

\$1



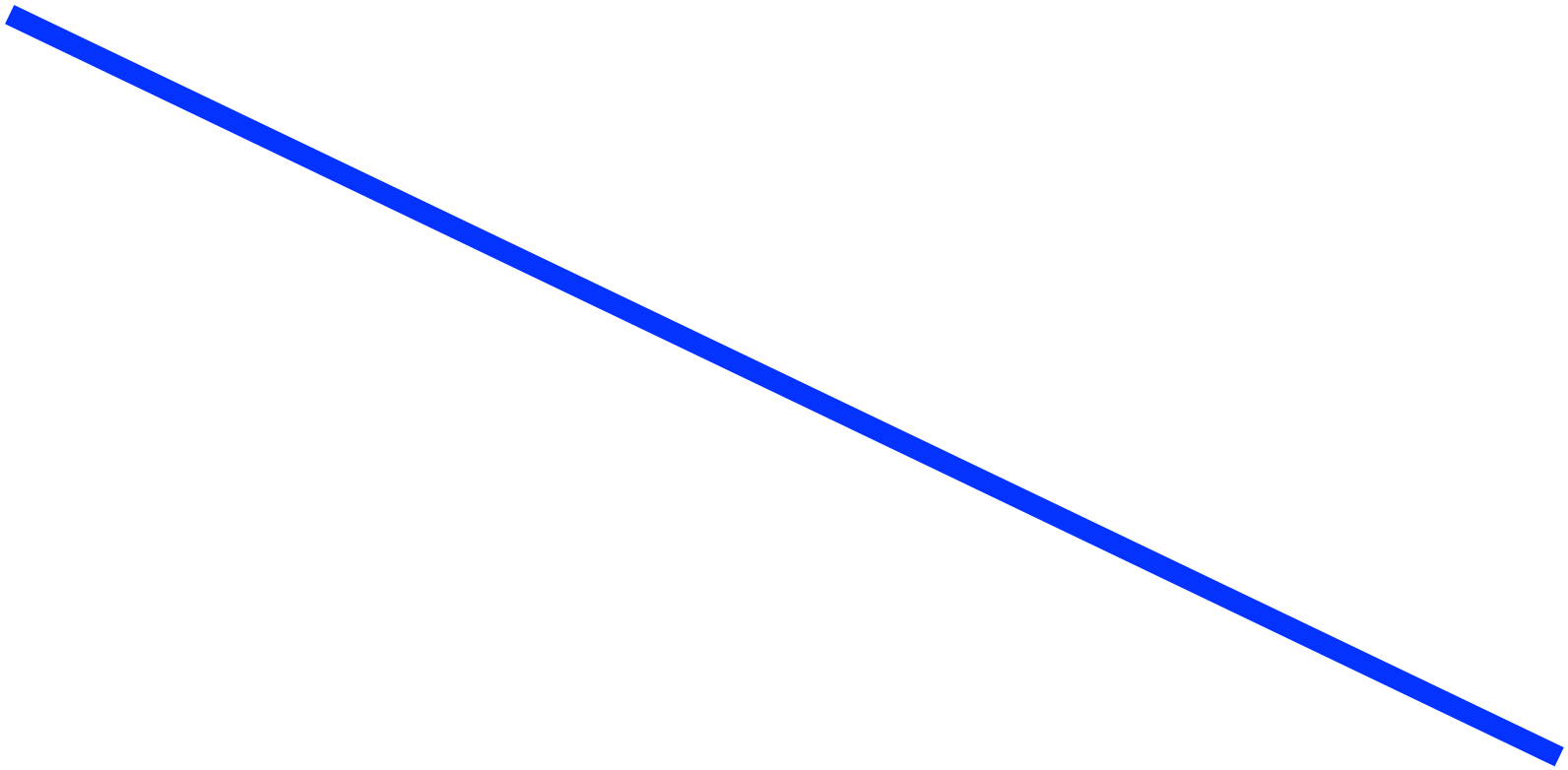




Price

Quantity Purchased

If the price is 50 cents/unit, Ana, John and Mark purchase 60 units



\$0.50

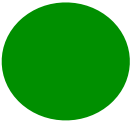


60

When the price
