





# Equation of Value



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$=$





# BIG HELLO!

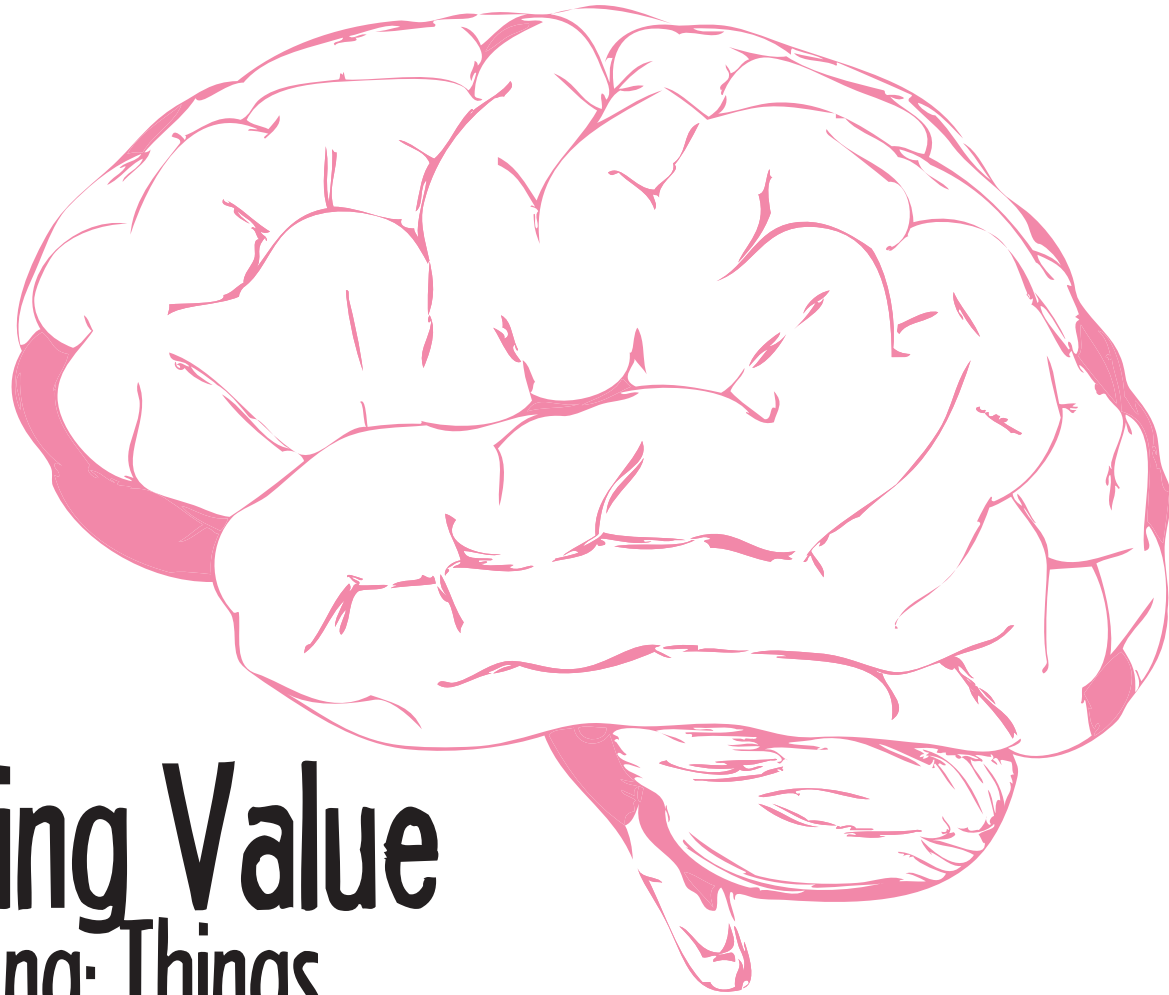
My name is Ariel Chia and welcome to this little journal where I've archived all my purchases over a week. I am just as excited to share with you my insights and thoughts on my purchases.

