

WISE Buyer  
versus  
Conspicuous Consumer  
**BY DEBORA KAKARI**



**I LOVE U**

# Conspicuous Buy: Samsung smart watch



Samsung smart watch(3G UMTS/WCDMA : B1(2100), B8(900))

Price: \$359-89

Why is conspicuous?

-Keyboard, S voice, S health, View interactive, Call, Text, GPS, Customizable screen clock.

Why is expensive

- This watch has 1.0GHz Dual Core / Memory : 512MB RAM, 4GB / Audio : Codec MP3 ,AAC,AAC+,eAAC+ / Format MP3, M4A, WMA, AAC, OGG

# Wise buy: UZOU Smart Watch for IOS, Android, Phone



## Bluetooth Smart Watch Wrist Watch Phone Samsung

- **Price \$18.99**
- **Why is it wise?**
- Android System can support all function in the description but IOS only. **I may not need it.**

# Conspicuous Buy: Apple iPad (16GB, White / Silver)

- Apple iPad Air 2 (64GB)
- Price: \$450
- Why is it conspicuous?
  - The IPod 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 Tab (7-Inch, White)

- Samsung Galaxy Tab 16gb
- Price: \$159.00
- Why is it WISE?

This tablet is cheaper but has similar functions

I sacrifice 16GB space but I don't need it.



# Conspicuous Buyer: Olympus tg-4 16 MP Waterproof Digital Camera (Red)



Olympus TG-4 16 MP Waterproof Digital Camera with 3-Inch LCD (Red)

Price \$329.00

Why is conspicuous?

\_4X wide-angle optical zoom with fast f2.0 high speed lens Waterproof to depths of 50 feet, Freeze proof to 14 degrees F, Shockproof to 7 feet, Crushproof to 220 lb.

Why is expensive

\_RAW capture, Live Composite, Underwater modes with Underwater HDR Wi-Fi / GPS / e. Compass 1080P HD video.

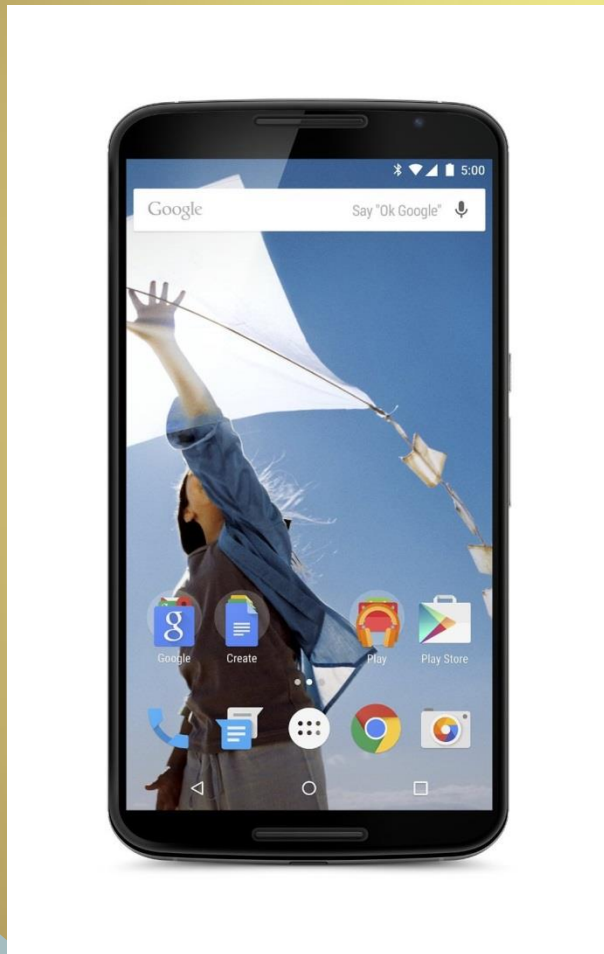
# Wise buy: Fujifilm Fine Pix Digital Camera, Full HD Video Recording,

Fujifilm Fine Pix S9200 - 16MP CMOS Digital Camera with 50x Zoom, Full HD Video Recording, 3" LCD Display - Black (Certified Refurbished)

- Price \$129.99
- Why is it wise?
- This Certified Refurbished product is manufacturer refurbished, shows limited or no wear, and includes all original accessories plus a 90-day warranty.
- I want camera that has two yrs. warranty.



# Conspicuous Buyer: Motorola Nexus 6 Unlocked Cellphone, 32GB



- Motorola Nexus 6 Unlocked Cellphone, 32GB

- Price:\$499.99

- Why is conspicuous?

\_More space to explore A bigger phone with more everything Brilliant 6" screen and dual front-facing stereo speakers make content shine.

## Why is expensive?

Go longer and charge less with 3220 mash battery and turbo charging Get the most out of Android 5.0, Lollipop.



# Wise buy: Amazon Fire Phone, 32GB (Unlocked GSM)

- Amazon Fire Phone, 32GB (Unlocked GSM) Optimized for 4G LTE and supports 3G and 2G networks
  - Price: \$199.00
  - Why is it wise?
  - 13 MP camera with optical image stabilization, HDR, and LED flash Includes unlimited free cloud storage for photos taken with Fire phone Amazon-exclusive features.
- And I don't need all this kind of phone.



fire  
PHONE

NOW  
UNLOCKED

 Prime

INCLUDES A FULL  
YEAR OF PRIME

 Watch the video



The image shows a black Amazon Fire Phone with a grid of app icons on its screen. The icons include Phone, Messaging, Email, Silk Browser, Calendar, Weather, Facebook, Twitter, Microsoft, Candy Crush, USA Today, Instagram, Pandora, Heart Radio, ESPN, Skype, Pinterest, To-Do List, Yelp, Zillow, Maps, Messenger, StubHub, and Super's Edge. The phone is shown at an angle, highlighting its design.

