UNIT: 3 LITERATURE REVIEW

UNIT STRUCTURE

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3.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define Secondary data
- define literature review
- explain Purpose of literature review
- describe different types of literature review
- explain the process of literature review
- acquainted with some of the examples of literature review

3.2 INTRODUCTION

This is the third unit of the course. In the earlier unit you have got a fair idea about research. In this unit we are going to discuss about literature review. A literature review is a survey of everything that has been written about a particular topic, theory, or research question. It may provide the background for larger work, or it may stand on its own. An effective literature review

analyzes and synthesizes information about key themes or issues. Review of literature is done based on secondary data. So in this unit, we will also discuss some points on secondary data and its advantages and disadvantages. This unit will also give an idea about how to conduct literature review for research.

3.3 DEFINING SECONDARY DATA

After the selection of research problem, the next step is to gather requisite data. These data can be collected either through survey (primary data) or through other sources (secondary data).

Definition: Any data which have been gathered earlier for some other purposes are called as secondary data.

let us now discuss the advantages and disadvantages of secondary data.

- **Advantages of secondary data:**

  i. It is very economical, as the cost of collecting original data is saved.

  ii. It saves much time, as the data are easily available.

  iii. Primary data collection becomes more specific and relevant with the help of secondary data.

  iv. Finally, secondary data can be used as a basis for comparison with primary data that the researcher has just collected.

- **Disadvantages of secondary data:**

  i. One does not always know how accurate the secondary data are. In case the degree of inaccuracy is high, the use of such data would undermine the utility of the research study.

  ii. A severe limitation in the use of secondary data is that they may be somewhat out of date.

3.4 DEFINITION AND PURPOSE OF LITERATURE REVIEW

Generally literature review is considered as a summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research or interest. Within the review the author provides a description, summary and critical evaluation of each source, i.e. the strengths and weaknesses. The literature review may also identify gaps or controversies in the literature and topics needing further research.

Definition:A literature review is an evaluative report of information found in the literature related to your selected area of study. The review should describe, summarise, evaluate and clarify this literature. It should give a theoretical base for the research and help you (the author) determine the nature of your research.In writing the literature review, your purpose is to convey to your reader what knowledge and ideas have been established on a topic, and what their strengths and weaknesses are. As a piece of writing, the literature review must be defined by a guiding concept (e.g., your research objective, the problem or issue you are discussing or your argumentative thesis). It is not just a descriptive list of the material available, or a set of summaries

Besides enlarging your knowledge about the topic, writing a literature review lets you gain and demonstrate skills in two areas

1. **information seeking**: the ability to scan the literature efficiently, using manual or computerized methods, to identify a set of useful articles and books
2. **critical appraisal**: the ability to apply principles of analysis to identify unbiased and valid studies.

The format of the literature review may vary from discipline to discipline, and from assignment to assignment, but the purpose is standard: critical analysis of a body of knowledge through summation and comparison.

The analytical features of a literature review might:

- provide the historical background for your research;
- describe issues, debates, theories, concepts and related research in the field; and
- shows how your research will extend these or address a gap.
- Give a new interpretation of old material or combine new with old interpretations.
- Depending on the situation, evaluate the sources and advise the reader on the most pertinent or relevant research, or
- Usually in the conclusion of a literature review, identify where gaps exist in how a problem has been researched to date

Purposes of literature review:

- Place each work in the context of its contribution to understanding the research problem being studied.
- Describe the relationship of each work to the others under consideration.
- Identify new ways to interpret prior research.
- Reveal any gaps that exist in the literature.
- Resolve conflicts amongst seemingly contradictory previous studies.
- Identify areas of prior scholarship to prevent duplication of effort.
- Point the way in fulfilling a need for additional research.
- Locate your own research within the context of existing literature.

3.5 TYPES OF LITERATURE REVIEW

Depending on the type of research one conducts, the type of literature review varies. Generally a review can be either a book review, annotated bibliography or literature review.

Book Review	Annotated Bibliography	Literature Review
Analyzes and evaluates a particular book.	Summarizes relevant sources and explains the significance of that source to the research question.	Surveys all relevant literature to determine what is known and not known about a particular topic.

Other types of literature review are:

1. **Argumentative Review:** This form examines literature selectively in order to support or refute an argument, deeply imbedded assumption, or philosophical problem already established in the literature. The purpose is to develop a body of literature that establishes a contrarian viewpoint.

2. **Integrative Review:** Considered a form of research that reviews, critiques, and synthesizes representative literature on a topic in an integrated way such that new frameworks and perspectives on the topic are generated. The body of literature includes all studies that address related or identical hypotheses or research problems. A well-done integrative review meets the same standards as primary research in regard to clarity, rigor, and replication. This is the most common form of review in the social sciences.

3. **Historical Review:** Few things rest in isolation from historical precedent. Historical literature reviews focus on examining research throughout a period of time, often starting with the first time an issue, concept, theory, phenomena emerged in the literature, then tracing its evolution within the scholarship of a discipline.

