

## **How to write Literature Review**

A collection of all scholarly writings on a topic. Comprehensive examination of extent research on a particular topic.

The aim of a literature review is to show your reader (your tutor) that you have read, and have a good grasp of, the main published work concerning a particular topic or question in your field. This work may be in any format, including online sources. It may be a separate assignment, or one of the introductory sections of a report, dissertation or thesis. In the latter cases in particular, the review will be guided by your research objective or by the issue or thesis you are arguing and will provide the framework for your further work.

It is very important to note that your review should not be simply a description of what others have published in the form of a set of summaries, but should take the form of a critical discussion, showing insight and an awareness of differing arguments, theories and approaches. It should be a synthesis and analysis of the relevant published work, linked at all times to your own purpose and rationale.

### ***Categories of Literature Review***

Literature review contextualizes a research study.

Literature review that summarizes current literature on a particular topic.

### ***Purpose of a Literature Review***

- To define and limit the problem you are working on
- To place your study in an historical perspective
- To avoid unnecessary duplication
- To evaluate promising research methods
- To relate your findings to previous knowledge and suggest further research

### ***Ingredients of Literature Review***

According to Caulley (1992) of La Trobe University, the literature review should:

- Compare and contrast different authors' views on an issue
- Group authors who draw similar conclusions
- Criticise aspects of methodology
- Note areas in which authors are in disagreement
- Highlight exemplary studies
- Highlight gaps in research
- Show how your study relates to previous studies
- Show how your study relates to the literature in general
- Conclude by summarising what the literature says

## *Structure of Literature Review*

- Introduction
  - Define the construct (e.g., Consumer Behavior)
  - Compare and contrast different authors' views on an issue (e.g., Some say there is an influence of religious factors on consumer behavior and some show disagreement)
- What is established and/or known about relationships of constructs? (e.g., Consumer Behavior and Religious Factors)
  - First point of view of scholars about relationship
    - Introduce establish and/or known relationships of constructs (e.g., Consumer Behavior and Religious Factors)
    - Group authors who draw similar conclusions (e.g., there is an influence of religious factors on consumer behavior)
    - Highlight exemplary studies (Fam et al, 2004 and Mokhlis, 2007)
  - Second point of view of scholars about relationship
    - Introduce establish and/or known relationships of constructs (e.g., Consumer Behavior and Religious Factors)
    - Group authors who draw similar conclusions (e.g., there is no influence of religious factors on consumer behavior)
    - Highlight exemplary studies (Fam et al, 2004 and Mokhlis, 2007)
- What is gap or criticisms on previous established regarding relationships of constructs?
  - Introduce gap or criticism about relationships of constructs (e.g., there is an influence of religious factors on consumer behavior but previous studies did not focus on important religious factor 'Religiosity' so there is a gap or mention criticism about methodology and/or theory etc of previous studies which will establish gap)
  - Note areas in which scholars criticize previous studies for missing or ignoring important construct or scholars are in disagreement with previous established and known relationships of constructs or authors (e.g., scholars mention that 'religiosity' was important variable which is miss or ignored in previous studies or scholars criticize methodology and/or theory etc of previous studies.
  - Mention support for criticism or gap from previous studies and highlight exemplary studies about relationships of miss or ignored constructs (e.g., Consumer behavior and Religiosity)
- Show how your study relates to the literature in general about relationships of constructs. (e.g., literature on 'Religiosity' is available and you have literature support).
- Show how your study different or unique from previous studies about relationships of constructs (e.g., Religiosity was miss in previous studies and incorporated in current study and may also make study unique by mentioning contextual, theoretical, methodological and practical contribution)
- Conclude by summarizing what the literature says about relationships of constructs. (e.g., conclude from references that the relationship between consumer behavior and religiosity is miss and there is a great need to conduct study on it and also mention scholars who suggested that further investigation should be performed)