

AN ECONOMIC INQUIRY INTO INVESTMENT RISKS IN KENYAN STOCK MARKET

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ABSTRACT

Over the past four decades the economical growth of Africa countries has been poor compared to that of other developing countries in other continents. Investment in stocks is a high-risk, information-sensitive professional task that has a considerable impact on investors' lifestyle. Lack of a favorable investment climate has contributed to the low investment opportunity trend observed in development. The general objective of this study was to establish an economic inquiry into investment risks. In order to achieve the general objective, the study was guided by the following specific objectives, that is, to identify effect of stock liquidity on stock market investment, to establish the effect of brokerage service on stock market investment and to establish the effect of stock volatility on stock market investment. The target populations of the study were Finance Managers and operation managers of the brokerage firms. The study relied

mostly on primary data sources, where secondary will be slightly relied on. A descriptive research design was used to carry out a census survey in brokerage firm mainly with the major offices located within Nairobi to establish economic inquiry into investment risks. The data was collected using questionnaires. Both qualitative and quantitative analysis will be carried out.

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