

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

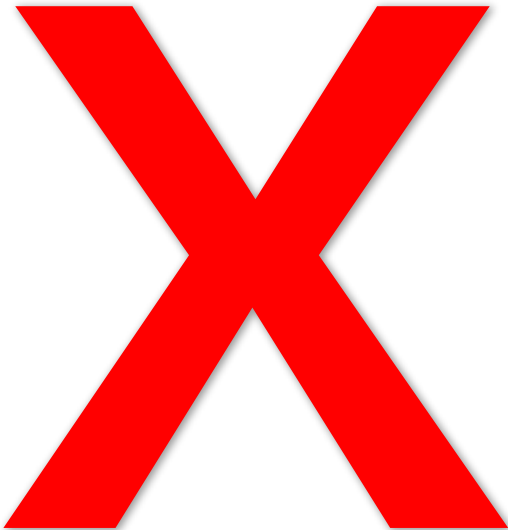
Quantity Demanded increases

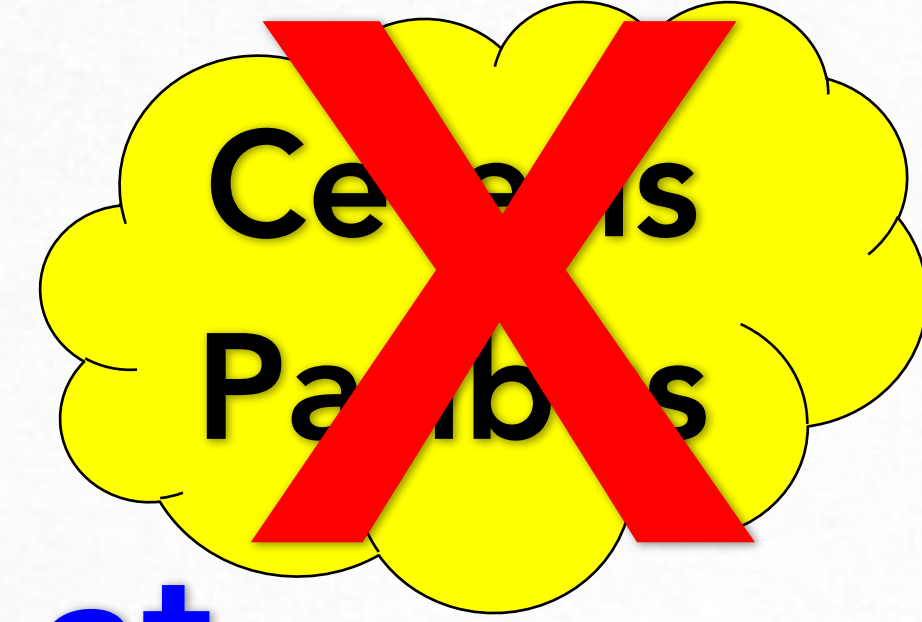
We no longer like the Jeans because
they are not expensive

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



**Ceteris
Paribus**





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