You must first know that I receive substantial allowance every month, and therefore I have to learn to be wise in my spendings and to stretch my dollar whenever I can. I am a self-professed value shopper to which most of my peers nicknam me "Singaporean Aunty" as I am always on the hunt for good buys, otherwise defined as "Good Quality Goods at Good Prices (3G)". As a value hunter this sometimes require me to shop at heartlands/ traditional old shops. Hunting down for 3G items make me feel satisfied and happy that I've gained savings. Aside from that, I am born with a soft spot for food, to which my untamable tongue does the purchase decision as long as there's sufficient \*kachings\* in my wallet. True story.

This journal will give you an insight on how cost saving I can be,  
and how susceptible I am to my greatest vice- FOOD!

Get along now... get flippin' and readin' !





**Rationalising Value**  
when purchasing: Things



## ALWAYS and EVERYDAY \$2!

I love Daiso. Strategically located in town, Daiso carries all kinds of products from stationary, lanterns, kitchenware to snacks!

Everything whether big or small is tagged at just \$2. Its just up to you to decide what is value for money and what isn't!

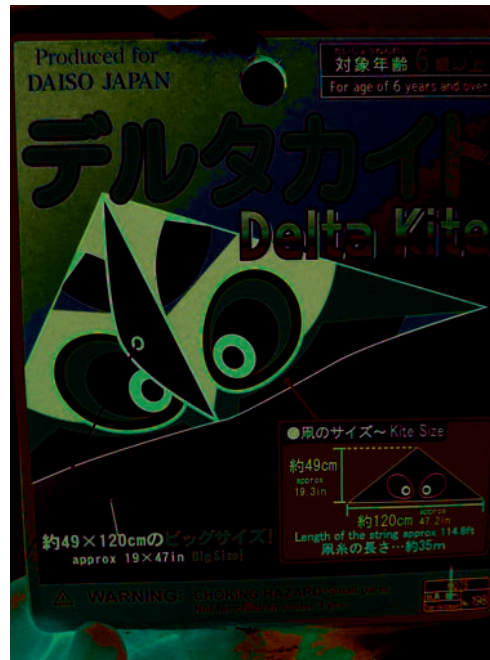
I scourge through to find the best value for money.. look to your right to see my findings! ->



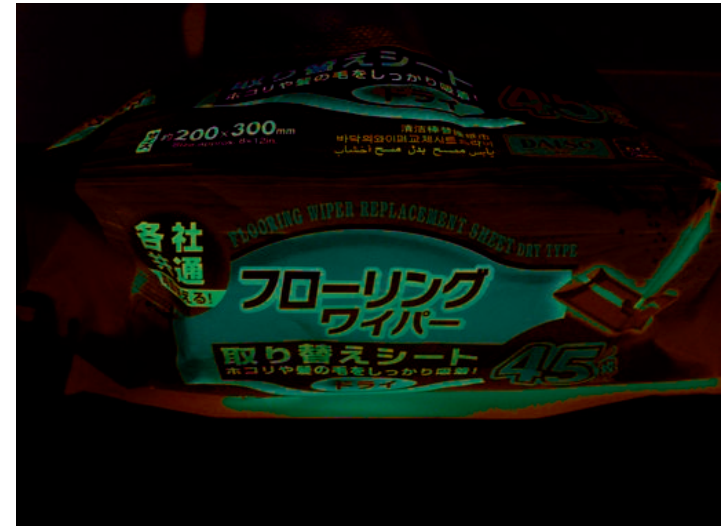
# Here's what I bought!



I got a small trash bin for my toilet at Daiso. They have a few pop colours but I decided to settle for yellow. Very very value for money.



I chanced upon a KITE! Yes for just \$2 only, I can't believe this buy and more suprisingly it does fly.. and very HIGH as well.



