

Published in *Sustainability*, this systematic review spans behavioral motivations across six thematic categories—personal, social, informational, firm-, product-, and demographic-related factors—offering a structured framework for future research on investor behavior. [MDPI](#)

How This Expands or Reshapes Your Literature Search

Insight	Traditional Scope	New Perspectives
Emerging Methods	Mainly surveys, interviews	ML and social media analytics (paper 1)
Psychological Depth	Often broad behavioral factors	Personality traits as enduring determinants (paper 2)
Structured Synthesis	Individual studies in isolation	A cohesive framework integrating diverse influences (paper 3)

By integrating these new angles—machine learning methods, deeper psychological profiling, and a synthesized thematic framework—your literature search becomes richer, more nuanced, and methodologically updated. You can now explore not just *what* influences investment attitudes, but also *how* to study them better and *why* they vary across individuals.