

## Stock Investment Decision Practices of Members of Traders Den Ph

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### Abstract

This study aimed to assess the effectiveness of stock investment decision practices of members of Traders Den Ph. Adopting the descriptive survey method, the researcher gathered the necessary data using survey questionnaires, tabulated, and analyzed using the Frequency, Percentage, Medians, Wilcoxon Rank Sum Test and Kruskal-Wallis Test as statistical tools. Out of 385 respondents, a percentage of 60.78% of the investors were male; 43.90% were aged 25 to 35, 56.62% were single; 71.43% were locally employed; 78.96% were college graduates; 29.09% have an average monthly income of ₱30,00-₱40,000; 24.94% were investing for 2-3 years; and 42.34% were frequently buying/selling on a monthly-quarterly basis. Respondents' assessment on the effectiveness of stock investment decision practices in terms of Company's Management Concerns, Quantitative Company Analysis, and Sector/Industry Analysis is "Effective", while on Technical Analysis, their assessment is "Very Effective". On the significant difference on the level of effectiveness when grouped by sex, average monthly income, year/s in stock trading and frequency of buying and selling, the respondents' assessment of the company's management concern differed significantly for all factors of stock investment decision practices. By age, civil status, and year/s in stock trading, respondents' assessment for sector analysis differed significantly. By age, highest educational attainment, average monthly income, and frequency of buying and selling, there were the significant difference for quantitative analysis. By year/s in stock trading, the assessment for technical analysis differed significantly for all factors. By employment, there is no significant difference for all the aspects.

*Keywords: stock investment decision, stock trading, stock investment, fundamental analysis, technical analysis*