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Determinants and Theoretical Perspectives of Stock Investment Decisions: A Systematic Review

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Abstract

Research on stock investment decisions continues to evolve, yet existing findings remain scattered and address determining factors in isolation. This study aims to identify, map, and synthesize the factors that influence stock investment decisions. The method used is a Systematic Literature Review (SLR) following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. Data were obtained from the Scopus database, yielding 97 articles that met the inclusion criteria for analysis. The results indicate that stock investment decisions are influenced by six main dimensions: behavioral biases, financial literacy, psychological characteristics, external and contextual factors, demographic characteristics, and values and religiosity. The findings also suggest that the Behavioral Finance perspective dominates the literature in explaining investor behavior. The contribution of this study is the development of an integrated conceptual framework that unifies the various determinants of stock investment decisions, which were previously fragmented in the literature. The research results can serve as a foundation for the development of theory and further research on investment behavior.

Keywords

Stock Investment Decisions; Behavioral Finance; Systematic Review; PRISMA; Investor Psychology; Capital Market Behavior.

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1. INTRODUCTION

Stock investment decisions are a key economic activity in individual wealth management and the development of modern financial markets. In recent years, advancements in digital technology, online trading platforms, and financial technology (fintech) services have increased retail investor participation in capital markets and transformed how investors obtain information and make investment decisions (Adil et al., 2023; I. Ali et al., 2025). These changes have made the investment decision-making process increasingly complex, as it is influenced not only by formal financial information but also by psychological, social, and technological factors evolving within the modern investment ecosystem (Warkulat & Pelster, 2024). In the traditional financial perspective, investment decisions are explained through the assumption of rationality, which views investors as individuals capable of objectively evaluating all information before making a decision. This perspective stems from

the belief that individual behavior is based on a logical and planned assessment process to achieve optimal results (Ajzen & Fishbein, 1975).

Various studies show that, in practice, investor behavior often deviates from these assumptions of rationality because it is influenced by subjective perceptions, cognitive limitations, and emotional factors when faced with market uncertainty (Kahneman & Tversky, 1979). The limitations of the rational approach have led to the development of Behavioral Finance, which explains that investment decisions are not only determined by considerations of risk and return but also by various behavioral and psychological biases. Various studies have found that overconfidence, herding behavior, anchoring, representativeness, and other heuristic biases significantly influence investor behavior in making investment decisions (Ahmad & Shah, 2020; Ahmed & Noreen, 2021; Gurung et al., 2024; Shah et al., 2018). In fact, these behavioral factors have been shown to influence the quality of investment decisions and investment performance across various capital markets, both in developing and developed countries (Aziz et al., 2024; Vuković & Pivac, 2024). In addition to behavioral biases, contemporary literature indicates that investment decisions are also influenced by other factors such as financial literacy, risk perception, risk tolerance, demographic characteristics, investment experience, religiosity, as well as the influence of social and digital environments (Almansour et al., 2024; Murhadi et al., 2024; D. P. Subedi & Bhandari, 2024). Financial literacy is known to play a role in enhancing investors' ability to understand financial information and evaluate investment alternatives more rationally (Adil et al., 2023; Darwish, 2025). Meanwhile, risk perception and other psychological factors often mediate the relationship between behavioral biases and the investment decisions made by investors (Chaudhary et al., 2025; Wahba et al., 2025). Advances in digital technology have further increased the complexity of investment decision-making. Social media, online discussion forums, investor communities, and various digital platforms have become sources of information that influence investors' perceptions and behavior. Recent research indicates that social media attention and collective sentiment can significantly influence retail investors' investment decisions, often driving investment behavior that is not entirely based on corporate fundamentals (Warkulat & Pelster, 2024). Furthermore, the emergence of value-based investments such as Environmental, Social, and Governance (ESG) and Sharia-compliant investments indicates that modern investment decisions are increasingly influenced by investors' social, environmental, and religious values (Kahneman & Tversky, 1979; Raut et al., 2023; Sultana et al., 2018; Zhang et al., 2024).

Although research on stock investment decisions is growing rapidly, the available literature still exhibits a high degree of conceptual fragmentation. Most studies focus on specific factors, such as behavioral biases, financial literacy, or psychological characteristics, without integrating these various factors into a comprehensive conceptual framework (Farida et al., 2023; Shahzad et al., 2024).