4. **Methodological Review:** Reviewing methods of analysis provides a framework of understanding at different levels [i.e. those of theory, substantive fields, research approaches, and data collection and analysis techniques], how researchers draw upon a wide variety of knowledge ranging

from the conceptual level to practical documents for use in fieldwork in the areas of ontological and epistemological consideration, quantitative and qualitative integration, sampling, interviewing, data collection, and data analysis.

5. Systematic Review: This form consists of an overview of existing evidence pertinent to a clearly formulated research question, which uses pre-specified and standardized methods to identify and critically appraise relevant research, and to collect, report, and analyze data from the studies that are included in the review. The goal is to deliberately document, critically evaluate, and summarize scientifically all of the research about a clearly defined research problem.

6. Theoretical Review: The purpose of this form is to examine the corpus of theory that has accumulated in regard to an issue, concept, theory, phenomena. The theoretical literature review helps to establish what theories already exist, the relationships between them, to what degree the existing theories have been investigated, and to develop new hypotheses to be tested.



CHECK YOUR PROGRESS

Q.1 : Define Secondary data.

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Q.2 : State any two types of literature review

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3.6 PROCESS OF LITERATURE REVIEW

Writing a literature review is often the most daunting part of writing an article, book, thesis, or dissertation. Though there is no hard and fast rule for writing

a literature review, for systematic writing of literature six steps were given below:

Step One: Determine the information needed:

Before you begin to search for articles or books, decide beforehand what areas you are going to research. Make sure that you only get articles and books in those areas, even if you come across fascinating books in other areas.

Step Two: Explore the information source available:

Conduct a comprehensive bibliographic search of books and articles in your area. Read the abstracts online and download and/or print those articles that pertain to your area of research. Find books in the library that are relevant and check them out. Set a specific time frame for how long you will search.

Step Three: Read and highlight evidence:

Skim the contents of each book and article and look specifically for these five things:

1. Claims, conclusions, and findings about the constructs you are investigating

2. Definitions of terms

3. Calls for follow-up studies relevant to your project

4. Gaps you notice in the literature

5. Disagreement about the constructs you are investigating

Step Four: Make notes (Code the literature):

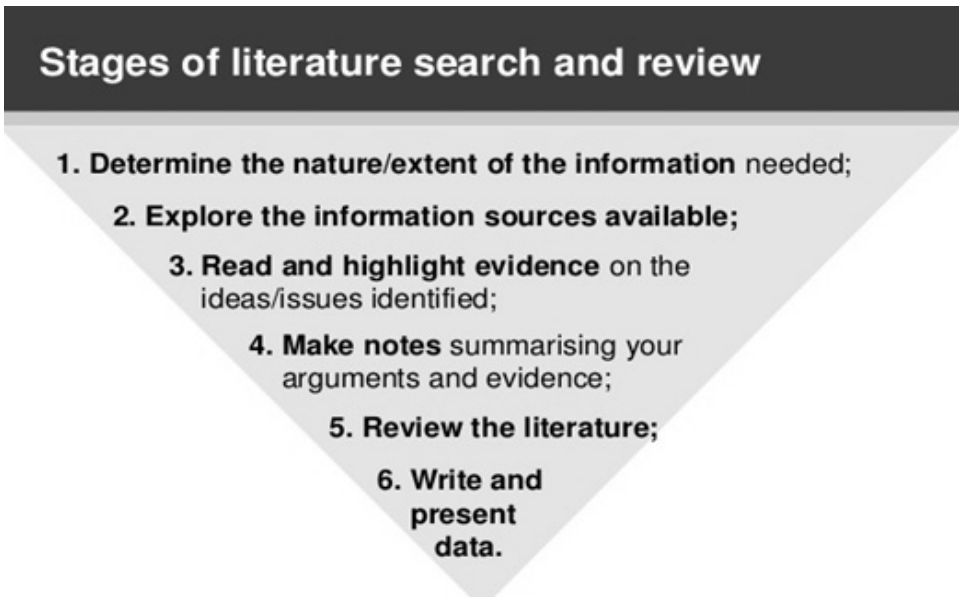
Figure out what the main themes are. Place each excerpt into a themed pile. Make sure each note goes into a pile. If there are excerpts that you can't figure out where they belong, separate those and go over them again at the end to see if you need new categories.

Step Five: Review the literature:

Review the literature from your point of view and explain how relevant it is for your research.

Step Six: Write and present data:

Choose any section of your conceptual schema to begin with. You can begin anywhere, because you already know the order. Figure out a mini-conceptual schema based on that theme by grouping together those excerpts that say the same thing. Don't forget to include the citations as you write, so as not to lose track of who said what. Repeat this for each section of your literature review.



Ways to Organize Your Literature Review:

There are different ways for organizing literature review. Some of them are discussed as below:

- **Chronology of Events:**

If your review follows the chronological method, you could write about the materials according to when they were published. This approach should only be followed if a clear path of research building on previous research can be identified and that these trends follow a clear chronological order of development.

