ABSTRACT

The purpose of this study was to assess the factors affecting the stock market performance.

The specific research questions were:

1. What are the factors affecting performance at the stock market?

2. How the factors affect the stock market?

3. What can be done to improve the performance?

To gain insight to the study, secondary data was collected from statistical abstracts, economic surveys, the internet and past research projects. The study found that among the factors being discussed in the study, GPD was the factor that affects the stock market the most. And it is the only factor that affects the stock market directly.

This research sought to establish the factors affecting stock market performance which include CPI, GDP interest rates and others captured in the error term, and how each of them affects the stock market.