increase to \$1/unit,
Ana still buys 60 units

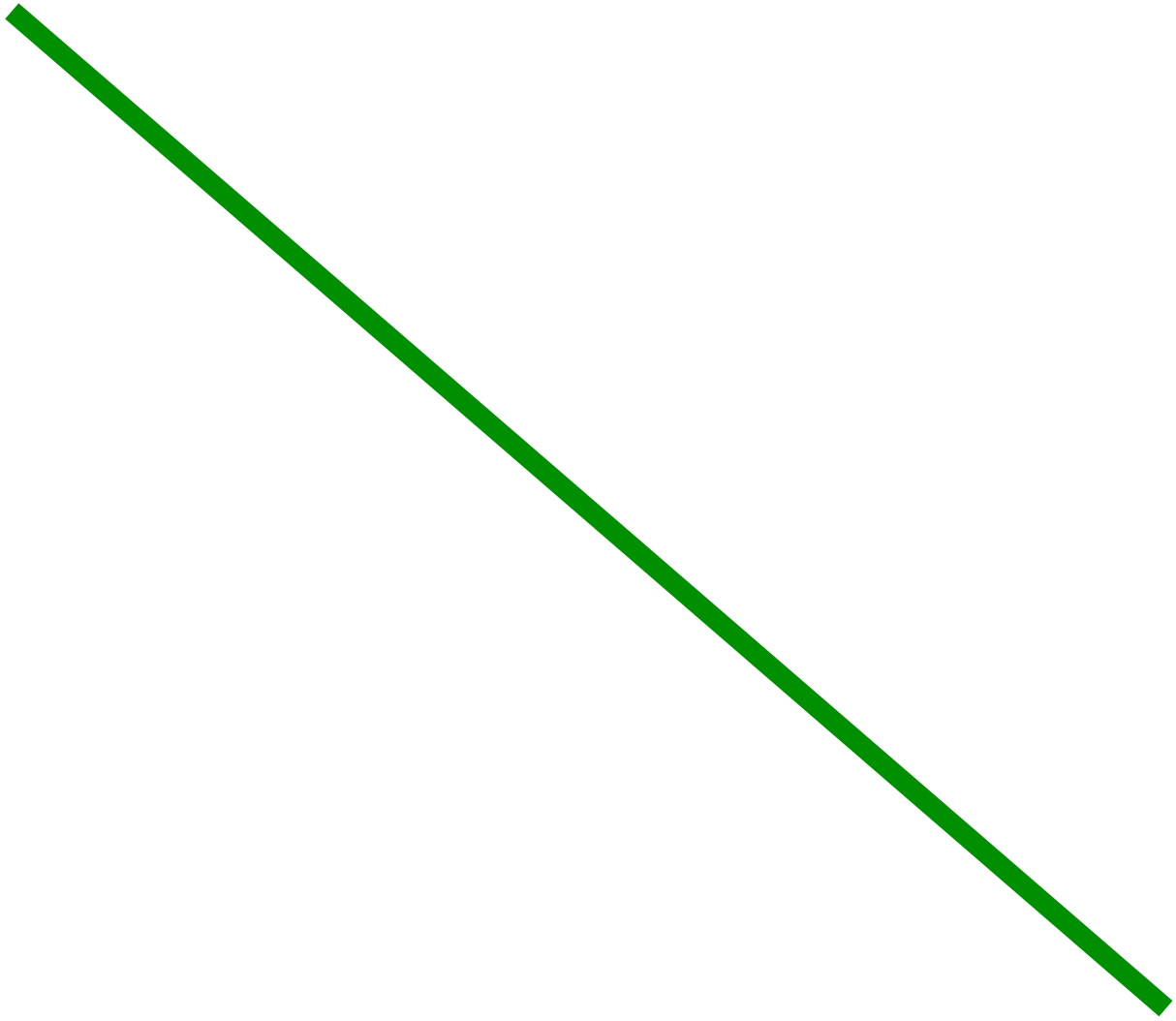




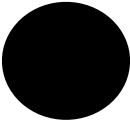




30







John

Mark

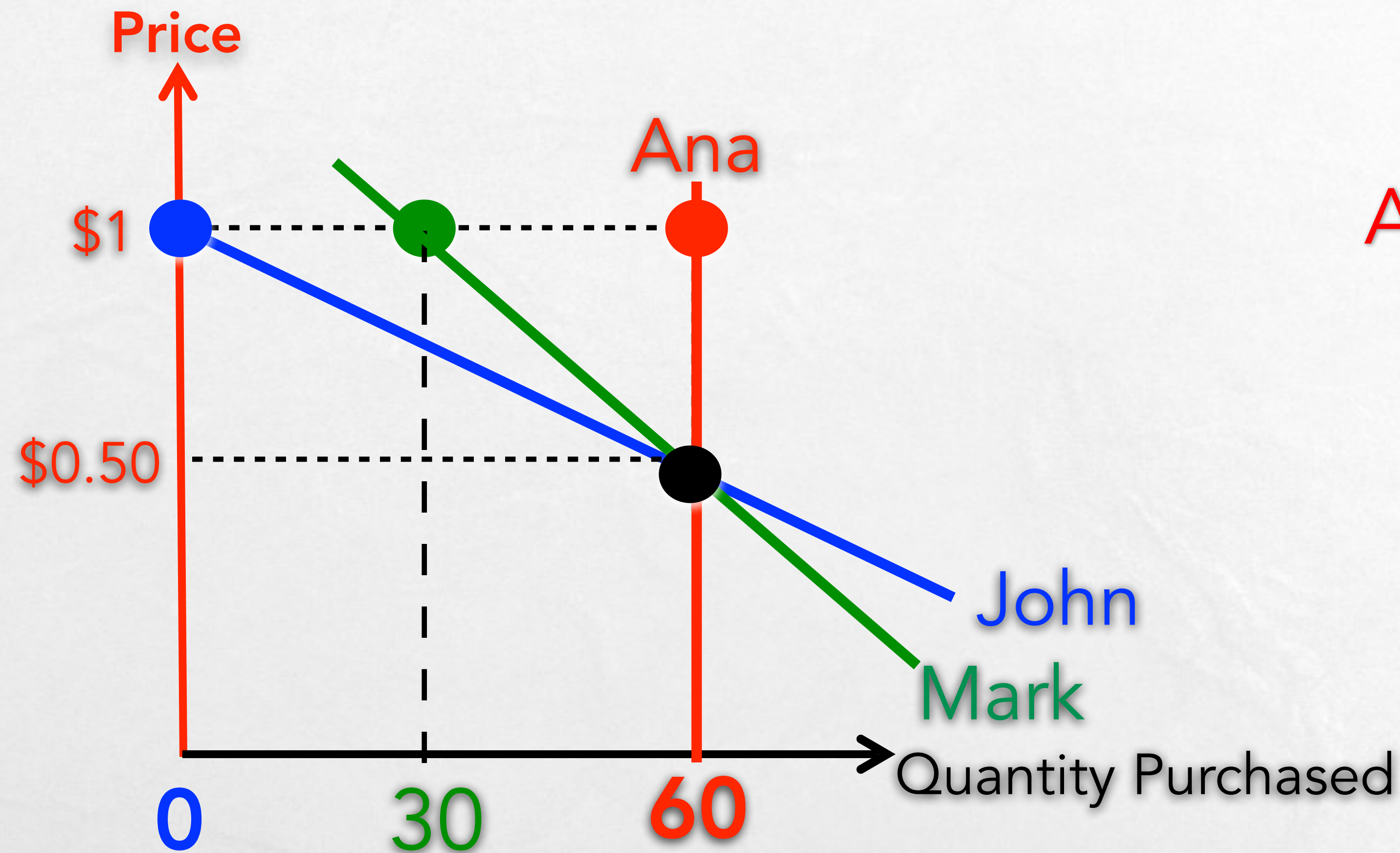
Ana

John buys zero

and Mark purchase
only 30 units



If the price is 50 cents/ unit, **Ana**, **John** and **Mark** purchase 60 units



When the price
increase to \$1/unit,
Ana still buys 60 units

John buys zero

and Mark purchase
only 30 units

Goods and Services Market