















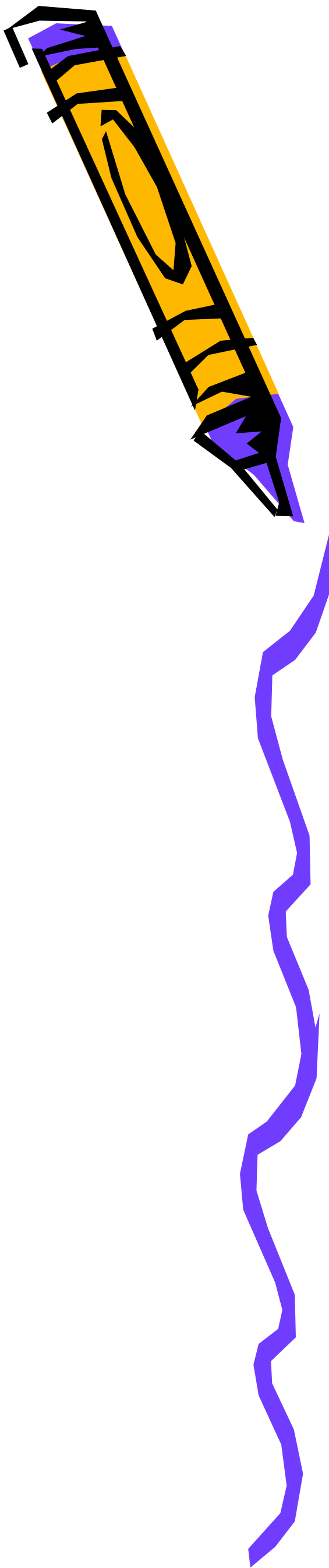
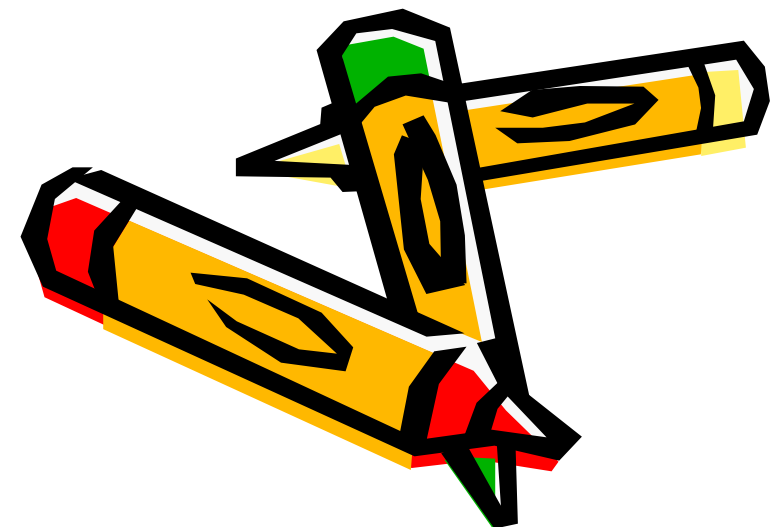
What makes consumers more or less  
reactive to prices?



What Determines the  
Elasticity?

# What Determines the Elasticity?

What makes consumers more or less reactive to prices?



1.The number of Substitutes available

