to put up a building. Consequently, the research is aimed at finding the possible factors that may not attract as many potential customers as desired to this region. Such factors considered in this research are; personal characteristics, terms of the loan, procedures & policies and marketing tools. The research design was a case study on 11 branches of BBK in Mt. Kenya region and the target population was both staff and customers sourced from BBK HR department. A stratified random sampling technique was used to stratify the target population into 3 strata. Data collection was done thro interviewing the members of staff and the management by the aid of questionnaires. Data analysis was done using descriptive statistics and correlation test. The response rate from questionnaires given to customers was 90% and 100% for staff. The study has shown that the uptake of mortgage loan in Mt. Kenya region is directly affected by personal characteristics of customers, terms of the loan, procedures & policies and marketing of this product. The correlation analysis established that there exists a direct relationship between the various variables; personal characteristics, terms of the loan, procedures & policies and marketing tools and uptake of mortgage loan in Mt. Kenya region. The study recommends that the organization needs to evaluate the challenge of selling mortgage loan in this region closely and come up with viable solutions. The researcher recommends consultation far and wide with all stakeholders in this region and come up with ways and means of attracting more customers. Customers are of high importance in consultation process as they the target for this product.