Furthermore, the diverse research findings indicate that the influence of each factor often varies depending on the market context, investor characteristics, and the social environment under study. Most previous review studies tend to focus on specific dimensions of investment behavior and have not yet accommodated recent developments such as the influence of social media, the digital investment ecosystem, ESG, and religiosity within a single integrated synthesis. However, these developments indicate that modern investment decisions result from the complex interaction of behavioral, psychological, demographic, social, technological, and personal value factors. Thus, there remains a need for a more comprehensive literature synthesis to identify, integrate, and map the key factors influencing stock investment decisions. This study conducts a Systematic Literature Review (SLR) of Scopus-indexed articles from 2015 to 2026 to identify factors influencing stock investment decisions, map the theories used to explain investor behavior, and develop an integrated conceptual framework regarding the determinants of stock investment decisions. This study is expected to provide a theoretical contribution by integrating various perspectives that have remained fragmented, as well as offer practical implications for investors, regulators, and financial industry practitioners in understanding the dynamics of investor behavior in the digital era.

2. METHOD

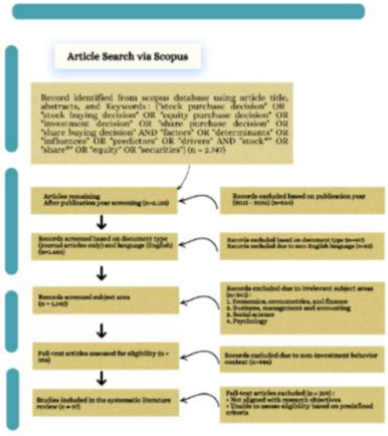
This study employs a Systematic Literature Review (SLR) approach to systematically identify, evaluate, and synthesize the factors influencing stock investment decisions. The research process follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure transparency, consistency, and replicability of the research results. Data were obtained from the Scopus database, which was selected for its extensive coverage of reputable international journals in the fields of finance, investment, and investor behavior. The literature search was conducted using Boolean operators on the title, abstract, and keywords (TITLE-ABS-KEY) with keyword combinations such as *investment decision*, *stock investment decision*, *investment behavior*, *investment choice*, and *investor behavior*. The search was limited to articles published during the 2015–2026 period to capture contemporary research developments regarding stock investment decisions.

The selected articles had to meet the inclusion criteria, namely being indexed in Scopus, written in English, available in full text, and directly addressing factors influencing stock investment decisions. Meanwhile, articles in the form of conference proceedings, editorials, book chapters, duplicate articles, and studies irrelevant to the research topic were excluded from the analysis. The selection process was conducted through the stages of identification, screening, eligibility, and inclusion in accordance with the PRISMA guidelines. After the screening and full-text evaluation process, 97 articles met the criteria and were used in the final synthesis. To maintain the quality of the study, each article was evaluated

based on the clarity of the research objectives, the appropriateness of the methods, the relevance of the variables, the quality of the analysis, and the clarity of the research results reporting.

The extracted data included the authors, year of publication, country of research, theories used, research methods, variables, and key findings. Subsequently, the analysis was conducted through a combination of bibliometric and thematic analysis. Bibliometric analysis was used to map publication trends, geographic distribution, dominant theories, and keyword patterns using VOSviewer software. Meanwhile, thematic analysis was conducted through a process of coding and concept clustering to identify the main themes influencing stock investment decisions. Through this process, six main dimensions were identified, including behavioral biases, financial literacy, psychological characteristics, external factors, demographic factors, as well as values and religiosity. The combination of these two approaches enables this study not only to map the development of the literature quantitatively but also to comprehensively explain the conceptual structure underlying stock investment decisions.

Figure 1



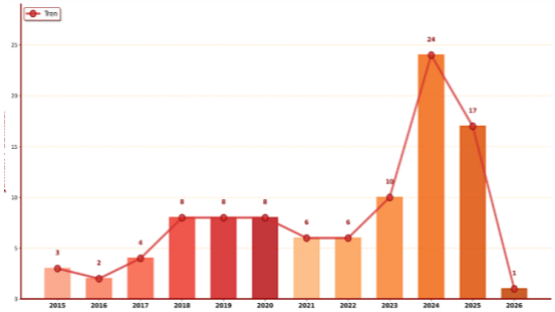
The PRISMA Process

3. FINDINGS AND DISCUSSION

A. Bibliometric Distribution

The bibliometric analysis begins by examining annual publication trends to understand the evolution of academic interest in stock investment decision research. Analysis of the distribution of articles by publication year provides insights into growth patterns, increases in research intensity, and fluctuations in academic attention to this topic. A visualization of publication trends is presented in Figure 2.

