PERSONAL FACTORS INFLUENCING INVESTING IN CAPITAL MARKETS AND STOCK EXCHANGE PERFORMANCE IN TANZANIA: The Case study of Dar es Salaam stock Exchange: BY Lucy M Mboma and Josia Reuben

ABSTRACT

This study investigated personal factors influencing investing in Capital Market and Stock Exchange Performance in Tanzania, reflecting on motivation, abilities, ideas and resources framework developed by Durham business school. It also identified factors hindering individual investors from participating in capital markets in the Dar es Salaam Stock Exchange (DSE) in Tanzania. The DSE was used as a case study, interviewing some shareholders and non-shareholders.

The findings revealed that personal factors influencing investment in capital markets include good stock performance in terms of high return, growth of earnings, the number of companies listed, types of products offered and market structure. net annual income, return per capital invested, growth of earning and even past stock performances. DSE challenges include poor marketing infrastructure, high interest rates and low savings seemed to be the main factors hindering investment in such markets. Lack of public awareness on DSE operations, fear of loss of ownership and control by SMEs and family business, partial knowledge and information about stock exchange leading to ignorance and mis-information, low savings by majority of investors due to general economic earnings and situation, poverty and un-digitised stock market access infrastructure are major hinder to corporate participation in stock market.

Results have implications to Policy and management practice. The framework components are reflected on individuals factors considered when investing in DSE. Consideration of external factors is important because they challenge and limit or bar participation in DSE. It is recommended that DSE should increasingly formulate more policies that will address the cited challenges to improve stock market operations. Policy review of stock market structure is urgently needed to moderate investments by government. DSE play an educational role and embark on a vigorous campaign to market itself and educate potential investors. Also encouragements of free flow of capital across borders through regional integration of capital markets in East Africa should be enhanced.

Keywords**: Investing Personal Factors, Capital Markets, Stock Exchange Performance, Government Securities**