

WISE Buyer  
versus  
Conspicuous Consumer  
sofaniyas

# Conspicuous buy : Jordan



- Jordan
- Price: **139.99**
- **why is conspicuous**
- The Jordan is the most wanted shoes in the market
- Why is it expensive?
- this shoes is in a new design.

# Wise buy: Nike



- Nike
- Price: **94.99**
- **Why is it wise**
- **It is cheaper**
- **Strong shose**

# Conspicuous buy: iPhone



- iPhone
- Price: **640.00**
- **Why is conspicuous**  
**It is the most wanted phone in the market**
- **Why is it expansive**
- A smooth metal surface seamlessly meets the new retina HD display. It features leading-edge technologies

# Wise buy: Samsung galaxy

- Samsung Galaxy
- Price: **199.99**
- **Why is wise**
- **It is cheap and good quality.**



# Conspicuous Basketball



- Basketball
- Price =30
- Why is it conspicuous
- It is strong, attractive and popular

# Wise buy: Basketball



- Basketball
- Price=13
- Why is it wise
- It is very cheap

# Conspicuous buy: TV



- TV
- Price = 528
- Why is conspicuous
- It is popular
- Why is expansive
- *SONY* Bravia KDL48W600B, images appear with natural color transitions and each scene in everything you watch shows crisp, clear detail. HD



# Wise buy: TV



- TV
- Price = 158
- Why is wise
- Cheap and it have the same function

# Conspicuous buy: computer

- Computer
- Price : 2000
- Why is conspicuous
- appear with natural color transitions and each scene in everything you watch shows crisp, clear detail. HD



# Wise buy : computer

- Computer
- Price = 549.99
- *Computer* Intel Pentium  
4GB Memory 1TB HDD  
Windows 8.1 64-bit.



# Conspicuous buy: pants



- This is considered as a conspicuous because its expensive and its cool so.
- Lots of people want to buy it to get attention.
- Price\$

# Wise buy: Jacket



- This is a wise buy because its cheap and anyone can buy it.
- Price