Theme 06: Literature review

Common problems in literature reviews

*The following sentences have all come from student literature reviews. In each case, choose the best option(s).*

1. Which sentences would be more appropriate to introduce your literature review? Why?
2. The potential factors influencing customers’ choice of bank have been an increasing focus for research. These factors have generally been divided into positive and negative factors. Much of the previous literature has focused on the positive factors, while the negative factors have been explored to a lesser extent.
3. With the rapid development of the economy, more and more people are buying luxury brands. Luxury brands are often linked to high quality, precision, craftsmanship, exclusivity and premium pricing (Mansharmanni, 1996). It is estimated that by 2015, the UK luxury market may grow by 27% (Ledbury Research, 2011). Therefore, analysing customer’s attitudes is important.
4. Which purpose statement is more appropriate for a literature review? Why?
5. The aim of this literature review is to investigate which factors influence students’ choice of bank in Glasgow.
6. The aim of this literature review is to examine which factors have been found to influence consumer choice in previous studies in order to provide a framework for the following research.
7. Which sentence is a better way of summarising a source in a literature review?
8. A recent study by Tank and Tyler (2005: 162) in the UK confirms Zineldin’s assertion and shows that locational convenience factors were given a lower importance rating than other factors such as recommendation, reputation of the bank and the interest rate.
9. Locational convenience factors are less important than other factors such as recommendation, reputation of the bank and the interest rate (Tank and Tyler, 2005: 162; Zineldin, 1996).
10. Which sentences are appropriate ways of being critical?
11. However, these studies had some problems. Firstly, they did not take place in Glasgow. Secondly, they did not involve students. Thirdly, they are old.
12. However, the relevance of this study to the current research may be limited as it was conducted over fifteen years ago when the luxury brand market was still undeveloped.
13. However, one limitation of this study is that it does not take the student market into account. Therefore, this is an area which should be further investigated, especially as the student market is becoming larger as discussed previously.
14. The results of Mela *et al*’s research can be generalized towards international students, however being published in 1997 may mean that the data used in the article and some of its implications might not be relevant today.
15. The findings of this research may seem significant, however, it is important to note that this was a small-scale qualitative study and the results may not be generalisable to the wider population.
16. Which sentence is a more useful way to summarise the main findings in a study? Why?
17. Carpenter *et al* (2008) found that that 56% of smokers indicated that enjoying the taste and satisfaction of a cigarette while smoking was important to them.
18. Carpenter *et al’*s (2008) findings indicate that smokers enjoy taste and satisfaction in a cigarette while smoking.

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| ML3 | AL5 |
| Choose an item. | AL8 |
| Choose an item. | Choose an item. |