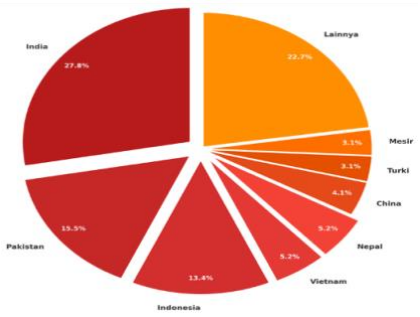
Figure 2.



Publication Trends in Stock Investment Decision Research (2015–2026)

Publication trends for the 2015–2026 period show a generally increasing pattern. During the initial phase (2015–2017), the number of publications was relatively low and fluctuated. Publication output then became relatively stable during the 2018–2020 period. A moderate decline was observed in 2021–2022, followed by a significant increase starting in 2023, peaking in 2024. Although there was a slight decline in 2025, the number of publications remained higher than in previous periods, while data for 2026 is still incomplete. Overall, this trend reflects growing academic interest in the topic of stock investment decisions in recent years. In addition to publication trends, bibliometric analysis also covers the geographic distribution of studies. Identifying the countries of origin of research is important for understanding which market contexts are most frequently studied and for identifying potential geographic concentrations or biases in the literature. This distribution also indicates the extent to which these findings reflect developing or developed market contexts. A visualization of the distribution of research by country is presented in

Figure 3.

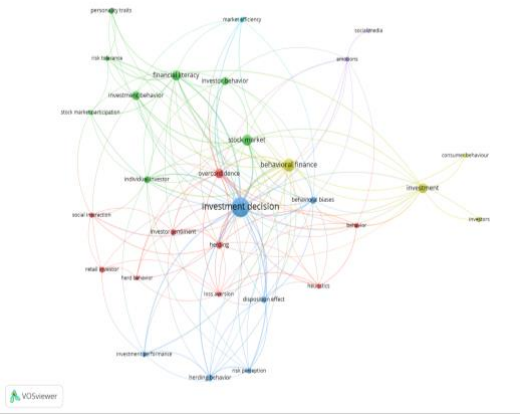


Geographic Distribution of Studies on Stock Investment Decisions

Based on Figure 3, studies on stock investment decisions are spread across several countries in the Asia-Pacific region, though they are concentrated in specific regions. Of the total 97 studies analyzed, India dominates with 27.8% of publications, followed by Pakistan (15.5%) and Indonesia (13.4%). The dominance of Asian countries highlights a strong academic focus on emerging markets, characterized by rapid growth in retail investors, higher market volatility, and increasing interest in behavioral finance research. Further contributions come from Vietnam and Nepal (each accounting for 5.2%), China

(4.1%), as well as Turkey and Egypt (3.1%). The "other" category, representing 22.7% of the studies, indicates a broader global distribution of research across various countries. Overall, this distribution suggests that the analyzed literature is largely dominated by studies conducted within the context of emerging markets. Therefore, caution should be exercised when generalizing these findings to the context of developed markets. In addition to examining publication trends and geographic distribution, the bibliometric analysis also explores relationships among research themes through co-occurrence analysis of keywords. This analysis helps identify the main topics and conceptual structures that dominate the literature on stock investment decisions. The resulting visualizations created using VOSviewer are presented in

Figure 4.



Visualization of Co-occurrence of Keywords Using VOSviewer

(developed by the author)

