



**168  
HOURS.**



# ME Myself And I.

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2012



Momo nagging.



My room.

**08<sup>th</sup> April  
Sunday.**

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Dear Diary,

Mum nagged at me today regarding the multiple tidbit/snacks corner at home - 3 in total, 1 in my bedroom, 1 in the living room and 1 in the dinning room. I love snacking but I don't remember buying so much supplies. Therefore I have decided to track how much tidbits I buy in a week before the mummy starts nagging again!

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**2012**



**08<sup>th</sup> April  
Sunday.**

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**My tidbits corners around the house.  
Fill every corner of the house with tidbits and I can snack  
whereever and whenever.  
Wonder roughly how much I spend on tidbits...**

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**2012**





Tidbit corner in my bedroom.

**08<sup>th</sup> April  
Sunday.**

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I love the tidbits and snacks.  
I hate proper meals.  
I love my tidbit basket.  
Overwhelming supply, supported by bags on the sides.  
And that's not all ...

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**2012**

Biscuits.



Healthy Snacks.



**09<sup>th</sup> April  
Monday.**

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Went to Marks & Spencer with the intention of buying shirt for dad, but ended up with lots of biscuits minus the shirt.

All the goodies distracted me.

The biscuits are a little more costly but the quality speaks for it.

Try to influence mum to snack together.

**Total Damage: \$24.50**

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**2012**



Cold Storage.



Gummies.

**10<sup>th</sup> April**  
**Tuesday.**

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Went into Cold Storage with intention to get only gummies

BUT .....

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**2012**



**10<sup>th</sup> April  
Tuesday.**

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Ended up buying more chips.  
Love brands like Kettle and Ruffles not for the brand but  
for the quality of potato they used for the chips.  
And the unique flavours they have.  
Adds fun to conventional potato chips.

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**2012**



Calbee.



Tapoika chips.

# 10<sup>th</sup> April Tuesday.

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I might find new love with the imported brands, but i still stay loyal to establish brands such as Calbee!

It's hot and spicy has always been its signature.

And also old school snacks such as tapoika chips are still items i buy frequently!

Total Damage: \$17.85



**11<sup>th</sup> April**  
**Wednesday.**

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**No purchase.**

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**2012**





**12<sup>th</sup> April**  
**Thursday.**

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**Snacks to stay awake in class.**  
**All time favourite chocolate and skittles.**  
**Total Damage: \$5.70**

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**2012**



Salsa



Kettle + Marie

# 13<sup>th</sup> April Friday.

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Bought a bottle of salsa dip to go with my chips.  
 Attempting to make potato chips a little healthier.  
 Found the Japan imported Marie biscuits that is supposing  
 to be low sugar and sodium.  
**Total Damage: \$16.00**

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Shopping at NTUC.

**14<sup>th</sup> April  
Saturday.**

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Despite already having bought so much tidbits throughout the entire week, I still could not resist going grocery-tidbit shopping on Saturday at tFairPriceXtra which carries a wider range of products!

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**2012**

Greedy  
Me...



Filled  
Up.



**14<sup>th</sup> April  
Saturday.**

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The snacks section is huge,  
I m trying to grab as many as possible!  
Finally!

A basket filled with all my favourite snacks and biscuits. (:  
**Total Damage: \$50.25**

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**2012**



**14<sup>th</sup> April**  
**Saturday.**

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**My favourite rows in the entire hypermart!**

**Row 18 - Snacks.**

**Row 17 - Biscuits.**

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**2012**





Old school Marie biscuits.

**14<sup>th</sup> April  
Saturday.**

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Although the Marie biscuits bought on Friday was imported and cost twice the price of tradition Khong Guan Marie biscuits, the taste was far from it.  
Old school biscuits still taste the best!

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**2012**



Cheese  
Rings.



Cheese  
Balls.



**14<sup>th</sup> April  
Saturday.**

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Another all time old school favourite  
Cheese Rings and Cheese Balls..



**15<sup>th</sup> April**  
**Sunday.**

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**No purchase.**

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**2012**



Snacks + more snacks

## **MY** Verdict. Conclusion.

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From this exercise, I gather that I am not a brand conscious consumer but a benefits orientated and practical consumer. Items bought were selected based mainly on the taste without any consideration given to the brand or price. I also came to notice that if one of the regular brand or flavor that I usually buy is unavailable, I do like to settle for another brand or flavor. This reflect that I m a rather loyal consumer or in other words consumer who is resistance to change.

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Personal liking is one of the main motivations behind most of the choices made followed by practicality (easy to bring around or keep) and benefits of the product (health benefits, taste etc.).

The most significant benefit of using photo essay is context, as it takes place in real life setting of consumers rather than artificial stimulation, with the absence of a researcher it facilitates natural reflection with minimal inference which enable account planners to have access to the private thoughts and gain insider's look into the living and authentic "world" of their selected type of consumer. It is also likely to be able to see what consumers considerations they have whenever they need to make a choice, in terms of expectation and beliefs about any particular brands/products and how these affect their purchase or consumption behavior, allowing discovery of new insides on product/market gaps, usage scenarios and relevance of brand to consumers' everyday life.

The story is also told based on the consumer's own recollection, which interviewing can bias though questioning. The insights gain can lead to revelation on how the account planners can tailor their strategy and proposition to the consumer's desired level of functionality, the correct emotional characteristics that will facilitate consumption and types of behavioral responses when certain cues are given. Despite the number of advantages there are still limitations, which this method of research face. The respondents can be selective with the topics they discuss and may perform for the camera causing the results to be unreal and unreliable. High cost is also incurred as a trained photographer has to be used so as to be able capture the holistic expression of the consumer. While photo essay can provide excessively detailed findings, it is not enough. We will have to use it together with other qualitative and quantitative research method in order to ensure that account planners are able to truly understand the consumer while minimizing the misinterpretation of consumer behavior.

**THE** END.

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