

WISE Buyer
versus
Conspicuous Consumer



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Conspicuous Buy: Apple iPhone 6



- Apple iPhone 6
- Price: \$807.99
- Why is conspicuous?
 - ✓ The iPhone is very popular and it has a high demand.
- Why it is expensive?
 - ✓ This iPhone is expensive because is the last model and it brands is Apple and it has 64GB.

Wise buy: Samsung Galaxy S6



- Samsung Galaxy S6
- Price: \$579.00
- Why is wise?
 - ✓ This Samsung galaxy is wise because it has function like the iPhone and it water proof.

Conspicuous Buy: Apple MacBook Air



- Apple MacBook Air
- Price: \$ 994.00
- Why is conspicuous?
 - ✓ People love this laptop and they want it.
- Why is expensive?
 - ✓ This laptop it is expensive because is small easier to carry around and it can up to 12 hours battery.

Wise buy: HP Stream 11.6 Inch Laptop



- HP Stream Laptop
- Price: \$179.00
- Why is wise?
 - ✓ It is a wise buy because you will save a lot of money and it has a similar function of the others laptops.

Conspicuous buy: Michael Kors Greenwich



- Michael Kors Greenwich
- Price: \$459.00
- Why is conspicuous buy?
- ✓ Consumers love Michael Kors products.
- Why it is expensive?
- ✓ It is expensive because it is a Michael Kors products and the product is of high quality.

Wise buy: Anne Klein Perfect Medium



- Anne Klein Perfect Medium
- Price: \$ 39.99
- Why is wise?
 - ✓ It is a wise buy because you will save money and it is bigger than the other bags.

Conspicuous buy: Beats Pill Nicki Portable Speaker



- Beats Pill Nicki Portable Speaker
- Price: \$175.97
- Why is conspicuous buy?
 - ✓ It is conspicuous buy because it deliver a powerful sound, and change track from you iPhone.
- Why it is expensive?
 - ✓ It is expensive because it sound clearly ant it has high potentials.

Wise buy: iHome iM59WC Rechargeable



- iHome iM59WC Rechargeable
- Price: \$12.99
- Why is wise?
 - ✓ It is wise buy because is inexpensive, saves a lot of money and also it is smaller.

Conspicuous buy: Nike Air Max 90



Nike Air Max 90

Price: \$99.99

Why is conspicuous buy?

- ✓ It is a conspicuous buy because it's durable and comfortable, durable also people love this style of shoes.

Why is expensive?

- ✓ It is expensive because it's Nike brands and they are originals.

Wise buy: Champion Women's Gusto



- Champion Women's Gusto
- Price: \$24.99
- Why is a wise buy?
 - ✓ It is wise buy because it is cheaper and also the shoes are comfortable for running.

Conspicuous buy: Canon unveils EOS T5i and Rebel SL1



- Canon unveils EOS T5i and Rebel SL1
- Price: \$699.95
- Why is conspicuous buy?
 - ✓ It is a conspicuous buy because its brand is Canon, also because it takes pictures with high quality.
- Why is it expensive?
 - ✓ It is expensive because it has a camera with high quality and it has a powerful flash light.

Wise buy: Nikon Coolpix S2800 20.1 MP



- Nikon Coolpix S2800 20.1 MP
- Price: \$94.95
- Why is it a wise buy?
 - ✓ It is wise buy because it is cheaper and you will save money.

Conspicuous buy: Beats Solo HD On-Ear Headphone



- Beats Solo HD On-Ear Headphone
- Price: \$135.00
- Why is conspicuous buy?
 - ✓ It is a conspicuous buy because they cost a lot cost money, also they are suppose to be the best headphones.
- Why is expensive?
 - ✓ They are expensive because they have a powerful sound and easy to carry.

Wise buy: Apple Ear Pods with Remote and Mic



- Apple Ear Pods with Remote and Mic
- Price: \$26.10
- Why is a wise buy?
 - ✓ It is a wise buy because it is cheaper and also smaller that will fit anywhere.

Conspicuous buy: Ever Pretty Bowtie Round Neck Ruffles Satin



- Ever Pretty Bowtie Round Neck Ruffles Satin
- Price: \$49.99
- Why is conspicuous buy?
 - ✓ It is a conspicuous buy because the price is higher
- Why is expensive?
 - ✓ It is expensive because it design with style

Wise buy: Sleeveless Cotton Rockabilly Tea Dress



- Sleeveless Cotton Rockabilly Tea Dress
- Price: \$29.57
- Why is a wise buy?
 - ✓ It is a wise buy because it is cheaper and one advantage is that it can be use for any kind of party.

Conspicuous buy: The North Face Womens Allabout Jacket



- The North Face Womens Allabout Jacket
- Price: \$80.95
- Why is a conspicuous buy?
 - ✓ It is a conspicuous buy because it is too expensive and it brands it's the north face.
- Why is expensive?
 - ✓ It is expensive because of the durable material.

Doublju Women Fleece Zip-up Hoodie



- Doublju Women Fleece Zip-up Hoodie
- Price: \$21.99
- Why is a wise buy?
 - ✓ It is wise buy because it has the same use as the other ones.

Conspicuous buy: Onlymaker Ladies Women's High Heel Sandals



- Onlymaker Ladies Women's High Heel Sandals
- Price: \$64.60
- Why is conspicuous buy?
 - ✓ It is a conspicuous buy because high heels are very popular.
- Why is expensive?
 - ✓ It is expensive because all the Onlymaker shoes are handcrafted.

Wise buy: Ollio Women's Shoe Platform Open Toe



- Ollio Women's Shoe Platform Open Toe
- Price: \$24.99
- Why is wise buy?
- It is a wise buy because it is cheaper and they are not too high and they look more comfortable.