WISE Buyer
versus
Conspicuous Consumer

Conspicuous Buy: Ipad Air

- Apple iPad Air 2 (64GB)
- Price: $554
- Why is it conspicuous?
  - The Ipad is the most wanted tablet in the market
- Why is it expensive?
  - This Ipad has 64gb and is the newest model

Wise Buy: Samsung Galaxy

- Samsung Galaxy Tab 16gb
- Price: $244.99
- Why is it WISE?
  - This tablet is cheaper but has similar functions
  - I sacrifice GB space but I don't need them

Conspicuous Buy: Dodge challenger

- Dodge challenger
- Price: $27,000
- Why it conspicuous?

  This car is one of the powerfull cars made in USA.
- Why is expensive?

  this car has 8 pistons and spends a lot of gasoline

Wise Buy: Honda civic

- Honda civic 2015
- price:$18,952
- Why it is wise?

  It is wise because is cheaper and also is durable.

Conspicuous Buy: iPhone 6 Plus

- iPhone 6 Plus
- Prices:$790
- Why it conspicuous?

  The Iphone is the most wanted phone in the market.
- Why is expensive?

  apple is expensive.

Wise Buy: Samsung Galaxy S6

- Samsung Galaxy S6
- Prices:$554
- Why it is wise?

  most of the apps are free and is have the same or better function then a iPhone.

Conspicuous Buy: Apple 13.3" MacBook Air Notebook Computer (Early 2014)

- Apple 13.3" MacBook Air Notebook Computer (Early 2014)
- Prices:$1500
- Why it conspicuous?
  is the most new
  computer from apple.
- Why is expensive?
  apple have a large
  demand.

Wise Buy: Dell XPS

- Dell XPS
- Prices:$1000
- Why it is wise?

  This is wise because is cheaper and you don't need to have a account for get something.

Conspicuous Buy: Gucci Men's watch

- Gucci Men's watch
- Prices:$1100
- Why it conspicuous? this watch is conspicuous because is one of the most popular.
- Why is expensive? Because is Gucci.

Wise Buy: MVMT Watch

- MVMT Watch
- Prices: $95.00
- Why it is wise?

  this is wise because make the same function then a Gucci watch and is cheaper.

Conspicuous Buy:Nike Mens Air Jordan 6 Retro

- Nike Mens Air Jordan 6 Retro
- Prices:$500
- Why it conspicuous?
  jordan is the most popular shoes in USA.
- Why is expensive?
  these part of shoes are limited edition.

Wise Buy: Nike Men's Air Force 1

- Nike Men's Air Force 1
- Prices:$70.00
- Why it is wise?

  this wise because is cheaper.

Conspicuous Buy: Gucci Men's Unisex Belt Web Black and Turquoise with Interlocking G Buckle 114984 36

- Gucci Men's Unisex Belt Web Black and Turquoise with Interlocking G Buckle 114984 36
- Prices:$400
- Why it conspicuous?

  Is one of the most popular belt in the world.
- Why is expensive?

  is gucci.

Wise Buy: Kenneth Cole belt

- Kenneth Cole belt
- Prices:$30.00
- Why it is wise?

  Because is cheaper.

Conspicuous Buy: Gucci Men's Dark Grey Felted Wool Red Green Band GG Baseball Hat

- Gucci Men's Dark Grey Felted Wool Red Green Band GG Baseball Hat
- Prices:$220
- Why it conspicuous?
  Gucci is what of the most popular.
- Why is expensive?
  Gucci is a designer brand.

Wise Buy: Lacoste Men's Pique Cotton Cap

- Lacoste Men's Pique Cotton Cap
- Prices:$30.00
- Why it is wise?

  Hand Wash and is cheaper.

Conspicuous Buy: Hot Sox Women's Vincent van Gogh's Starry Night Trouser Sock

- Hot Sox Women's Vincent van Gogh's Starry Night Trouser Sock
- Prices:$30.00
- Why it conspicuous?
  it have one of the most famous picture.
- Why is expensive?
  is expensive because is made of teddy bear.

Wise Buy: Everlast Men's basic no-show atheletic socks, 7 pairs

- Everlast Men's basic no-show atheletic socks, 7 pairs
- Prices:$4.00
- Why it is wise?

  is wise because you get a lot for a low prices.

Conspicuous Buy:The North Face Unisex Vault Backpack

Roll over image to zoom in

- The North Face Unisex Vault Backpack
- Prices:$200
- Why it conspicuous?

  one of the most

  popular brands in USA
- Why is expensive?

  IS too popular.

Wise Buy: JanSport SuperBreak

- JanSport SuperBreak
- Prices:$30.00
- Why it is wise?

  because is cheaper.

Conspicuous Buy:Beats Solo 2 Wired On-Ear Headphone - Blue

- Beats Solo 2 Wired On-Ear Headphone – Blue
- Prices:$200
- Why it conspicuous?

  it very popular. is for teenagers.
- Why is expensive?

  it have a great demand.

Wise Buy: WeSC Piston Graphic Headphones Purple Grape, One Size

- WeSC Piston Graphic Headphones Purple Grape, One Size
- Prices:$30.00
- Why it is wise?

  is made in china.