

# WISE Buyer versus Conspicuous Consumer

By nati



# Conspicuous Buy: Jordan Retro 4 Red



- ▶ Jordan Retro 4 Red
- ▶ Price: \$478.00
- ▶ Why is it conspicuous?
- ▶ Peoples want this shoe because of the brand.
- ▶ Why is it expensive?
- ▶ Is comfortable and looks good.

# Wish Buy: All star low top

- ▶ All star low top
- ▶ Price: \$59.97
- ▶ Why is it wish ?
- ▶ This shoe is cheaper.



# Conspicuous: Apple 12" MacBook



- ▶ Apple 12 macbook
- ▶ Price: \$1,279
- ▶ Why is it conspicuous?
- ▶ It's the most wanted thing and its easy to carry?
- ▶ Why is it expensive?
- ▶ 1.1 GHz Intel Core M (Broadwell) 8GB of 1600 MHz LPDDR3 RAM 256GB PCIe-Based Flash Storage Integrated Intel HD Graphics 5300

# Wish buy: Asus – 13.3" Chrome book



- ▶ Asus–13.3 chrome book
- ▶ Price: 179.99
- ▶ Why is it wish?
- ▶ This computer GB is low its 2GB Memory.
- ▶ Its cheaper but have similar functions.



# Conspicuous: phone



Price: \$700–\$1200

- This product is conspicuous because lots of people buy it to show out.
- its basically expensive because its brand is apple and its very well known

# Wise buy: phone



Price: \$45

- This is a wise buy because it is so cheap and still has a similar purpose as the iPhone as we have seen above.
- We can save a lot of money by buying this.

# Conspicuous: beats



Price: \$350

- ▶ This is conspicuous because its expensive and also people buy it to show out.
- ▶ and also has a very good quality of sound.



# Wise buy: head phones



- ▶ Price: \$25
- ▶ This is wise buy because its so cheap and has the same use as the beat.
- ▶ But the sound quality differs.

# Conspicuous: hair trimmer



- ▶ Price \$250
- ▶ This trimmer is so expensive because its sharp and fast and easy to use and also has a very known brand.

# Wise buy: hair trimmer

- ▶ Price:\$12
- ▶ This is a wise buy because its cheap because of the quality and the brand isn't well known.



# Conspicuous: ps4



Price: \$500

- This is conspicuous because its expensive and also has a lots of game. It has high quality than Xbox

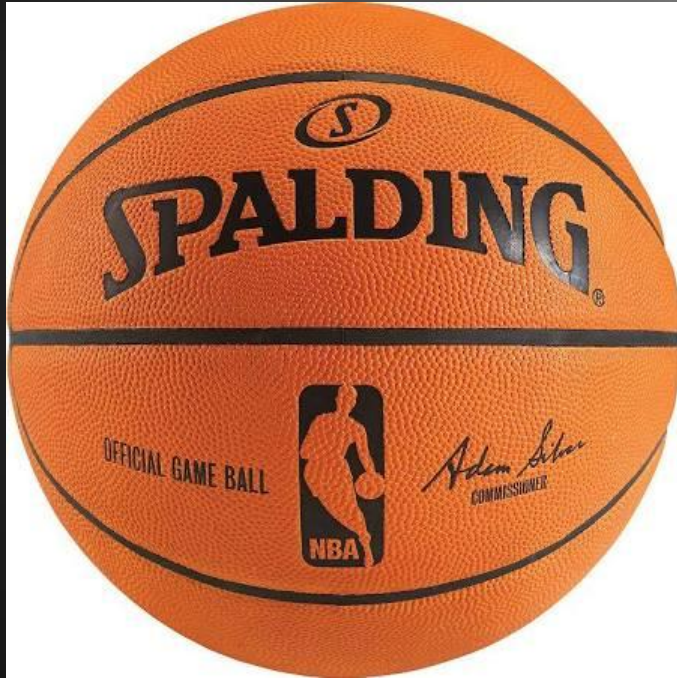
# Wise buy: Xbox 360



Price: \$120

- Its basically cheap because it doesn't have a lot of game and also lots of people prefer to buy PS4 than buying Xbox 360.

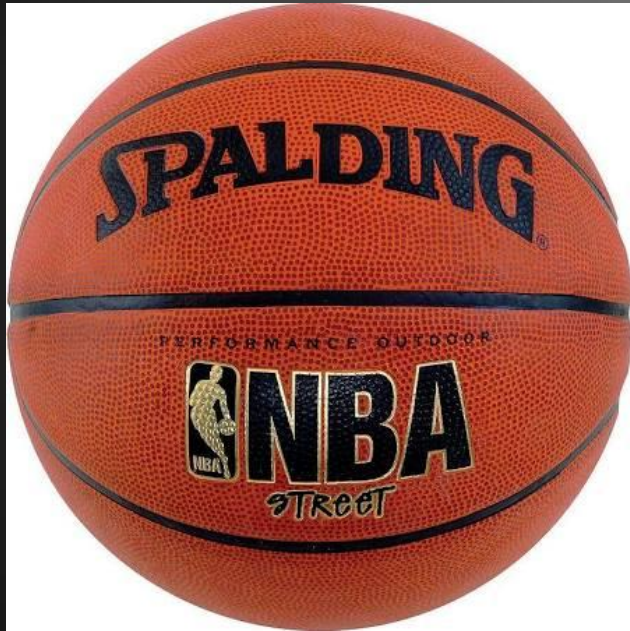
# Conspicuous: Basketball



- ▶ Price:\$230
- ▶ To be honest I don't get why peoples buy this ball because basically it has the same thing as the other but maybe it might be a ball from a famous game.



# Wise buy: Basket ball



- ▶ Price: \$25
- ▶ Its wise buy because its cheap and anyone can buy it.

# Conspicuous: pants



Price: \$250

- This is conspicuous because probably this is not a cloth we wear on regular bases so its more expensive and people buy it to wear it in their special event.

# Wise buy: pants



Price: \$20

- This a pant that we wear in daily base because it's cheap and comfortable

# Conspicuous: shirts



- ▶ Price: \$150
- ▶ This is conspicuous because it's so expensive for a black white shirt.
- ▶ Basically it's expensive because of the brand.

# Wise buy: shirts



- ▶ Price: \$50
- ▶ This is a cool shirt but its cheap that's why it's a wise buy.
- ▶ And also it looks good and fit.

# Conspicuous: Chain



- ▶ Price \$4108.00
- ▶ This is a real gold chain that's why is so expensive and people use it so show out to express themselves and to show that they are rich.



# Wise buy: Chain



- ▶ Price:\$60
- ▶ This chain is cheap and nice any one can wear it and go around and it looks real so why would we pay lot of money when we can get this. This is called wise buy.