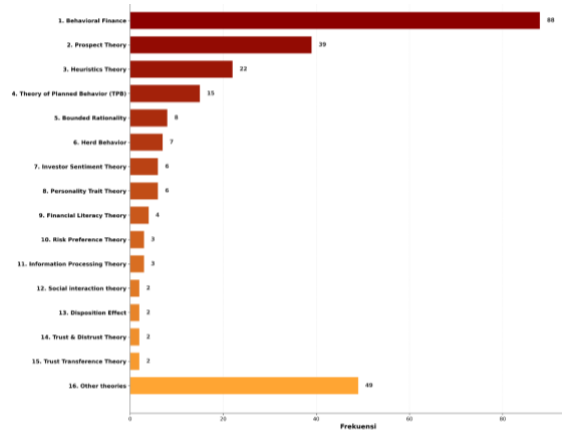
Based on the VOSviewer co-occurrence visualization shown in Figure 4, *investment decisions* emerge as the most central and dominant theme linking various constructs in the literature. The map reveals several major clusters, including behavioral bias clusters (such as *overconfidence*, *herding*, and *loss aversion*), financial literacy and investor characteristics clusters (including *risk tolerance* and *investment behavior*), as well as risk and performance clusters. Additionally, the emergence of keywords such as *social media* and *emotions* indicates an emerging research trend that integrates psychological factors and digital contexts in explaining investment decisions. This pattern suggests that investment decisions are influenced by a combination of interrelated rational and behavioral factors within the broader research landscape regarding.

B. Theoretical Framework of Investment Decisions

Based on the results of the Systematic Literature Review (SLR), research on investment decisions does not rely solely on rational approaches but also adopts various theoretical frameworks that emphasize the psychological, cognitive, and social aspects of investor behavior. The diversity of factors

identified in the literature has driven the use of various theories to explain how individuals process information and respond to risk in investment decision-making. The theoretical frameworks identified in the literature are presented in

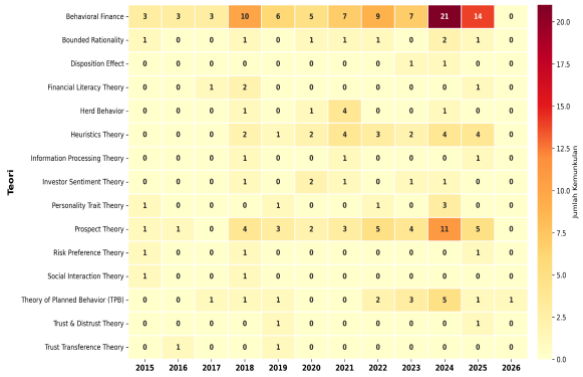
Figure 5.



Theoretical Frameworks in Investment Decision-Making

Based on Figure 5, Behavioral Finance emerges as the most dominant theory (88), followed by Prospect Theory (39) and Heuristic Theory (22). Other theories, such as Planned Behavior Theory (15), Bounded Rationality (8), and Herd Behavior (7), are used with relatively lower frequency. This pattern indicates that research on investment decisions is increasingly influenced by behavioral and psychological perspectives. The "Other Theories" category includes 49 distinct theories, each used only once. This highlights the diversity of theoretical approaches beyond the main theories; however, their use remains sporadic and has not yet formed a dominant trend in the literature. To observe the dynamics of their use more comprehensively, the distribution of theories by publication year is presented in

Figure 6



Heat Map of Investment Decision Theory Usage by Year

Figure 6 displays the distribution of theory usage in stock investment decision research by publication year. It can be observed that Behavioral Finance consistently remains the most dominant theory throughout the 2015–2026 period, with a significant increase in intensity particularly in 2024 and

2025. This pattern indicates that behavioral approaches continue to serve as the primary framework for explaining investment decisions. Overall, the heatmap shows that the literature on investment decisions is largely dominated by behavioral and psychological theoretical approaches, with a trend of increasingly significant adoption in recent years. Although various theoretical frameworks have been used in previous studies, the discussion in this section focuses specifically on the five most dominant theories based on their frequency of appearance in the results of the systematic literature review. Therefore, the following section presents an analysis of usage trends for the five main theories most frequently adopted in investment decision studies.

1. Behavioral Finance

Behavioral finance is a field of study that integrates cognitive psychology with financial theory to explain investor behavior. Behavioral finance is a psychology-based theory that aims to understand how emotions and cognitive biases influence investor behavior (Wahba & Gamal, 2023) . Unlike traditional financial theory, which assumes investors act rationally, behavioral finance acknowledges that investment decisions are often influenced by psychological and emotional factors that can lead to irrational choices (Wahba & Gamal, 2023) . Behavioral biases significantly influence market prices and contribute to market inefficiencies (Shah et al., 2018). Psychological and cognitive factors, as well as personality traits, influence investor behavior in financial markets (Vuković & Pivac, 2024) .