- **Thematic ["conceptual categories"]:**

Thematic reviews of literature are organized around a topic or issue, rather than the progression of time. However, progression of time may still be an important factor in a thematic review. For example, a review of the Internet's impact on American presidential politics could focus on the development of online political satire. While the study focuses on one topic, the Internet's impact on American presidential politics, it will still be organized chronologically reflecting technological developments in media. The only difference here between a "chronological" and a "thematic" approach is what is emphasized the most: the role of the Internet in presidential politics. Note however that more authentic thematic reviews tend to break away from chronological order. A review organized in this manner would shift between time periods within each section according to the point made.

Methodological:

A methodological approach focuses on the methods utilized by the researcher. A methodological scope will influence either the types of documents in the review or the way in which these documents are discussed.

3.7 EXAMPLES OF LITERATURE REVIEW

Two examples of literature review were given in the following:

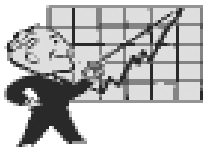
- Keller (2003), analyses the key issues i.e. synthesizing the multi dimensionality of branding elements to measure brand knowledge. This study presented a representation of brand knowledge based largely on cognitive psychology. The study demonstrated that, Consumer brand knowledge relates to the cognitive representation of the brand. The study defined Consumer brand knowledge in terms of the all descriptive and evaluative brand-related information of a brand stored in consumer memory. According to this study, the multiple dimensions of brand knowledge are Awareness, Attributes, Benefits, Images, Thoughts, Feelings, Attitudes and Experiences.

The study concludes that, the multidimensional nature of consumer brand knowledge (in terms of different types of information in consumer memory) and leveraging (in terms of multiple sources of secondary meaning from a linked entity) must be understood and accounted for providing the right perspective and backdrop to consumer research into branding. The study conclude that adopting broader, more holistic perspectives that synthesize the multidimensionality of brand knowledge is critical to advance branding theory and practice, both in general and with brand leveraging in particular.

- V. Srinivasan, Chan Su Park, Dae Ryun Chang (2010) in their study proposes a new approach for measuring, analyzing, and predicting a brand's equity in a Durable product market (cellular phone). The approach takes into account three sources of Brand Equity; Brand Awareness, attribute perception biases, and non attribute. The survey-based study has been conducted among 281 users of digital cellular phone users in Korea by a commercial research firm. Results of the study shows that among the three sources of Brand Equity, Brand Awareness contributes to Brand Equity the largest, and it is the most important attributes for measuring Brand Equity, followed by non attribute preference and to a smaller extent, enhanced attribute perceptions. They also found that, the impacts of a brand's equity on the leading brand's market share and contribution are substantial.

- Example of summarised literature review in tabular form:

Study	Purpose	Stimuli	Design	Findings
Kevin Lane Keller (1993)	Conceptualisation of customer based brand equity	Descriptive	Model Design	Customer based brand equity can be measured through a model of brand knowledge



CHECK YOUR PROGRESS

Q.3 : How many steps are there in systematic literature review process?

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Q.4 : Explain “chronology of events”.

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3.8 LET US SUM UP

In this unit we have discussed the following:

- A literature review is an evaluative report of information found in the literature related to your selected area of study.
- Literature review is a form of secondary data. Any data which have been gathered earlier for some other purposes are called as secondary data.
- Depending on the type of research one conducts, the type of literature review varies. Generally a review can be either a book review, annotated bibliography or literature review.

- Other types of literature review are:
    - Argumentative Review
    - Integrative Review
    - Historical Review
    - Methodological Review
    - Systematic Review
    - Theoretical Review
- For systematic writing of literature six steps were given below:
    - Step One: Determine the information needed
    - Step Two: Explore the information source available
    - Step Three: Read and highlight evidence
    - Step Four: Make notes (Code the literature)
    - Step Five: Review the literature
    - Step Six: Write and present data
- There are different ways for organizing literature review, which are below:
- Chronology of Events
- Thematic [“conceptual categories”]
- Methodological



3.9 FURTHER READING

1. Shields, Patricia; Rangarjan, Nandhini (2013). *A Playbook for Research Methods: Integrating Conceptual Frameworks and Project Management*. Stillwater, Oklahoma: New Forums Press. ISBN 1-58107-247-3.
2. www. Wikiepedia.org

3. https://guides.library.harvard.edu/literaturereview

4. http://libguides.usc.edu/writingguide/literaturereview

5. Kakati R. P. and Choudhury S. (2013),Measuring Customer-Based Brand Equity Through Brand Building Blocks for Durables,*The IUP Journal of Brand Management*, Vol. X, No. 2, pp.24-42



3.10 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. 1 : Any data which have been gathered earlier for some other purposes are called as secondary data.

Ans. to Q. 2 : a) Historical review, b) Systematic review

Ans. to Q. 3 : There are six steps in systematic literature review process

Ans. to Q.4 : It is a way of organizing literature review. If your review follows the chronological method, you could write about the materials according to when they were published..



3.11 MODEL QUESTIONS

1. Define literature review.
2. What is secondary data? State its advantages and disadvantages.
3. Discuss different types of literature review.
4. Discuss the process of literature review.
5. Discuss different ways of organizing literature review.

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