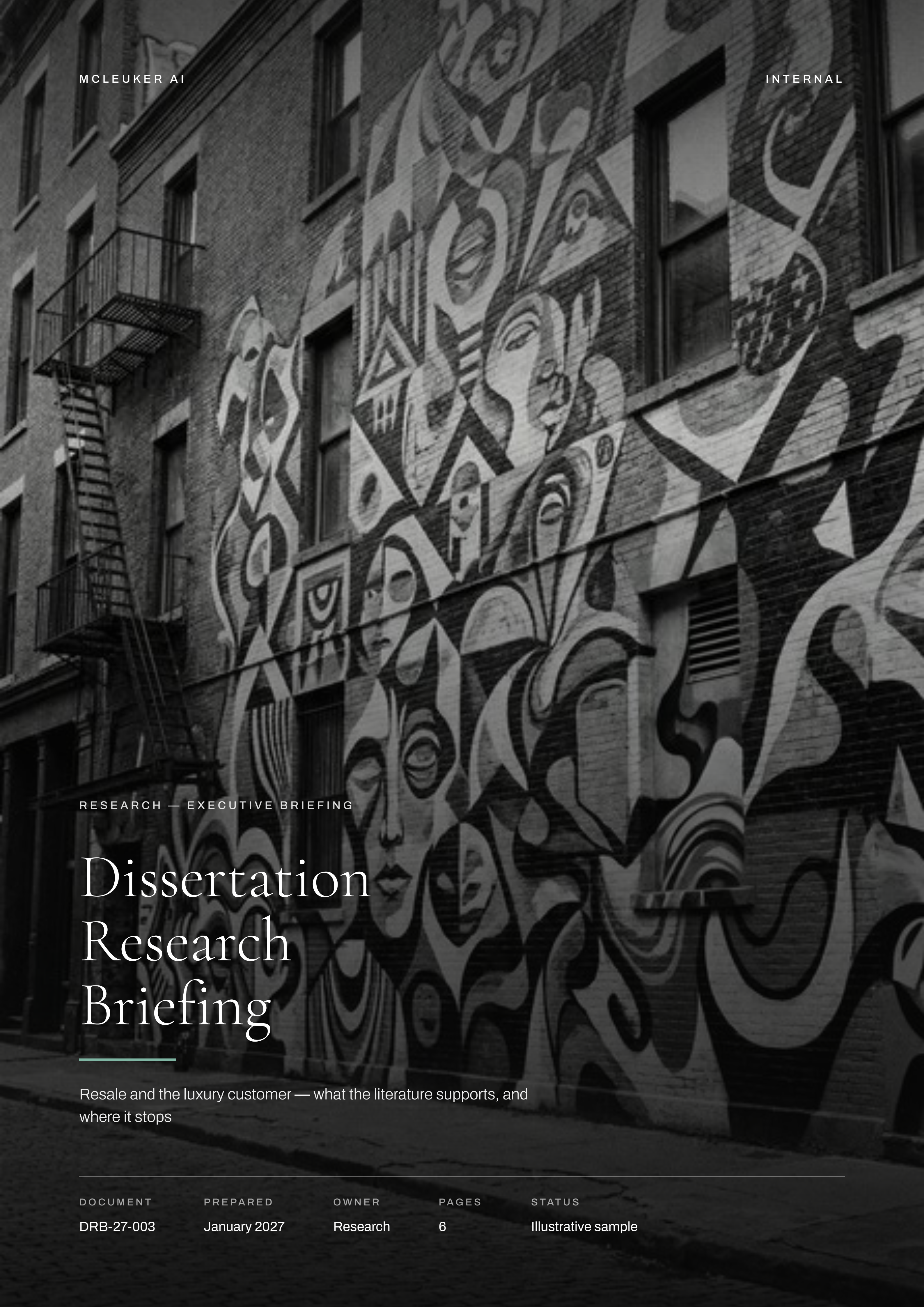

RESEARCH — EXECUTIVE BRIEFING

Dissertation Research Briefing

Resale and the luxury customer — what the literature supports, and where it stops

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
DRB-27-003	January 2027	Research	6	Illustrative sample

The read

The literature supports the demand-side argument and does not support the brand-equity claim the question assumes. Two of the five sub-questions cannot be answered from published work at all, which makes them either primary research or a change of question.

5 Sub-questions in the proposal	3 Answerable from published work	2 Requiring primary research	31 Peer-reviewed sources reviewed

THE LITERATURE SUPPORTS

01 Motivations for buying resale, across several studies.

02 Price sensitivity effects at the category level.

03 Demographic patterns, consistently across markets.

IT DOES NOT SUPPORT

01 That resale participation damages brand equity.

02 Any effect specific to a single house.

Where the marks are, and where the work is thinnest.

THE RESEARCH · MCLEUKER HOUSE SET

SO WHAT The gap is the finding. A dissertation that identifies where the literature stops is stronger than one that asserts past it, and the gap is what the primary research should address.

The evidence base

BY TYPE

SOURCE TYPE	COUNT	BEARS ON	WEIGHT
Peer-reviewed, empirical	18	Motivation, price sensitivity	STRONG
Peer-reviewed, theoretical	7	Framing	SUPPORTING
Industry report	4	Market size	USE WITH CARE
Trade press	2	Context only	NOT EVIDENCE
Total	**31**		

Industry reports are cited for market size and marked as commercially produced. They are not weighted as peer-reviewed work, and the distinction is stated rather than left to the reader.

The part usually left unphotographed.

THE DEVELOPMENT · MCLEUKER HOUSE SET

SO WHAT

Eighteen empirical studies is a real evidence base for three of the five questions. Naming which three is what makes the other two defensible as original work.

Assessed on process, presented as outcome. The gap between those two is what most of this document is about.

MCLEUKER HOUSE SET

Where it stops

THE TWO UNANSWERED

Question 4	Whether resale participation affects perception of the primary brand
Why unanswered	No published study isolates the effect from price and availability
Question 5	Whether the effect differs by price tier
Why unanswered	Requires tier-level data that published work does not disaggregate
Implication	Either primary research, or narrow the question to what the literature covers

THE CHOICE

NARROW	Answer the three Defensible, complete, and less original.
EXTEND	Primary research on question 4 Original, and the method has to be defended in full.
BOTH	Three from literature, one primary The strongest structure, and the most work.

SO WHAT Three sound answers and a stated gap beats five asserted ones. The gap is where the contribution is, and identifying it early is the difference between a plan and a rewrite.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Decide whether to narrow the question or add primary research	Student	31 Jan	The proposal assumes evidence that is not there
Cite the industry reports as commercial, not peer-reviewed	Student	31 Jan	The evidence base is weighted wrongly
Confirm the method for question 4 with the supervisor	Student	14 Feb	Primary research is designed without approval
Record the gap explicitly in the literature review	Student	28 Feb	The contribution is invisible to the marker

SOURCES AND BASIS

Peer-reviewed sources — database search, terms and date range recorded in the appendix.
Industry reports — commercially produced; cited for market size and marked as such.
Trade press — used for context only and not weighted as evidence.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Dissertation Research Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.