2. Prospect Theory, Heuristics, Theory of Planned Behavior (TPB), Bounded Rationality

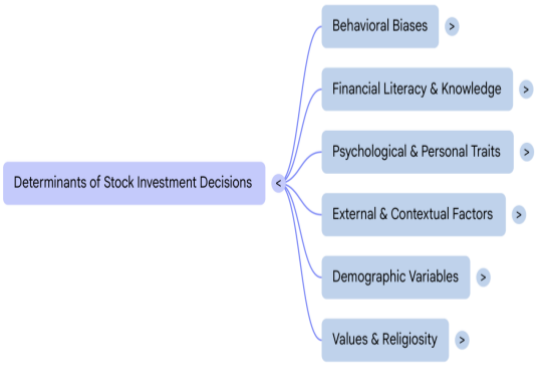
The literature indicates that Prospect Theory, Heuristic Theory, the Theory of Planned Behavior (TPB), and Bounded Rationality Theory are theoretical frameworks frequently used to explain stock investment decisions. Prospect Theory, developed by Kahneman and Tversky (1979), explains that investors evaluate decisions based on their perception of gains and losses relative to a specific reference point, rather than on absolute values. This theory emphasizes the existence of loss aversion the tendency for investors to assign greater weight to losses than to equivalent gains which often results in investment decisions that are not entirely rational (Ballestra et al., 2024; Gurung et al., 2024; Wahba et al., 2025). Heuristic theory explains that investors often use cognitive shortcuts to simplify decision-making in complex and uncertain situations. While enhancing information processing efficiency, the use of heuristics can also give rise to various cognitive biases such as representativeness, availability, and anchoring, which influence investment decisions (Chaudhary et al., 2025; Sadeeq, 2025). The Theory of Planned Behavior (TPB), developed by Ajzen and Fishbein (1975), explains that investment behavior is influenced by behavioral intention, which is shaped by three main factors: attitude toward investment, subjective norms, and perceived behavioral control. This theory is widely used to explain how psychological and social factors influence individual investment decisions, particularly in the context of financial literacy, the influence of the social environment, and investment intentions (Adil et al., 2023;

Farida et al., 2023; Lobo & Bhat, 2024). The Theory of Bounded Rationality explains that investors have limitations in perfectly acquiring, processing, and evaluating information. Consequently, investors often rely on heuristics and subjective considerations when facing complex investment decisions. This situation leads to decisions that are not always optimal and may deviate from the fundamental value of assets, particularly in markets characterized by information constraints and high uncertainty (Pathak & Thapa, 2024; D. P. Subedi & Bhandari, 2024).

C. Determinants of Investment Decisions

Based on the results of the Systematic Literature Review (SLR), stock investment decisions are influenced by various determining factors that can be grouped into six main dimensions, as summarized in Figure 7: behavioral biases, financial literacy and knowledge, psychological and personal traits, external and contextual factors, demographic variables, and values and religiosity. These six dimensions represent a comprehensive conceptual framework for explaining the complexity of the factors that shape investor behavior in investment decision-making.

Figure 7.



Key Dimensions Influencing Stock Investment Decisions

This structure underscores that investment decisions are not solely based on economic-rational considerations but are also influenced by interacting cognitive, social, personal, and contextual aspects. To provide a more systematic and in-depth understanding, the following section discusses each of these dimensions separately, along with the key findings supporting them.

1. *Behavioral Biases*

Figure 8.

Conceptual Framework of Behavioral Bias Dimensions

The behavioral bias dimension, as depicted in Figure 8, serves as a fundamental foundation for explaining stock investment decisions. The literature indicates that cognitive biases significantly influence how investors process information and respond to market uncertainty. Based on the results of a Systematic Literature Review (SLR), this dimension is organized into several main conceptual categories: heuristics, prospect theory, overconfidence, and social and market influences, which interact to shape investor behavior in the capital market.