I also got this four wiper sheets that comes in a pack of 45 sheets. Very worth it for its price, especially so when I am going to use and then throw it away. It does'nt hurt as much on the pocket like the branded "Magic Clean" ones.



“Psst..follow me..”

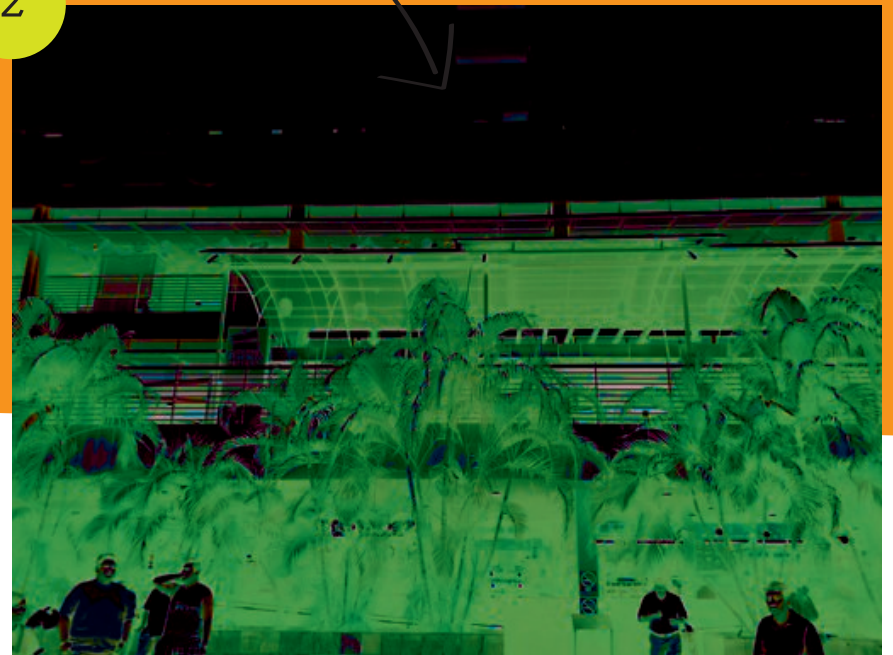
1



First take a train to Chinatown MRT..

**[TOP SECRET]**

2



Then head down to People's Park Complex, go up to the second floor, turn right and...

**[HIGHLY]  
[CONFIDENTIAL]**



You've found the

Hidden Gem for  
cheap toiletries!



I knew this place through word of mouth by my mother. As you can see, there's high traffic and that's because the prices of toiletries here are 20-30% cheaper than what it is sold at your regular supermarkets, Definitely value for money!

My purchases!

I will always buy in bulk when I am here because the more you shop the more you SAVE!



