

Sydney Clark
Entry essay

Thanks to the help of Dr. Pablo Hernandez, planning my research was relatively simple. The process started with a basic outline, with broad headings (e.g. Introduction, Literature Review, Methodology, etc.) given by Dr. Hernandez, and more detailed headings (e.g. Anchoring Bias, Symbolic Utility, Identity Economics, etc.) to further delineate the paper. I then began to research my essay in a linear fashion, starting with my literature review and ending with my statistical analysis, with the exception of my data collection. Since data collection can be very time consuming, I decided to intersperse it throughout my other work. This strategy greatly cut down on the monotony and eased writer's block. I faced many roadblocks in this research paper. A large portion of the data and scholarly work I needed for my research was either not available or not yet studied. My topic was within the field of behavioral economics, which is a newer field. Not much research has been done to decipher the exact amount to which society impacts purchasing decisions, especially in the automotive industry. Because of this, I had to use research that had been done on the social impact on purchases in other industries, such as the smart watch industry. Additionally, there was no data on annual purchases of pick-up trucks, so I had to proxy this information with annual pick-up truck registrations. I am thankful for the availability of the Hollins University Library databases. Most of my information was found through the EBSCOHost database, and I believe I would have faced a larger number of challenges if I had not had access to the Hollins databases. I feel confident that future research will come more easily from this experience and am grateful to have had the resources and opportunity to write a senior thesis at Hollins University.