

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
 - Newest model in Samsung store



Conspicuous Buy: Apple MacBook



- Apple MacBook Pro
- Price: \$1,299.00
- Why is it conspicuous?
 - This computer is one of the most wanted in the market
- Why is it expensive?
 - It has 128GB and it's the newest version.

Wise Buy: HP Pavilion



- HP Pavilion 14 (750GB)
- Price: \$449.99
- Why is it WISE?
 - This computer is cheaper but has similar functions
 - It has a touchsmart sleek book

Conspicuous Buy:

- Apple iPhone 6
- Price:\$699.80
- Why is it conspicuous?
 - It is the most wanted in apple store
- Why is it expensive?
 - It has 16GB
 - It is the newest version



Wise Buy:



- Samsung Galaxy S6
- Price:\$579.00
- Why is it WISE?
 - It has 32GB
 - It has similar functions
 - It is also the newest version in Samsung store



Conspicuous Buy:



- Beats Ear-pods
- Price:\$59.99
- Why is it conspicuous?
 - Most popular
- Why is it expensive?
 - High quality

Wise Buy:



- Apple Ear-pods
- Price: \$19.99
- Why is it WISE?
 - It is cheaper

Conspicuous Buy: Air Jordan 7 Retro

- Air Jordan 7 Retro
- Price: \$227.00 - \$800.00
- Why is it conspicuous?
 - Most wanted in Jordan store
- Why is it expensive?
 - Newest model of shoes



Wise Buy: Adidas



- Adidas
- Price: \$175.00
- Why is it WISE?
 - It is cheaper
 - Used to make different sport activities



Conspicuous Buy: Ferrari California T



- Ferrari California T
- Price: \$263,553
- Why is it conspicuous?
 - Has a MPG of 13 in city and a MPG 17 in highway
 - Has a 570 horsepower
- Why is it expensive?
 - Newest model in Ferrari's company

Wise Buy: Mustang V6



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- Ford Mustang V6 2dr Fastback
- Price: \$23,800
- Why is it WISE?
 - Newest model
 - Has a 300 horsepower
 - Has a MPG of 17 city and a MPG of 24 in highways

Conspicuous Buy: Sony PS4

- PlayStation 4
- Price: \$399.99
- Why is it conspicuous?
 - Newest in market
- Why is it expensive?
 - It has 500GB
 - Web browser available



Wise Buy: Xbox One



- Xbox One (500GB)
- Price: \$349.99
- Why is it WISE?
 - Same gaming function
 - It is cheaper



Conspicuous Buy: North Face Jacket



- North Face Carto Triclimate Jacket
- Price: \$204.99 – \$277.17
- Why is it conspicuous?
 - Its brand is popular
 - Wanted in market
- Why is it expensive?
 - One of the most popular brand jackets in U.S.

Wise Buy: Ecko Unltd. Hoodie



- Ecko Unltd. Men's Winner Fleece Full Zip Hoodie-Dark Gray
- Price: \$29.58 - \$59.50
- Why is it WISE?
 - Its cheaper

Conspicuous Buy: GMC Bike



- GMC Denali Road Bike
- Price: \$165.04 - \$412.19
- Why is it conspicuous?
 - High demand by cyclist/athlete people
- Why is it expensive?
 - It has a high end quick carbon fiber/aluminum road bike



Wise Buy: Mountain Bike



- 26" wheel Roadmaster Granite Peak Men's Mountain Bike
- Price: \$72.15 - \$112.99
- Why is it WISE?
 - Its cheaper



Conspicuous Buy: Tommy Wallet



- Tommy Hilfiger Men's Cambridge Passcase Wallet
- Price: \$21.99 - \$55.00
- Why is it conspicuous?
 - Popular brand
- Why is it expensive?
 - Its brand is popular and consumers still buy it no matter its price

Wise Buy: Alpine Swiss Wallet



- Alpine Swiss Mean's Wallet
- Price: \$10.00 - \$19.99
- Why is it WISE?
 - Its cheaper
 - Up to same utility



Conspicuous Buy: Adidas Soccer Ball

- Adidas Performance 2015 MLS Top Glider Soccer Ball
- Price: \$18.38 - \$300.00
- Why is it conspicuous?
 - Newest soccer ball in Adidas' store
- Why is it expensive?
 - Performance 2015 MLS



Wise Buy: Adidas Soccer Ball



- Adidas Performance Conext15 Glider Soccer Ball
- Price: \$11.49 - \$39.99
- Why is it WISE?
 - It has same utility
 - Its cheaper

