

**WISE BUYER
VERSUS
CONSPICUOUS CONSUMER**

Fasica Negash

Conspicuous Buy: AIR JORDAN



- Price: \$450
- Why is it conspicuous?
 - ✓ Its so expensive , great quality and wanted shoe in the market.
- Why is it expensive
 - ✓ Because it has the Air Jordan sign.

WISE BUY: ADIDAS



Price: \$59.99

Why is it wise?

- Its comfortable and have the same use like Jordan but cheaper
- I save more money

CONSPICUOUS BUY: T-SHIRT



Price: \$68.99

- ❖ Its Expensive because it has the name arsenal and its used to show up, or its like to stand up for the club

WISE BUY: T-SHIRT



Price: \$2.68

❖ This is a wise buy because its cheap and its simple. We don't have to spent a lots of money on just one T-shirt.

CONSPICUOUS BUY: JEWELRY



Price: \$299.0

- ✓ This is so expensive because it has gold in it and as we have learned before gold is more scarce so its expensive. Once we buy this we have to take care of it because its so expensive and also we might not buy a bunch of gold because its expensive.

WISE BUY: JEWELRY



Price: \$3.99

- ✓ This is really cheap but still it has the same use as the above the gold and also its so cheap and we can buy a lots of these to wear it with variety clothes

CONSPICUOUS BUY: BEATS HEADPHONE



Price: \$259.95

- ❖ This head phone is so expensive and has a good quality and people buy it to stand out. And also people buy it because it stays for long and has a very nice sound system.

WISE BUY: AKG K240MKII



Price: \$20.00

☐ This head phone is cheap and has the same purpose as the beats. The different is the brand their made in and their quality.

**CONSPICUOUS BUY: LALIQUE PERFUME
POUR HOMME LION 30ML CRYSTAL EDP**



Price: \$750.00

- ❖ This perfume is so very expensive, its expensive because the smell is so good and can last for very long time. Its price is equal with the iPhone 5. a little drop of it can smell from far away.

WISE BUY: PERFUME



Price: \$32.99

□ This perfume is cheap and also have a good smell may be the disadvantage might be the smell wont stay for long but still its good.