

# Assessment of factors influencing investment behaviour in securities markets; A Case of Nairobi Stock Exchange

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## ***Abstract:***

Due to globalization, stock markets have strived to enhance securities markets performance to increase its investors' confidence and hence widen their pools of investments portfolios. Recent years have seen considerable attention devoted to the analysis of factors influencing investment decisions in different countries. Much of the research was prompted by nearly simultaneous worldwide collapse of equity markets, which apparently provided evidence of strong linkages in factors capital movement, the advent of globalization of financial markets and the increasing importance of cross border equity flows.

The project explains the important role Nairobi Stock Exchange play in providing opportunities for mobilization of savings, improved efficiency in resource allocation and provision of relevant information for investment appraisal. It also generates lower cost equity capital for firms. Investors need to be appraised of the opportunities and pitfalls of stock market investment to enable them make informed decisions. This paper sets out to assess the factors influencing investment decisions in securities markets, at Nairobi Stock Exchange. With realization of the important of capital markets and the impediments they face, this study sets to identify and assess these factors and to make necessary recommendations for policy framework. The population of the study comprised of all quoted companies in NSE, and all registered stockbrokerage firms and the capital investment advisers. The primary data was collected by use of structured and semi structured questionnaires.