

Wise Consumer vs. Conspicuous Consumer

By Jennifer Munoz

Conspicuous Consumer: Apple MacBook Pro

- Apple MacBook Pro with 2.9GHz Processor and 512 GB Storage
- Price: \$1,799.00
- Why is it conspicuous?

Because the MacBook is really demanded by consumers in the market

- Why is it expensive?

Because it is new and it gives an unlimited Cloud Storage



Wise Consumer: Asus - 11.6" Laptop

- Asus - 11.6" Laptop 2GB Memory - 32GB Flash Storage
- Price: \$199.99
- Why is this WISE?
 - It is cheaper, but with a little bit less GB memory from the MacBook.
 - Touch screen windows



Conspicuous Consumer: 'Verona' Tulle Ball Gown

- 'Verona' Tulle Ball Gown
- Price: \$7,995.00
- Why is this conspicuous?

Because it brings balance volume to the sophisticated silhouette

- Why is it expensive?
 - Because it cannot be purchase in any store unless you call for an special order



WISE Consumer: Floor Length Sleeveless Lace Embellished Dress

- Floor Length Sleeveless Lace Embellished Dress
- Price: \$399
- Why is this WISE?

This dress is wise because it looks really cute with its aqua color. Even though is less expensive than the 'Verona' Tulle Ball Gown, it looks more colorful.



Conspicuous Consumer: René Caovilla Shoes

- René Caovilla Shoes
- Price: \$1,365.29
- Why is this conspicuous?

Because Rene Caovilla is a great designer and famous people buy his shoes around the world.

- Why is it expensive?

-Because the shoes are embellished with stones and crystals.

-They are elegant and fancy



WISE Consumer: Women's Jinx Prom Platform Pump

- Women's Jinx Prom Platform Pump
- Price: \$20.00 - \$29.99
- Why is this WISE?
 - They are wise because they look elegant, even though they are less expensive than Rene's shoes.
 - Same color and almost the same design
 - Cheap and it gives almost the same impression as an expensive one



Conspicuous Consumer: Bowflex TreadClimber

- Bowflex TreadClimber
- Price: \$2,199.00
- Why is this conspicuous?

Because it guarantee people weight loss most of the time and consumers demand this a lot in the market

- Why is it expensive?

Because is a big machine that allows people to run and go up and down at the same time.



WISE Consumer: MaxiClimber

- MaxiClimber
- Price: \$279.65
- Why is this WIDE?
 - It is cheap and does not require a lot of room to save it
 - It works better than a running machine
 - It tones the body without having to pay \$1,000



Conspicuous Consumer: Patek Philippe Calatrava Watch

- Patek Philippe Calatrava Watch
- Price: \$16,500
- Why is this conspicuous?

Because the watch expresses artistic creativity at its very best.

- Why is it expensive?

Because is made of white gold and from alligator skin at the same time.



WISE Consumer: Rosivga Quartz Watch

- Rosivga Quartz Watch
- Price: \$4.47
- Why is this WISE? This product is wise because it looks fancy even though is cheap. It have the same impression a the expensive one.
- Looks like it has gold in it



Conspicuous Consumer: 'Brenna' Leather Jacket

- 'Brenna' Leather Jacket
- Price: \$698.00
- Why is this conspicuous?

This is conspicuous because it looks nice with the fur in the top. Many girls buy the product because of its material.

- Why is this expensive?

This is expensive because it is a good brand, and also because it is sell in Nordstrom.



WISE Consumer: Zippered Turn-Down Collar Long Sleeve PU Leather Jacket

- Zippered Turn-Down Collar Long Sleeve PU Leather Jacket
- Price: \$20.03
- Why is this WISE?

This is wise because it looks good and is no expensive as the one in Nordstrom.

- Cheap and with good materials
- No need to be expensive to wear something good



Conspicuous Consumer: Halo Diamond Pendant

- Conspicuous Consumer:
- Price: \$1,975
- Why is this conspicuous?

This is conspicuous because rich people use this a lot in parties.

-It looks nice with a dress

- Why is this expensive?

This is expensive because is it made of white gold and diamonds.



WISE Consumer: Simple Knit Shiny Chain

- Simple Knit Shiny Chain
- Price: \$ 3.99
- Why is it WISE?
 - Cheap and shiny
 - Looks fancy at some point
 - Nice design



Conspicuous Consumer: Bergere California King Bed

- Bergere California King Bed
- Price: \$11,155
- Why is this conspicuous?
 - Because is wise and looks soft
 - Rich people like to sleep comfortable
- Why is this expensive?
 - Great brand
 - Is no that high
 - Perfect for a good nap



WISE Consumer: Contemporary Full Size Platform Bed

- Contemporary Full Size Platform Bed
- Price: \$151.99

- Why is this WISE?

This product is wise because it has a base made of wood.

-Cheap and big

- Comfortable

- Is no that wide, so is perfect for one person



Conspicuous Consumer: N°5 Chanel

- N°5 Chanel
- Price: \$4,200

- Why is this conspicuous?

This is conspicuous because rich people buy it and consumers demand the product because it is the brand of perfume that smells good

- Why is this expensive?

This is expensive because it is CHANEL! It is the most famous brand of perfumes from Paris.

- Smells good
- Long lasting aroma
- It's original



WISE Consumer: COCO MADEMOISELLE

- COCO MADEMOISELLE
- Price: \$200
- Why is this WISE?

This product is wise because is a good brand, but is more cheaper than the N5. Coco Chanel is a great product and consumers don't need to expend \$1,000
-Cheap and great brand



Conspicuous Consumer: Linda Farrow

Tortoiseshell and rose-gold plated sunglasses

- Linda Farrow

Tortoiseshell and rose-gold plated sunglasses

- Price: \$1,092

- Why is this conspicuous?

This is conspicuous because it looks attractive and the colors matches

- Why is it expensive?

This is expensive because it is a good brand and they protect the eyes from the sun



WISE Consumer: Eva Half Frame Sunglasses

- Eva Half Frame Sunglasses
- Price: \$10

- Why is this WISE?

This product is wise because it really looks similar to the expensive one, and it is also a good eye protector.

- Is cheap and beneficial for the vision
- The color is perfect