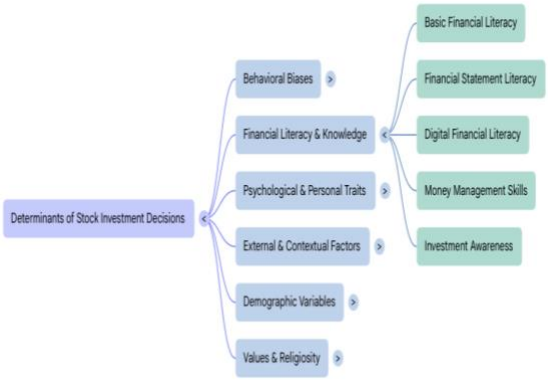
From a heuristic perspective, investors rely on cognitive shortcuts (*rules of thumb*) when faced with complex and ambiguous information. Heuristics help simplify the decision-making process (Shahzad et al., 2024) , but can also lead to systematic yet suboptimal decisions (Chaudhary et al., 2025) . Kahneman and Tversky, as cited in various studies, identified representativeness, availability bias, and anchoring as the primary forms of heuristics influencing investment decisions (Pathak & Thapa, 2024) . Meanwhile, prospect theory explains that investors evaluate gains and losses asymmetrically based on a subjective reference point. The phenomenon of loss aversion indicates that losses are perceived more strongly than equivalent gains, leading investors to base their decisions more on perceived gains and losses (Zhang et al., 2024) . This concept also explains the disposition effect (Hans et al., 2024) and mental accounting (Ballestra et al., 2024) , which further reinforce the influence of psychological factors in decision-making.

Furthermore, overconfidence bias is one of the most consistently identified biases in behavioral finance literature. This bias reflects investors' tendency to overestimate their analytical abilities and the accuracy of their predictions, which drives excessive trading and shapes investment decisions (Gurung et al., 2024) . Overconfidence also leads investors to underestimate risk and disregard information that

contradicts their beliefs, which can ultimately result in suboptimal decisions and financial losses (Savithri & Rajakumari, 2025) . Furthermore, as illustrated in Figure 8, the dimensions of social and market influences indicate that investment decisions are also shaped by social interactions and collective market dynamics. Herding behavior encourages investors to follow the actions of others (D. P. Subedi & Bhandari, 2024) , particularly under conditions of uncertainty (Ahmad & Shah, 2020) . Furthermore, investor sentiment and the influence of social media have been shown to significantly shape retail investment decisions (Warkulat & Pelster, 2024) . This highlights that investment decisions result from a complex interaction between cognitive, psychological, and social factors.

2. *Financial Literacy and Knowledge*

Figure 9.



Conceptual Structure of the Dimensions of Financial Literacy and Knowledge

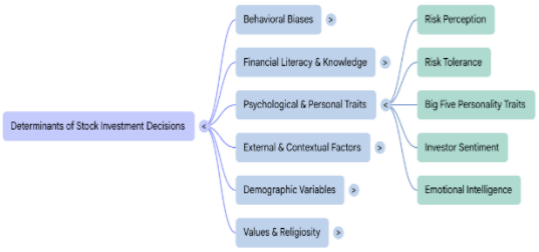
The dimensions of financial literacy and knowledge, as depicted in Figure 9, represent investors' cognitive capacity and technical competence in understanding and interpreting financial information. Empirical studies indicate that financial literacy plays a crucial role in shaping the quality of investment decisions, although its relationship with behavioral biases is complex and often non-linear. Financial literacy is positioned as a rational foundation that enables investors to evaluate risk and returns in a more structured manner. A basic understanding of financial concepts, the ability to read and evaluate formal financial information, and the skills required to manage investment decisions systematically are key elements of financial literacy. Furthermore, financial literacy is considered vital for promoting economic stability at both the individual and societal levels (D. P. Subedi & Bhandari, 2024) .

However, the literature consistently indicates that financial literacy does not always serve as an absolute safeguard against cognitive biases. Research shows that financial literacy can mitigate some of the negative effects of overconfidence, but does not completely eliminate them (Darwish, 2025) . In certain contexts, financial literacy interacts with other psychological factors, meaning that its influence on investment decisions may be moderating or even non-linear. For example, some studies suggest that financial literacy does not significantly affect the relationship between risk tolerance and investment

decisions, implying that the impact of literacy depends on the context and the type of bias involved (Almansour et al., 2024) . Conversely, a moderating role for financial literacy has been identified in the relationship between overconfidence and investment decisions, where higher levels of financial literacy can weaken the negative effects of overconfidence bias on investment behavior (Ahmad & Shah, 2020) . These findings suggest that financial literacy alone may not be sufficient to fully mitigate behavioral biases. Instead, interventions aimed at improving investment decision-making should combine financial literacy with other strategies designed to address the psychological and behavioral factors that influence investor behavior.

3. Psychological & Personal Characteristics

Figure 10.



