

WISE Buyer
versus
Conspicuous Consumer
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Conspicuous Buy: Macbook air

- Apple Macbook Air (256GB)
- Price: \$1,199.00
- Why is it conspicuous?
 - The Mac is the most wanted laptop in the market
- Why is it expensive?
 - This macbook has 256gb and is the newest model.



Wise Buy: Dell

- Dell Inspiron 500gb
- Price: \$299.00
- Why is it WISE?
 - This laptop is cheaper but has pretty similar functions
 - It also have more GB than the macbook air



Conspicuous Buy: Nike Roshe one iD

- Nike Roshe one iD
- Price: \$115
- Why is it conspicuous?
- Every kid at school wears it and its comfortable.
- Why is it expensive?
- You can customize it online.



Wise Buy: adidas Outdoor

- Adidas Outdoor
- Price: \$24.95
- Why is it WISE?
- Its cheaper and comfortable.
- Simply but not customizable.



Conspicuous Buy : Micheal Kors

- Micheal Kors wallet
- Price: \$158
- Why is it conspicuous?
- Made out of good quality leather.
- Most wanted brand in the market.
- Why is it expensive?
- The brand is famous.



Wise Buy: Coach wallet

- Coach wallet
- Price: \$50.00
- Why is it WISE?
- Not that famous brand but made with good leather.



Conspicuous Buy: Christian louboutin

- Christian louboutin
- Price: \$ 1,075.00
- Why is it conspicuous?
- Made with good quality leather, most wanted heel between females.
- Why is it expensive?
- The brand is pretty famous and red bottom.



Wise Buy: Diskko - Multi Velvet

- Diskko - Multi Velvet
- Price: \$97.00
- Why is it WISE?
- Its cheaper and not made with leather.
- Not famous but looks better.



Conspicuous Buy: Canon EOS 60D

- Canon EOS 60D
- Price: \$767.36
- Why is it conspicuous?
- Has different type of lenses.
- Why is it expensive?
- It takes very good pictures.



Wise Buy: Nikon Coolpix

- Nikon Coolpix
- Price: \$79.00
- Why is it WISE?
- Its cheaper but still takes better pictures than other brands.



Conspicuous Buy: Solo HD Beats

- Solo HD Beats
- Price: \$ 85.00
- Why is it conspicuous?
- Its Studio Headphones.
- Why is it expensive?
- Celebrities wear them.



Wise Buy: Promotional Jammer Headphones

- Promotional Jammer Headphones
- Price: \$ 8.32
- Why is it WISE?
- Its cheaper and you still get to listen with it but not a good quality.



Conspicuous Buy: RayBan

- Ray Ban glasses
- Price: \$ 59.00
- Why is it conspicuous?
- UV protection in the lenses.
- Why is it expensive?
- The sun gives off Ultra Violet rays that will damage your eyes.



Wise Buy: zeroUV glasses

- zeroUV glasses
- Price: \$ 9.99
- Why is it wise?
- Its cheaper, still blocks the sun reflecting into your eyes.



Conspicuous Buy: My Princess Ring

- My Princess Ring
- Price: \$ 45.00
- Why is it conspicuous?
- Made it real sliver and tiara detail and bezel set cubic zirconia.
- Why is it expensive?
- Its basically a ring that all teenage girls want from their boyfriends.



Wise Buy: Ornate Filigree Ring

Ornate Filigree Ring

Price: \$ 3.90

- Why is it wise?
- Its cheaper and its not real gold or sliver. But it looks good.



Conspicuous Buy: Coast Fernanda Crinkle

- Coast Fernanda Crinkle Maxi Dress
- Price: \$ 317.00
- Why is it conspicuous?
- Good quality with details.
- Why is it expensive?
- Specific for prom and fancy.



Wise Buy: Beaded Crepe

- Beaded Crepe Maxi Dress
- Price: \$ 44.90
- Why is it wise?
- Its cheaper, not too fancy but simple.



Conspicuous Buy: Mac lipstick

- Mac lipstick
- Price: \$ 16.00
- Why is it conspicuous?
- Ladies like the quality.
- Why is it expensive?
- The brand is pretty famous.



Wise Buy: Crème Lipstick

- Crème Lipstick
- Price: \$ 3.90
- Why is it wise?
- Its cheaper and work just like any other lipstick.