# wise buyer: VogueZone009 Women Open Peep Toe High Heel Platform.



- VogueZone009 Women Open Peep Toe High Heel Platform Wedge PU Soft Material Assorted Colors Pumps
- Price \$31.99
- Why is it wise?
- Platform measures approximately 1.50" Heel measures approximately 4 1/2"
- Not all women can wear this kind of shoe

# Conspicuous buy: Onlymaker Ladies Women's High Heel Open Toe Shoes Handmade for Wedding Party Dress Stiletto Shoes

- Onlymaker Ladies Women's High Heel Sandals Crisscross Strap Pumps Open Toe Shoes Handmade for Wedding Party Dress Stiletto Shoes
- Price \$63.00 - \$79.90
- Why is it conspicuous?
- Heel approx 6.3" Platform approx. 2" All the Onlymaker shoes are hand crafted, any kind of CUSTOMIZATION is available Size and after sales: please pay attention to the SIZE CHART (picture)



# Conspicuous buyer: Women Deluxe Metal Pendant Leather Shoulder Handbags

- **BG® Women Deluxe Butterfly Metal Pendant Leatherette Shoulder Handbags**
- **Price \$53.66**
- **Why is conspicuous?**
- Imported Soft synthetic leather Handbag: 12.99in W X 9.44in H X 5.11in D
- **Why is expensive**
- Handbag handle Drop: 8.26in  
Embossing process with bright gold-tone hardware accents To protect the BG brand and ensure bags' quality.



## Wise Buy: SHENGXILU Women's PU Leather Multicolor Handbag



SHENGXILU Women's PU Leather Multicolor Handbag.

PRICE \$16.99

WHY IS IT WISE?

- **Style:Retro fashion**  
.Tote,Shoulder bag,Crossbody bag
- Interior can put wallet,A4

# Conspicuous Buy: ROPALIA Womens Full-Length Cocktail Party Prom Ball Dress Formal Evening Gown

ROPALIA Womens Full-Length  
Cocktail Party Prom Ball Dress  
Formal Evening Gown

price \$56.69

why is it conspicuous?

- 100% Brand New and High Quality !Material:  
Lace+ Cotton Blend
- This is Asia size,which is smaller than EU/US



# Wise Buy: ACEVOG Vintage 1950's Floral Spring Garden Party Picnic Dress Party Cocktail Dress



ACEVOG Vintage 1950's Floral Spring Garden Party Picnic Dress Party Cocktail Dress

Price \$24.90

why is it wise?

This dress is cheaper but it also has 100% cotton. I MAY NOT NEED IT.

# Conspicuous Buy: Sterling Silver 925 Cubic Zirconia CZ 3 Ct. Cushion Cut Halo Engagement Ring



**Sterling Silver 925 Cubic Zirconia CZ 3 Ct. Cushion Cut Halo Engagement Ring.**

**Price \$252.36**

**why is it conspicuous?**

**Solid Sterling Silver  
w/ 925 stamp**

**Rhodium Plated A+  
Quality CZ Stones**

**Free gift Box**



# Wise Buy: Brand buy® Yellow Gold Plated Wedding Rings Green Cubic Zirconia Engagement Jewelry BD2047



Brand buy® 10k Yellow Gold Plated  
Wedding Rings 4 Claws Green Cubic  
Zirconia Engagement Jewelry  
BD2047

Price \$157.78

why is it wise?

It's a perfect fashion  
accessory to  
complement your  
wardrobe or as an

# Conspicuous Buy: Lenovo Z50 Laptop Computer



## Lenovo Z50 Laptop Computer

price \$664.99

Why is it conspicuous?

- 4th Generation Intel Core i7-4510U Processor (3.10GHz Turbo, 2.00GHz Base 1600MHz 4MB)
- Intel Dual Band Wireless-AC 3160
- Full HD 1080p Display (1920x1080) with 720p HD Webcam
- 1TB Hard Drive / Windows 8.1 / DVD Drive
- 8.0GB PC3-12800 DDR3L SDRAM 1600 MHz / Bluetooth Version 4.0

# Wise Buy: HP Chromebook 14 - New Version (Snow White)



## HP Chromebook 14 - New Version (Snow White)

Price \$209.99

Why is it wise?

NVIDIA Tegra K1 Processor

2 GB DDR3L SDRAM 16 GB Solid-State Drive 14-Inch Screen Chrome, 8.0-hour battery life

# Conspicuous Buy: Flash Furniture High Back White Leather Executive Office Chair with Flip-Up Arms

Flash Furniture CH-CX0176H06-WH-GG High Back White Leather Executive Office Chair with Flip-Up Arms

Price \$157.68

why is it conspicuous?

- Contemporary Executive Office Chair
- High Back Design
- Padded Seat and Back
- Outlined Black Insets
- Locking Tilt Control Mechanism



## **Wise Buy: Flash Furniture Mid-Back Black Vinyl Task Chair with Blue Mesh Inserts**



### **Flash Furniture Mid-Back Black Vinyl Task Chair with Blue Mesh Inserts**

**Price \$66.29**

#### **why is it wise?**

- Contemporary Office Chair
- Mid-Back Design
- Black Vinyl Upholstery
- Blue Mesh Inserts in Seat and Back
- It has Nylon Arms