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:Gucci soho leather shoulder bag

- Gucci sosho leather shoulder bag bag.
- Price: $1,650
- Why is it conspicuous?
- -Because it’s from an expensive brand.
- Why is it expensive?
- -Because it’s a leather bag.

Wise Buy: Michael Kors Fulton Flap Gusset Crossbody

- •Michael Kors Fulton flap gusset Crossbody.
- •Price: $189.00
- •Why is it wise?
- -This purse its cheaper because it’s easy to make.
- -I Sacrifice the leather bag but this purse it’s nice.

Conspicuous Buy:
2015 Ferrari F12berlinetta

- **2015 Ferrari F12berlinetta**
- Price: $319,995
- Why is it conspicuous?

-because you can get any other car that is not too expensive from another company.

Why is it expensive?

- Because it has horsepower 731 HP

Wise Buy: Honda Accord

- Honda accord
- Price:**$22,105**
- Why is it wise?

- because its less expensive than the Ferrari.

-I Sacrifice 731 Hp.

Conspicuous Buy: **Maison Margiela**

- Maison margiela shoes.
- Price:895.00
- Why is it conspicuous?

  - because they are too expensive and they don’t look that good.

Why is it expensive?

Because they are made from leather and made in italy.

Wise Buy: Jordan Spizike

- Jordan Spizike
- Price:$175.00
- Why is it wise?

  - because they are cheaper.

I sacrifice the leather shoes.

Conspicuous Buy:iPhone 6 plus

- Iphone 6 plus
- Price:1,049.95
- Why is it conspicuous?

-The iphone 6 is the most wanted phone in the market.

Why is it expensive?

Because it has 64 GB

Wise Buy:Galaxy s6

- Galaxy s6
- Price:600.00
- Why is it wise?

- its cheaper with similar functions.

I sacrifice GB space.

Conspicuous Buy: apple imac

- Apple Imac
- Price:1,500.00
- Why is it conspicuous?

  - because its from an expensive brand.

Why is it expensive?

Its one of the newest model.

Wise Buy:Sony vaio E series

- Sony vaio E Series
- Price:543.61
- Why is it wise?
- Because this computer is cheaper.’
- I sacrifice the newest model.