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of four heuristics components availability and representativeness is the strongest predictor of investment performance followed by fundamental anomalies overconfidence is also a positive predictor of investment performance of individuals followed by fundamental anomalies previous heuristics fundamental anomalies technical anomalies investors and financial professionals use a heuristic approach to speed up analysis and investment decisions heuristics can lead to poor decision making based on a limited data set but the the purpose of the article is to carry a systematic review of the literature on heuristic biases namely overconfidence representativeness anchoring availability and gambler s fallacy influencing stock market investment decisions identifying the major gaps in the existing studies on behavioural biases 1 introduction 2 literature review 3 method 4 results 5 discussion of findings 6 conclusion and recommendations abstract purpose the purpose of this research is to examine the effect of heuristic biases on investment decisions through multiple mediation mechanisms of risk tolerance and financial literacy in the tanzanian stock market this article provides a detailed explanation of cognitive heuristic driven biases and their influence on investment management activities and market efficiency which could be very useful for finance practitioners such as an investor who plays at the stock exchange a portfolio manager a financial strategist advisor in an investment firm a fi the results suggest that heuristic biases overconfidence representativeness availability and anchoring have a markedly negative impact on investment decisions made by individual investors actively trading on the psx and on perceived market efficiency research limitations implications

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