

Wise Buyer

versus

Conspicuous Consumer

By: Gabby Galan

# 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: IPHONE 6+

- iPhone 6+
- Price: \$949.99
- Why is it conspicuous?
  - It is conspicuous because is the last cell phone that Apple promoted
- Why is it expensive?
  - It is expensive because it has 64GB and because it is the last iPhone from Apple.



# WISE BUY: IPHONE 4S

- iPhone 4s
- Price: \$329.99
- Why is it wise?
  - This item is wise because is old and because it has 8GB
  - I sacrifice the GB's







# WISE BUY: SONY CAMERA

- Sony Camera
- Price: \$88.99
- Why is it wise?
  - It is wise because is an unpopular camera
  - I sacrifice the mega pixels.



# CONSPICUOUS BUY: APPLE SMART WATCH

- Apple Smart watch
- Price: \$499.99
- Why is it conspicuous?
  - It is conspicuous because an Apple watch
- Why is it expensive?
  - It is expensive because it has advance technology





# WISE BUY: SAMSUNG SMART WATCH

- Samsung Smart Watch
- Price: \$133.00
- Why is it wise?
  - It is wise because is cheap



# CONSPICUOUS BUY: VICTORIA SECRET PERFUME

- Victoria Secret Perfume
- Price: \$40.00
- Why is it conspicuous?
  - It is conspicuous because is a popular perfume
- Why is it expensive?
  - It is expensive because is a good quality



# WISE BUY: FARAWAY PEFUME

- Faraway Perfume
- Price: \$14.95
- Why is it wise?
  - It is wise because it's cheap and because is not a good quality



# CONSPICUOUS BUY: JORDAN SHOES

- Jordan Shoes
- Price: \$155.00
- Why is it conspicuous?
  - It is conspicuous because the mark is popular
- Why is it expensive?
  - It is expensive because the mark is good and popular



# WISE BUY: CONVERSE SHOES

- Converse Shoes
- Price: \$50.00
- Why is it wise?
  - It is wise because it is cheap, but still is a good mark of shoes.





# CONSPICUOUS BUY: DODGE CHARGER CAR

- Dodge Charger Car
- Price: \$123,000
- Why is it conspicuous?
  - It is conspicuous because it is faster than other cars and because it is popular
- Why is it expensive?
  - It is expensive because they are new





# WISE BUY: CHEVROLET CAR

- Chevrolet car
- Price: \$8,000
- Why is it wise?
  - It is wise because is cheap and the mark of the car is not good



# CONSPICUOUS BUY: APPLE COMPUTER

- Apple Computer
- Price: \$939.00
- Why is it conspicuous?
  - It is conspicuous because it is a popular mark
- Why is it expansive?
  - It is expansive because it has advance technology



# WISE BUY: LG COMPUTER

- LG Computer
- Price: \$239.99
- Why is it wise?
  - It is wise because the mark of the computer is unpopular and it doesn't have to much of advance technology



# CONSPICUOUS BUY: BEAT HEADPHONES

- Beat Headphones
- Price: \$135.00
- Why is it conspicuous?
  - It is conspicuous because it is popular
- Why is it expensive?
  - This item is expensive because it is an excellent technology



# WISE BUY: SONY HEADPHONES

- Sony Headphones
- Price: \$15.00
- Why is it wise?
  - This item is wise because is cheap and the mark is not good as Beat



# CONSPICUOUS BUY: 3D PLASMA TV

- 3D Plasma TV
- Price: \$699.99
- Why is it conspicuous?
  - It is conspicuous because it is popular and because people can watch TV on 3D
- Why is it expensive?
  - It is expensive because it is a plasma and it is 3D





# WISE BUY: LG TV

- LG TV
- Price: \$299.99
- Why is it wise?
  - It is wise because is not a plasma and because is not popular

