

True Religion jeans were \$350 at
Nordstrom and now they are available
at Costco for \$19.99!

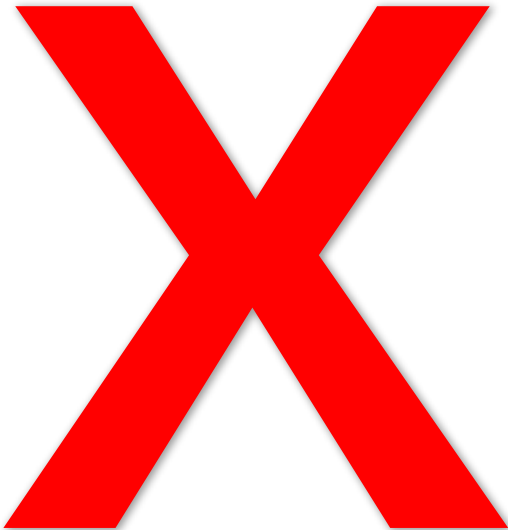
Quantity Demanded increases

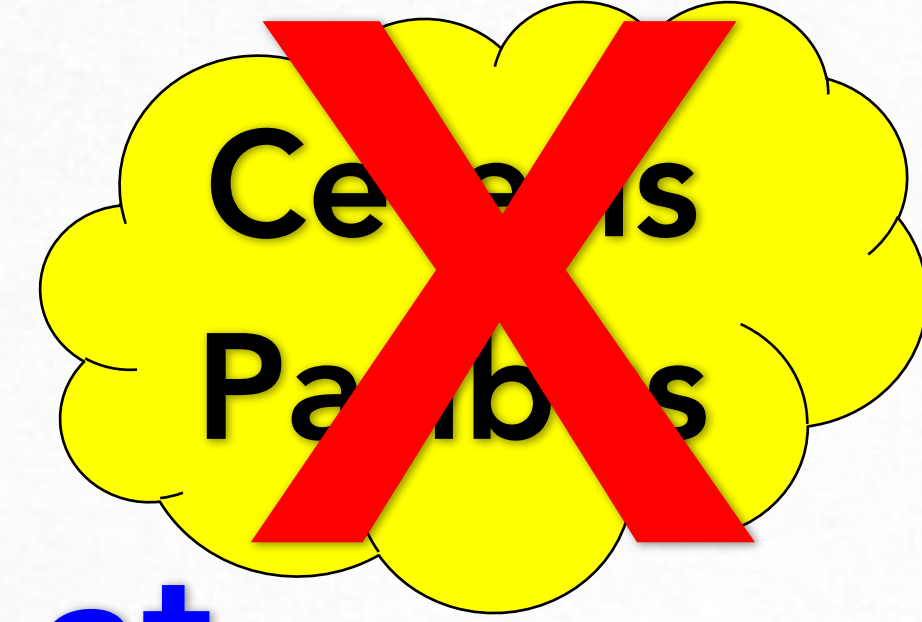
We no longer like the Jeans because
they are not expensive

We can not use the law of demand. Two
variables changed: tastes and prices



**Ceteris
Paribus**





True Religion jeans were \$350 at Nordstrom and now they are available at Costco for \$19.99!

Quantity Demanded **increases**

We no longer like the Jeans because they are not expensive

We can not use the law of demand. Two variables changed: **tastes** and **prices**

**How will buyers react to a decrease
in the price of pork?**