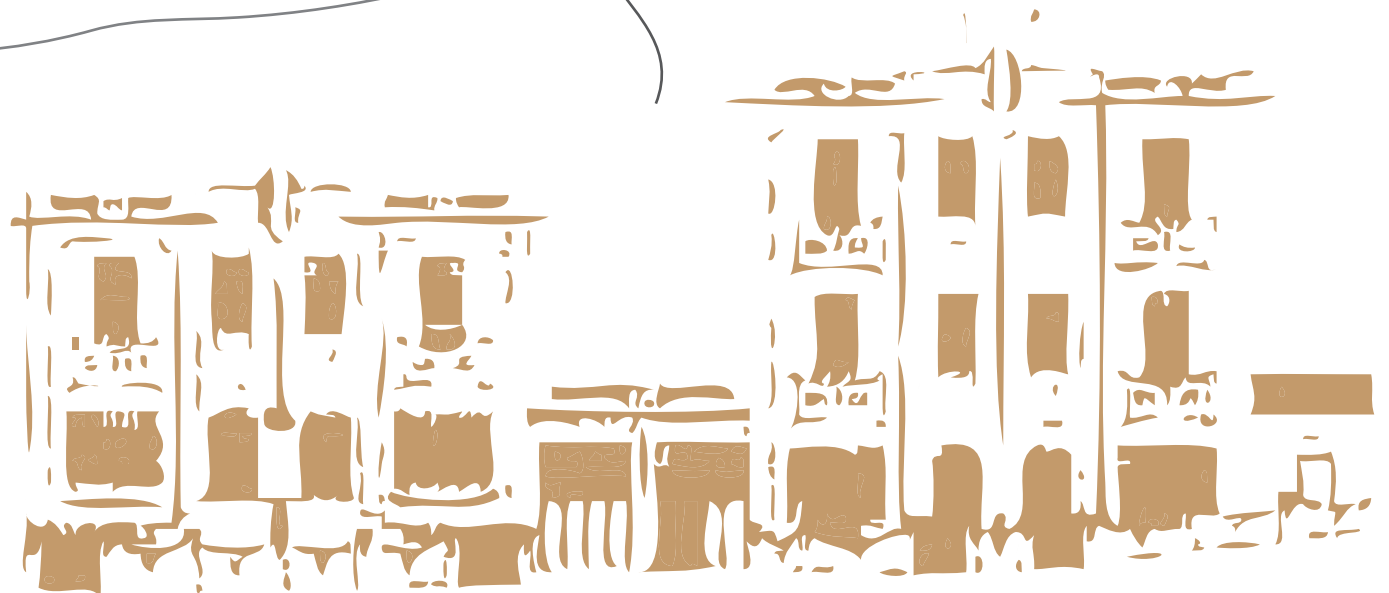




# THE NOSTALGIC TRADITIONAL STORE

Unlike most shops that have revamped their look and their brand, well, some shops are still very much left behind. The old school general store, where perhaps your grandparents would frequent to get their DIY items, still lives.

Spotted at Ang Mo Kio, I couldn't help but be drawn in by all the clutter. Somewhere deep in my heart, I believe that prices in such stores are much lower than your conventional convenient stores/supermarket due to low marketing costs. However, more than just trusting my guts, the only way to prove it was to walk in and check out prices.



A photograph of a long, narrow aisle in a warehouse or a large retail store. The aisle is lined with high shelves on both sides, packed with a wide variety of household goods. On the left, there are stacks of white plastic containers, bowls, and trays. On the right, there are colorful plastic bowls in shades of blue, pink, and yellow, along with stacks of white plates and various boxes. The floor is made of light-colored square tiles. In the background, the aisle leads to a brightly lit area with more shelves and a counter. The overall impression is one of a vast and diverse inventory.

**THE ASSORTMENTS ARE  
BREATH-TAKING**

# & so is the Price \$ \$



Truth be told I was lost in there. I can't believe I came out with a bag of baking apparatus. Things that I never knew could be so cheap as compared to your regular supermarket.

The quality of these products are very good and sturdy. Glad to have walked in, because I know I got these items at a steal!





Toa Payoh Mall, is also another place I frequent to find cheap and value for money items.

They have numerous Value Dollar shops, that sell a plethora of items at cheaper prices as they are most probably parallel imports.

This time I just needed to get hair pins, and am not willing to pay inflationary prices for them at the regular shops in town. This calls for a value hunt at Toa Payoh Mall whilst on my way back from school.

To my sweet success, I found just the shop!





This shop sells all kinds, colours and different styles of hair accessories. Not only that, they sold stockings, umbrellas, fashion accessories to cosmetics! Most of their items were cheaply priced and so were the hair pins I needed to get!

I got them at just \$0.60 a packet, when its normally above a dollar for a pack like this in mainstream accessories shops! \*MEGAWATT SMILES\*



**Tasting Value**  
when purchasing: Food







# SERANGOON GARDEN MARKET

is just a stone throw away from where I live.  
The convenience is a value added factor to my food purchases, and I just can't resist!





As much as I grew up being the Macdonalds kid who loved the american fast food breakfast, deep inside I still love the traditional kaya toast, half boiled eggs and kopi.