Conceptual Framework of Psychological and Personal Trait Dimensions

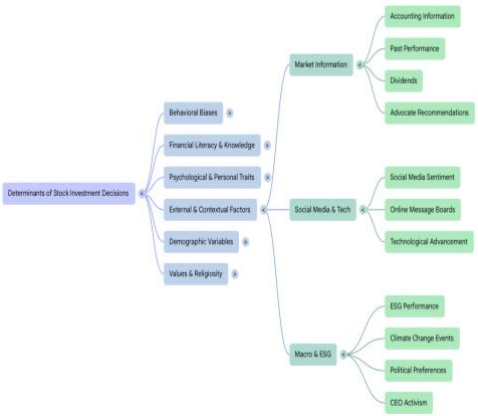
The psychological and personal characteristics dimension, as illustrated in Figure 10, explains the heterogeneity of investment behavior based on relatively stable individual characteristics, including risk perception, risk tolerance, Big Five personality traits, investor sentiment, and emotional intelligence. These factors shape how investors evaluate risk, respond to information, and cope with market uncertainty. Risk tolerance acts as a mediator in the relationship between various behavioral biases and investment decisions, while risk perception serves as a key factor in determining how investors interpret risk (Almansour et al., 2024) . Additionally, personality structure (Big Five), investor sentiment, and emotional intelligence also influence behavioral consistency, emotional stability, and overall decision-making quality. Overall, these dimensions highlight that investment decisions are influenced by the psychological configurations and personal characteristics inherent in each investor.

4. External & Contextual Factors

The external and contextual factors dimension, as depicted in Figure 11, emphasizes that investment decisions occur within a dynamic and ever-evolving information environment. These external factors not only provide information but also shape how investors process and interpret that information. In the category of market information, formal financial information such as accounting data, past performance, dividends, and analyst recommendations serves as a rational basis for investment evaluation. Technological advancements have increasingly expanded investors' access to

regulated information and recommendations provided by authorities such as the Securities and Exchange Commission ((Shahzad et al., 2024) . However, the literature indicates that the availability of formal information does not always guarantee its optimal use in accordance with the principles of objective analysis.

Figure 11.



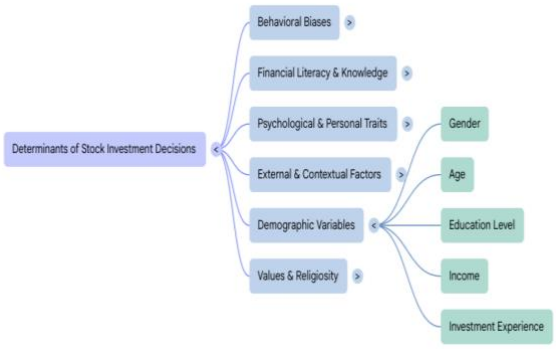
Conceptual Structure of External and Contextual Factors

In addition to formal information, the transformation of the digital ecosystem through social media and technology has significantly altered investors' decision-making patterns. Online information flows, social media sentiment, and online discussion forums shape collective perceptions that influence portfolio allocation. Empirical studies show that retail investors tend to increase their investment positions in stocks receiving high social media attention. However, positions opened at the peak of such attention often yield lower holding-period returns compared to overall average investment returns (Warkulat & Pelster, 2024) . These findings suggest that digital exposure can amplify hype dynamics, which may negatively impact the quality of investment decisions. Macroeconomic and ESG categories are increasingly broadening the investment evaluation perspective by incorporating non-financial factors such as environmental, social, and governance practices, climate-related events, and political preferences as increasingly relevant determinants in investment decisions (Zhang et al., 2024) . The integration of these factors is particularly prominent among younger and value-oriented investors, where non-financial values including environmental considerations, social responsibility, and personal values serve as direct determinants of investment behavior, rather than merely secondary considerations (Priyono et al., 2025) . Political preferences and corporate activism are also becoming increasingly important in shaping investment decisions, as investors consider a company's stance on social and global issues (Hoi et al., 2025) . Consequently, this paradigm shift reflects a transition from a singular focus on financial risk and return toward a broader, multidimensional evaluation framework that encompasses environmental impact, social responsibility, and the quality of corporate governance.

5. *Demographic Variables*

The demographic variable dimension, as illustrated in Figure 12, explains variations in investment behavior based on investors' socio-economic characteristics, including gender, age, education level, income, and investment experience.

Figure 12.

