

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

# wise buy:Sony **Xperia**



Price \$99

This is wise buy  
because its cheap and  
people buy just to a  
specific use

And also has the same  
use as the Samsung  
galaxy



# Conspicuous Buy: Samsung galaxy s6



Price\$650

This produce is conspicuous because its expensive and people buy it to show out.

# Wise buy: Sports & Action Video Cameras



Price:\$30

This is a wise buy because its cheap and any one can get it.

It doesn't have an HD quality.

# Conspicuous Buy: Samsung camera



Price\$220

This has a high HD quality and its so expensive that's why it's a conspicuous buy. And people buy it to show out.

# Conspicuous Buy: Beats by dre



- Price\$200
- This is considered as a conspicuous buy because its expensive

# Wise buy:Bose

- Price\$30
- this is a wise buy because its cheap and has the same use as the headphone above.



# Conspicuous Buy: Lamborghini



- Price\$30000
- This is considered as a Conspicuous Buy because its expensive and people buy it because to show out.

# Wise buy: toyota



Price \$12000

This is considered as a wise buy because it a well known and a cheap car and its okay to have it. And its also common

# Conspicuous Buy: Samsung 3d smart TV



- Price: \$500
- this is Conspicuous Buy because its so expensive and people buy it to get attention.



# Wise buy: Sony smart TV



- Price\$200
- This is a wise buy its price is fair and has the same use as the Samsung tv.

# Conspicuous Buy:apple mac



- Price\$250
- This is considered as a Conspicuous Buy because ts expensive and people buy it to be the center of attention.

# Wise buy:Desk top



- Price\$100
- This is a wise buy because we cant carry it around and its cheap.

# Conspicuous Buy: PlayStation 4



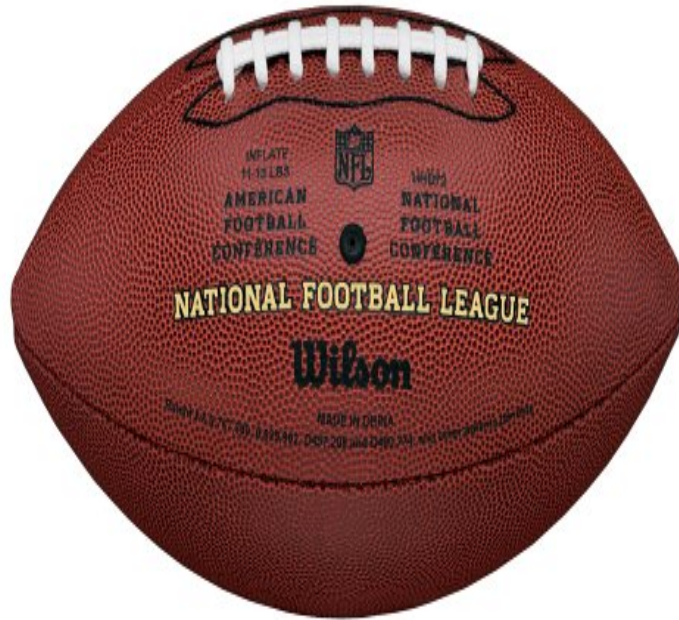
- Price \$500'
- This is considered as a conspicuous buy because its expensive and it has a lots of game and more GB than the xbox360

# Wise buy:Xbox 360



- Price\$100
- This is considered as a wise price because its cheap and also most people can get it a fair price.

# Wise buy: American football



- Price\$30
- This is considered as a wise buy because its cheap and any one can get it a good price

# Conspicuous Buy: Soccer ball



- Price\$90
- This is more expensive than a football because more people love this and its also easy to play



# Wise buy: Polo shoes



- Price\$60
- This is considered as a wise buy because its cheap and any one can get in a fair price.



# Conspicuous Buy: Timberland shoes



Price\$200

This is considered as a conspicuous buy because its expensive and people buy it to be the center of attention.

# Wise buy:Moto smart watch

- PRICE\$20
- This is considered as a wise buy because its cheap and a lots of people can have it its common thing.



# Conspicuous Buy: Apple smart watch



- Price \$99
- This watch is considered as a conspicuous buy because its expensive and people buy it to show that they are rich.