This stall that you see here is one that I normally patronise. Chiefly because the toast is cheaper and more yummilicious as compared to the other stalls.





Ham and Cheese: \$0.80

Tuna Bun: \$0.80





# YUH BUNS

Only open in the mornings, this I know are by far, the only bakery to sell the cheapest and sweetest tasting buns. The bread is so soft and smooth the moment you sink your teeth in, the next moment the bun is gone. Freshly baked daily.

I buy this as a great tea time snack and to tame my tastebuds for the afternoon hunger pangs.

Super value for money. And I mean it.





A large, 3D metal sign for 'CHOMP CHOMP FOOD CENTRE' is the central focus. The sign is made of dark, weathered metal and is set against a backdrop of a lush garden with various plants and trees. In the background, a building with a traditional roof and a sign that reads 'Serangoon Garden' are visible. The sign is positioned on a raised platform, and the overall scene is brightly lit, suggesting a sunny day.

# CHOMP CHOMP FOOD CENTRE

Located in Serangoon Gardens, Chomp Chomp Food Centre is definitely a food haven for any food junkie, ask anyone foodie and they'll have agree.

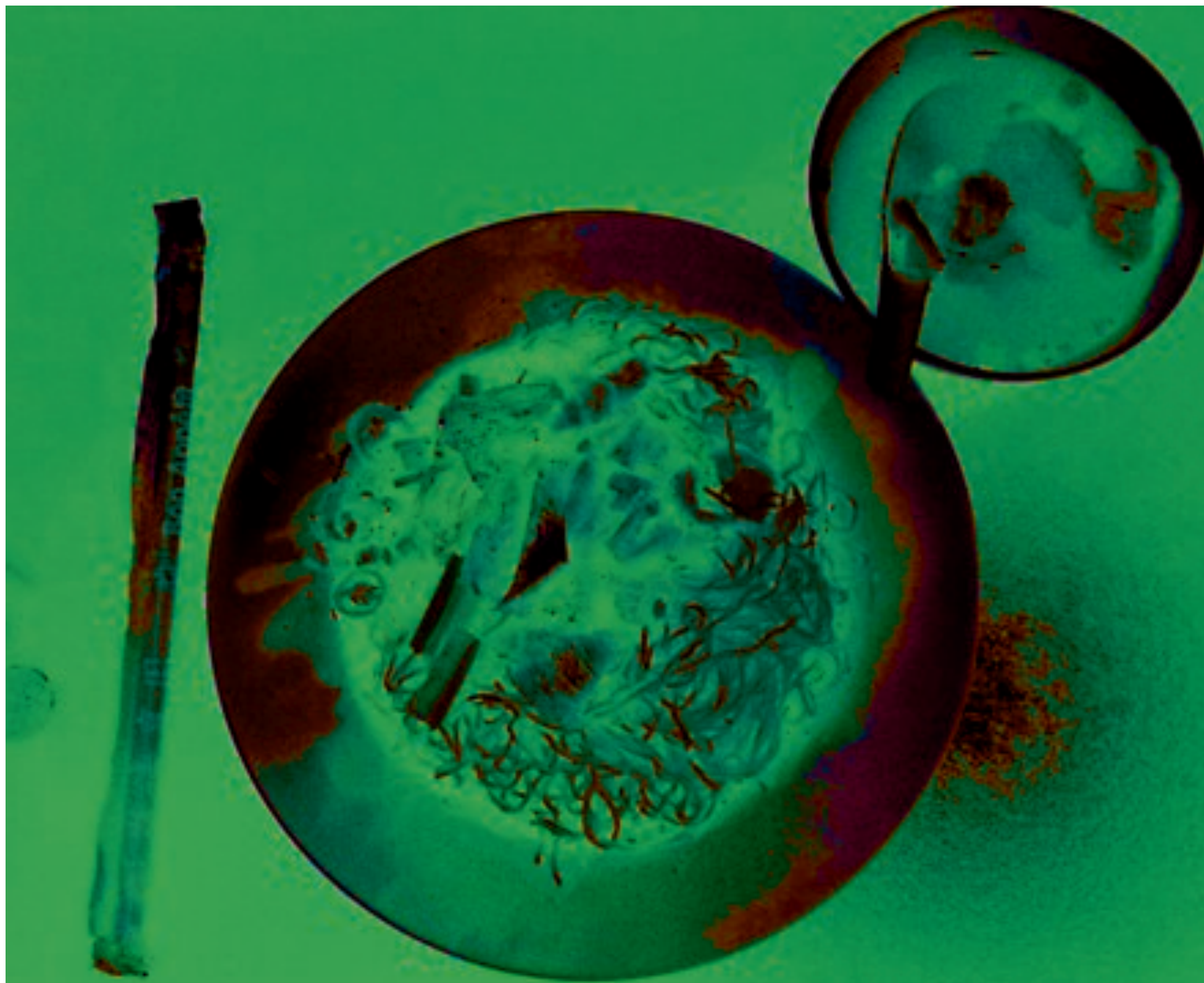
Here, they serve all the local signature dishes such as "Char Kuey Teow", carrot cake, popiah and many others! Moreover, its reasonably priced, though you can't run away totally with inflationary prices all over hawker centres :/ Nevertheless, compared to cafe-dining, food here tastes alot better and wayyy satisfying for the taste buds. Cheap and good. It's a no wonder you can find me here!



