

Ekpawin Suntarapichard 2007: A Study on Factors Affecting the Change of Common Stock Price of Bangkok Bank Public Company Limited and Charoen Pokphand Foods Public Company Limited. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Assistant Professor Supachat Sukharomana, Ph.D. 138 pages.

Securities market is the secondary market, providing liquidity to securities issued in the primary market. Common stock is the most popular type of securities in the securities market. However, there are many factors that may have an impact on stocks price. Therefore, the movement of stock prices follows the change of supply and demand influenced by the chaos. So in this study, aims to analyze the effect of various factors on the common stock price of Bangkok Bank Plc. and Charoen Pokphand Foods Plc.

The objective of this study were 1. to analyze the movement of common stock price of Bangkok Bank Plc. and Charoen Pokphand Foods Plc. by the descriptive analysis; 2. to analyze the influential factors affecting on the common stock price of Bangkok Bank Plc. and Charoen Pokphand Foods Plc. by using Three-Stage Least Squares, simultaneous equation system; 3. to analyze factors affecting to the change of common stock price of Bangkok Bank Plc. and Charoen Pokphand Foods Plc. the factors of demand are the ratio of price per book value (PBV) Repurchase 14 days rate (RP) Exchange rate (EX) and Trading value (V). Factors affecting the supply are Dow jones Industrial index (DOW) Oil price (OIL) and Industrial capacity utilization (IN).

The empirical study shows that Trading value (V) is the most influential factor affecting on the demand for Bangkok Bank Plc. common stock while the Exchange rate (EX) is the most influential factor affecting on the demand for Charoen Pokphand Foods Plc. common stock. The Dow jones Industrial index is the most influential factor affecting on the supply of common stock of Bangkok Bank Plc. and Charoen Pokphand Foods Plc. The ratio of price per book value (PBV) the Repurchase 14 days rate (RP) and the Dow jones Industrial index (DOW) are factors affecting on both stock price of company.

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