



# Games over Fashion

Crystal Maybelline | 15092238

# INTRODUCTION

In the past years, people claimed that online virtual games are for boys and fashion is for girls. However today, it is evidenced that the number of girls play online games is increasing as it was experienced by me. Although I like shopping for fashion items, I also feel enjoy when I spend my time playing online games.

This photo diary will show you my spending and purchase behavior based on my passion in online virtual game and also reflect myself as a consumer. Significantly, this diary will be useful for account planning process.



I love to wear fancy clothes, I love shopping, I love being fashionable. At the first place, I thought that fashion is my life.





Then, as I think that fashion is my passion, I studied at LaSalle college majoring Fashion Business to follow my dream and to prove myself that I like fashion.



I love to buy many fashion items such as clothes, accessories, shoes, and bags. However, I consider a lot of factors especially about the price when I want to buy these items. Although I like it, I always wondering why I always think twice when I want to buy fashion goods.

Then, I realized that I love to play games more than shopping. I found that game is my passion. When it comes to games, I realized that I became so royal even my friends think that it doesn't make sense.





I had spent a lot of money for items that I can't even touch. Credit card and paypal make my life easier as I used it to buy my "virtual games products". Then without knowing, I would've spent around **300 SGD** in every month.





One game that make me spent the most cash is "Project Blackout". Since this is a first person shooting game, I have to buy good guns in games with real money. I spent around **200 SGD** for virtual guns, avатар, and the mask.



Not only that, I also spent my real money around **50 SGD** for virtual furnitures in "Sims Social" games. Items in Sims Social are updated every 2-4 weeks. I always follow the newest update by buying the latest products. For instance, the picture shows my Christmas house update.





christmas

Overall 5.0/5.0 stars  
Votes: 22



newyears

Overall 5.0/5.0 stars  
Votes: 22



CandB

Overall 4.5/5.0 stars  
Votes: 22



MinnieC

Overall 4.5/5.0 stars  
Votes: 23



Pumpkins

Overall 5.0/5.0 stars  
Votes: 11



Kims

Overall 5.0/5.0 stars  
Votes: 5



lovkim

Overall 3.0/5.0 stars



kimkim

Overall 1.0/5.0 stars  
Votes: 1



Just like Sims Social, I also play "Viwawa" games almost every day. Virtual clothes in Viwawa is also updated every 2-4 weeks. After I purchased items in Sims Social, I also spent around 50 SGD "Viwawa clothes".





In the end, I feel very happy without regrets after I bought my "virtual products". The weirdest thing that I found is I feel happier spending my money on virtual clothes rather than physical clothes even though I like fashion. Finally, I conclude that there is less consideration for your buying decision when it comes to your passion.



# ANALYSIS AND CONCLUSION

After made a photo diary, I learn that this can be my personal reflection on how me, as a consumer has a different spending behavior between one product category with another. In my case, I considered myself as a royal customer when it comes to online games. As I spent most of my time to play online games, I also spent most of my cash to buy virtual game's products every month. I usually buy virtual clothes, virtual weapons, and virtual furniture to complete my gaming experience. I always buy virtual game's products without any considerations and dare to spend a lot towards it.

Despite of that, when it comes to my other interest which is fashion, I often think and consider twice when I want to purchase clothes, accessories, shoes, and another fashion items. My biggest consideration is about the price and I often think that I better save my money for my virtual items. For instance, instead of buying three clothes, I prefer just to buy one and spend the rest of my money to buy virtual clothes. Since virtual game's items are updated every 2-4 weeks, I feel that I have to buy the products to be trendy, stay competitive, and still belong to the games community.

Another reason why I always buy the items is because the emotional feeling that I would get after I purchase the products. I feel happy, satisfied, and sometimes feel that I have to buy the items as a must. Additionally, I also feel like my goal is achieved after I purchase it. What most motivate me to keep purchasing virtual goods is because my online community is also purchasing the latest items every month so I think that I have to do the same to keep competing and they make me feel that there is nothing wrong or weird to purchase virtual products. Besides, the emotional feeling that I would get after it is considered as priceless.

As one of a research method, photo diary can be considered as a useful tool to get information about customers. Photo diary comes with some benefits for both researchers and account planners. The advantages of using photo diary as a research method are researchers and account planners will know how their target audience behaves on certain products and what their spending patterns towards the products are. By knowing what their customers' spending behavior is, researchers could develop an effective strategy for marketing their product. Furthermore, photo diary is very useful for account planner itself since they can get a better understanding with customers. As a result, it would make it easier for account planners to develop the most appropriate campaign strategy as well as creating the most desirable advertisements. For example, my photo diary could give a valuable insight for both fashion industry and online games industry since the account planner knows exactly what I need and want. Account planner could suggest fashion companies to collaborate with online games companies. Fashion company could advertise their product or brand by using product placement in games and design virtual clothes for online games company. Moreover, based on my case, account planner will also know that the best media to advertise fashion products or other products is using online as I spent most of my time connecting to the internet.

In brief, what I could learn for this project is people will consider and think less when they want to purchase the products that relate to their true passion or main interest. Like "don't judge a book by its cover" phrase, it is difficult to judge customer from only the outside look. Due to that fact, photo diary is very useful for account planners to develop a campaign and advertise the product in an effective way as from photo diary; researcher can know what every customer's main interest is and how they are willing to spend a lot of money for it.

**THE END**