

WISE Buyer  
versus  
Conspicuous  
Consumer

BY BETTY

# Conspicuous Buy: Ipad Air



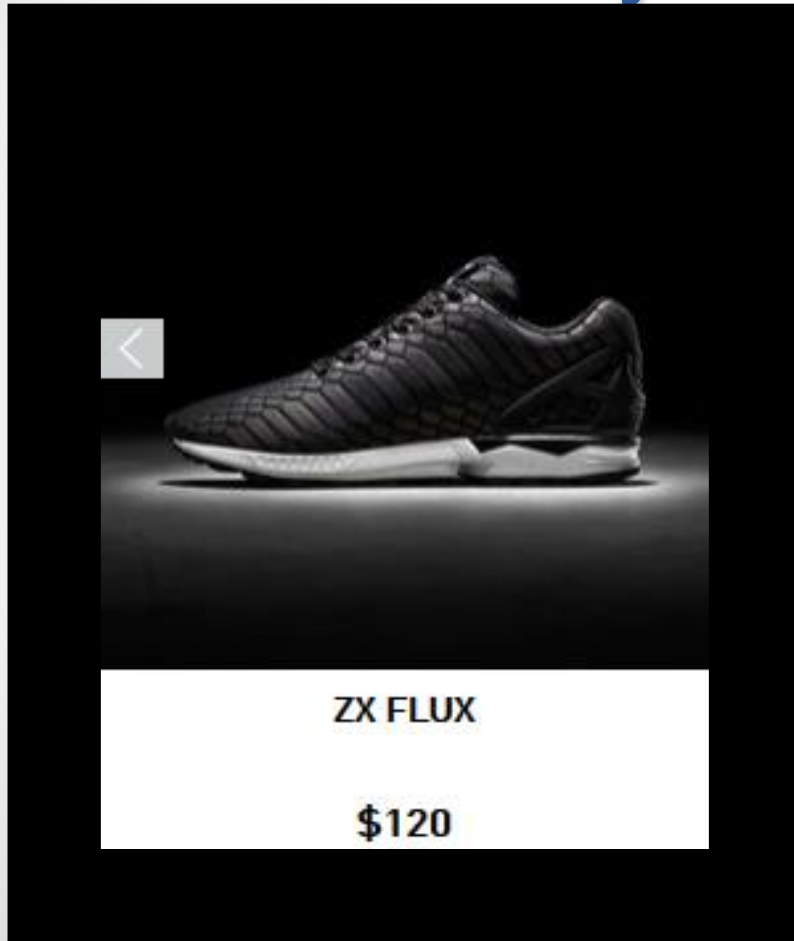
- Apple iPad Air 2 (64GB)
- Price: \$554
- Why is it conspicuous?
  - The Ipad is the most wanted tablet in the market
- Why is it expensive?
  - This Ipad has 64gb and is the newest model

# 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: Adidas ZX FLUX



- **Adidas ZX FLUX:**
- **Price: \$120**
- **Why is it wise: kind of cheap most people want it**

# Nike Air Jordan



Nike Air Jordan 12 Retro White  
Black Red "taxi 12s" Pre  
School Size  
**\$140.00** from eBay -  
footsoldiers

- Nike Air Jordan
- Price: \$140
- Why is it conspicuous? : many people want it

# Tory Burch Mercer Adjustable Shoulder Bag



- Tory Burch Mercer Adjustable Shoulder Bag
- Price: \$395
- Why is it conspicuous?: bringing signature polish to an easy, modern shape
  - : Made of soft, pebbled leather

# Fashion Women's Shoulder Tote Handbag Adjustable Strap Designer



- Fashion Women's Shoulder Tote Handbag Adjustable Strap Designer
- Price: \$8.90
- Why is it wise: cheap new Fashion Women's Shoulder Tote Handbag

# Black gold ring



Black gold ring  
Price 1,520