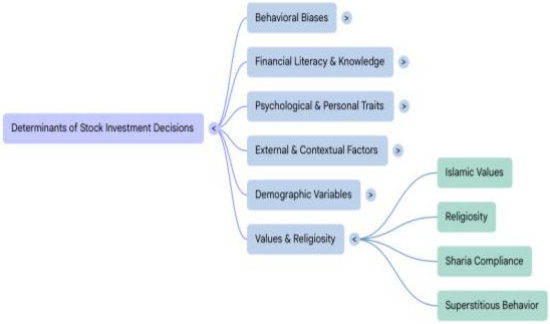


Conceptual Structure of the Demographic Variable Dimension

The literature indicates that gender significantly influences levels of overconfidence, with male investors tending to exhibit higher levels of overconfidence and engage in more excessive trading activities compared to female investors (Murhadi et al., 2024) . Age and investment experience also shape risk evaluation patterns, although experience does not always protect investors from behavioral biases (Aziz et al., 2024) . Educational level influences the ability to process financial information, while income plays a role in determining risk-taking capacity and asset allocation. Overall, these demographic factors moderate the relationship between financial literacy, psychological factors, and investment decisions, resulting in heterogeneous effects of behavioral biases across various investor groups.

6. *Values & Religiosity*

Figure 13.



Conceptual Structure of the Dimensions of Values and Religiosity

The values and religious dimensions, as illustrated in Figure 13, represent the influence of value systems and ethical orientations on investment preferences. Research indicates that investment decisions are not only driven by economic considerations but are also shaped by normative beliefs that

define the boundaries of choice and investors' risk tolerance. In markets with a strong base of religious investors, religious values and principles of compliance can influence both the types of financial instruments chosen and the orientation toward long-term investments. Studies on Islamic stock markets indicate that Islamic values influence how young investors make investment decisions (P. Subedi et al., 2025) . More specifically, research on Generation Z and Islamic values highlights the complex interaction between the cognitive dimension (financial literacy), the affective dimension (risk perception), and the spiritual dimension (Islamic values) in shaping investors' financial behavior (Priyono et al., 2025) . Therefore, religiosity is not limited to adherence to specific financial instruments; it also shapes a broader value system that influences risk tolerance and investment horizons.

Further research indicates that in predominantly Muslim societies with high levels of religious homogeneity, such as Indonesia, Malaysia, and Pakistan, Islamic values tend to be more deeply internalized and can serve as direct determinants of investment behavior. Conversely, in religiously diverse contexts or Muslim-minority settings, Islamic values may function more as subjective norms that interact with other social and institutional factors (Priyono et al., 2025) . Studies on Islamic investment behavior also reveal that Islamic practices influence individual investment decisions through constructs such as religiosity, Islamic social ethics, and Islamic social finance activities (I. Ali et al., 2025) . These findings suggest that value and religious dimensions should not be overlooked in understanding investor behavior in markets with significant religious constituencies. Consequently, a comprehensive behavioral finance framework must be sensitive to the normative and ethical factors that shape investment choices. The integration of these dimensions into contemporary behavioral finance research reflects a broader recognition that investment decisions are a multidimensional phenomenon that transcends traditional rational economic calculations.

4. CONCLUSION

Based on the results of a systematic literature review of 97 Scopus-indexed articles from 2015 to 2026, this study shows that stock investment decisions are a multidimensional phenomenon influenced by the interaction between behavioral biases, financial literacy, psychological characteristics, external factors, demographic characteristics, as well as values and religiosity. These findings reinforce the Behavioral Finance perspective, which asserts that investment decisions are not solely based on economic rationality as assumed in traditional financial approaches, but are also influenced by cognitive, emotional, social, and contextual factors. The main contribution of this study lies in the development of an integrated conceptual framework that synthesizes various determinants of stock investment decisions, which were previously fragmented in the literature. Practically, the results of this study can serve as a reference for investors, financial institutions, and regulators in designing financial

education strategies, mitigating behavioral biases, and managing investment risks more effectively. However, the findings of this study are limited to English-language articles indexed in Scopus and thus do not fully represent the entire global literature. Therefore, future research should prioritize longitudinal studies to observe changes in investor behavior over time, experimental approaches to test causal relationships between variables, exploration of the influence of digital technology and social media on investment behavior, and cross-cultural studies to broaden understanding of the dynamics of investment decisions across various market and country contexts.

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