ME LOVES TO EAT WANTON MEE! (:

My favourite noodle stall @ Chomp chomps.  
Boy i don't know what they put inside the wanton  
mee, but it just tastes so good everytime I eat it!  
I know it's alittle above \$3 for a bowl, but oh heck,  
if it satisfies my tastebuds it satisfies my heart!







# My Reflection and Research

Upon reflection, I have to reinforce that I am a very value based shopper. I am very selective on what I spend on and I ensure that every cent spent is worth it. If given the means and time, I would be prepared to spend that extra time to travel and hunt for the shop that has the better deal. I am not in favor of shops, which are over commercialized, as they seem to have the connotation that the items sold are not value based due to expenditure on storefront and awareness. Rather, I like to go to the “underdogs” to purchase my utility items as they have in my perception to be priced cheaper as gathered from experience. The savings I get allows me to maximize my dollar on other items that I would need. Ultimately every penny makes a pound, to which is what I live true to. Through this I have realize a certain attribute that I have when I shop. It is the moment I step into a place that sells relatively cheaper items, I tend to buy alot, even though I may not need them at all. Most probably the urge to buy more surfaces because the risk of purchasing a cheap item is low.

When it comes to food, I tend to be very value seeking as well. I do not dine in restaurants as much, as it is expensive and I know that I can get better and cheaper food elsewhere.

In the area of research for Account Planners, this diary would serve well as an insight to the way I perceive value. Many people perceive value in different ways and many a times it is influenced by past experiences or current state of mind/environment. This diary reveals how income can affect and influence they way one consumes, and how one can maneuver around one's limitation to have their desires fulfilled. It shows the spending habits of a person to which reflects their hobbies, interests, needs and wants. Through this Account Planners are able to extract or infer the values of a person, the way the person thinks and where she/he shops. More than just unravelling a person's psychographics and values, the diary gives the Account Planner an inkling on what the person is willing to spend on when they rationalise with their brain and when they try to rationalise their desires then find ways to meet them. These information are crucial in aligning the campaign to the values of the person so that it makes the campaign relevant and identifiable.

However, this diary has its limitations in certain aspects. The diary reflects just an occasion or a selected moment in the author's life. Also as this assignment is done based on a topic/theme, the author is more inclined to purchase and talk about expenditures that are related to the topic/theme. In some cases, certain findings cannot be just inferred and then generalised as a fact. There are perhaps certain spending habits that the author possess aside from what is being recorded.