



1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16



100

110

100

130









[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

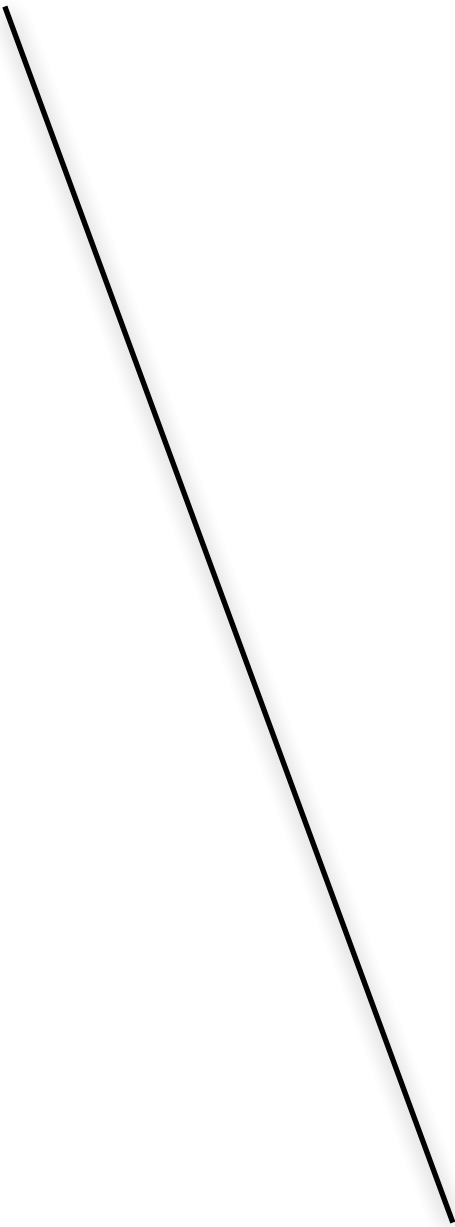


100

110

100

105





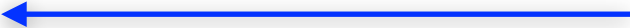


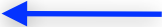
This consumer's reaction (the change in quantity purchased) is **larger** than the change in **price**

This consumer's reaction (the change in quantity purchased) is smaller than the change in price









Small decrease in Q

C



n

S



Q

e



h



W



h

e

S

e



W



C



n

S

u

nm

e



S



e

a

C









h

e

S

a

m





h

a

n

9

e



n

p





C

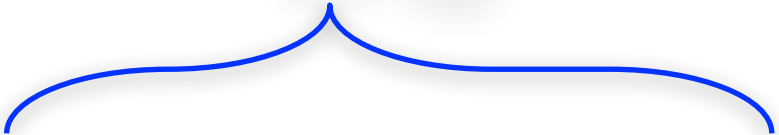
e



Price

Price

Big decrease
in Q



Quantity

Quantity









Dsam

DLeo



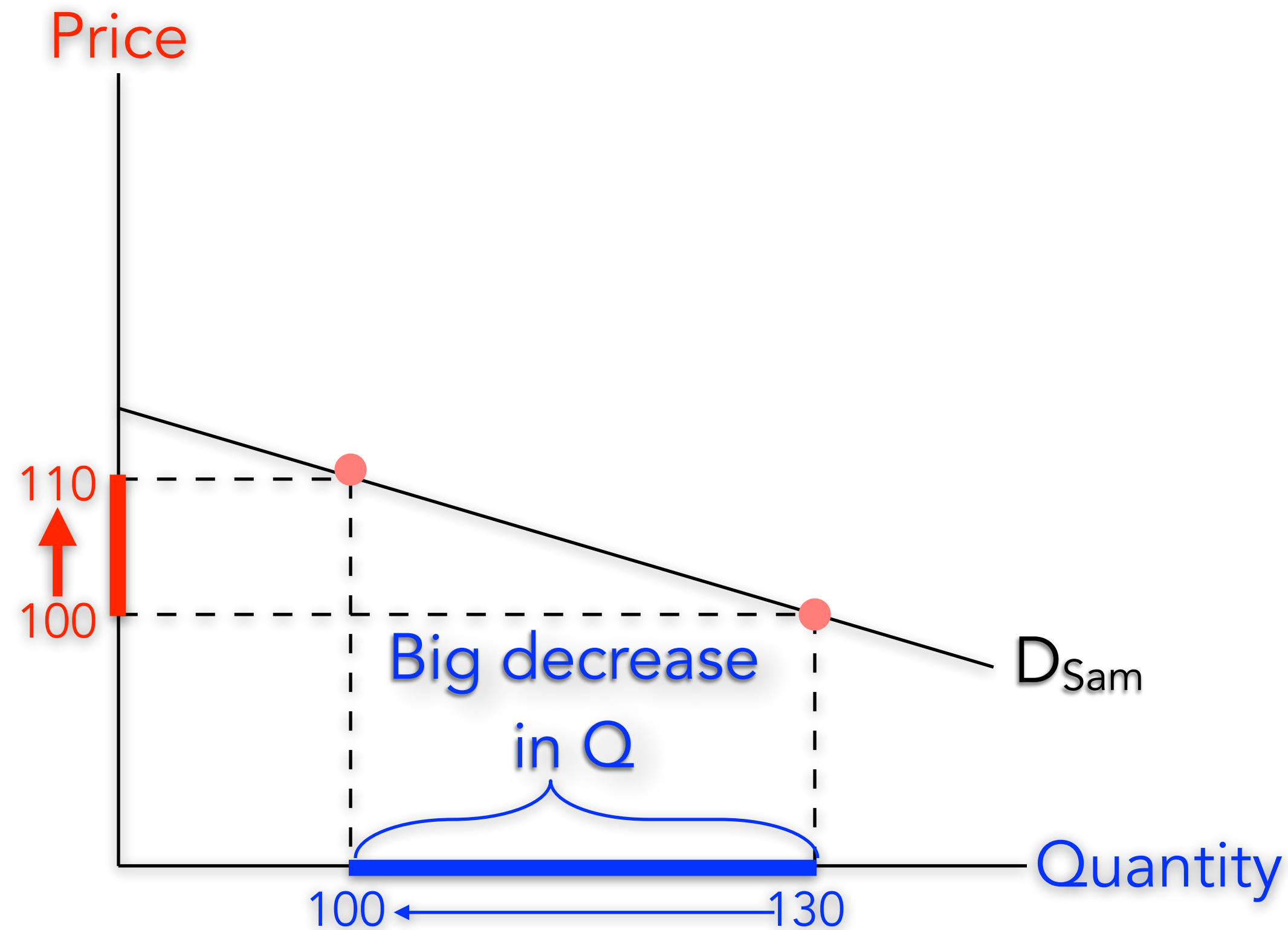




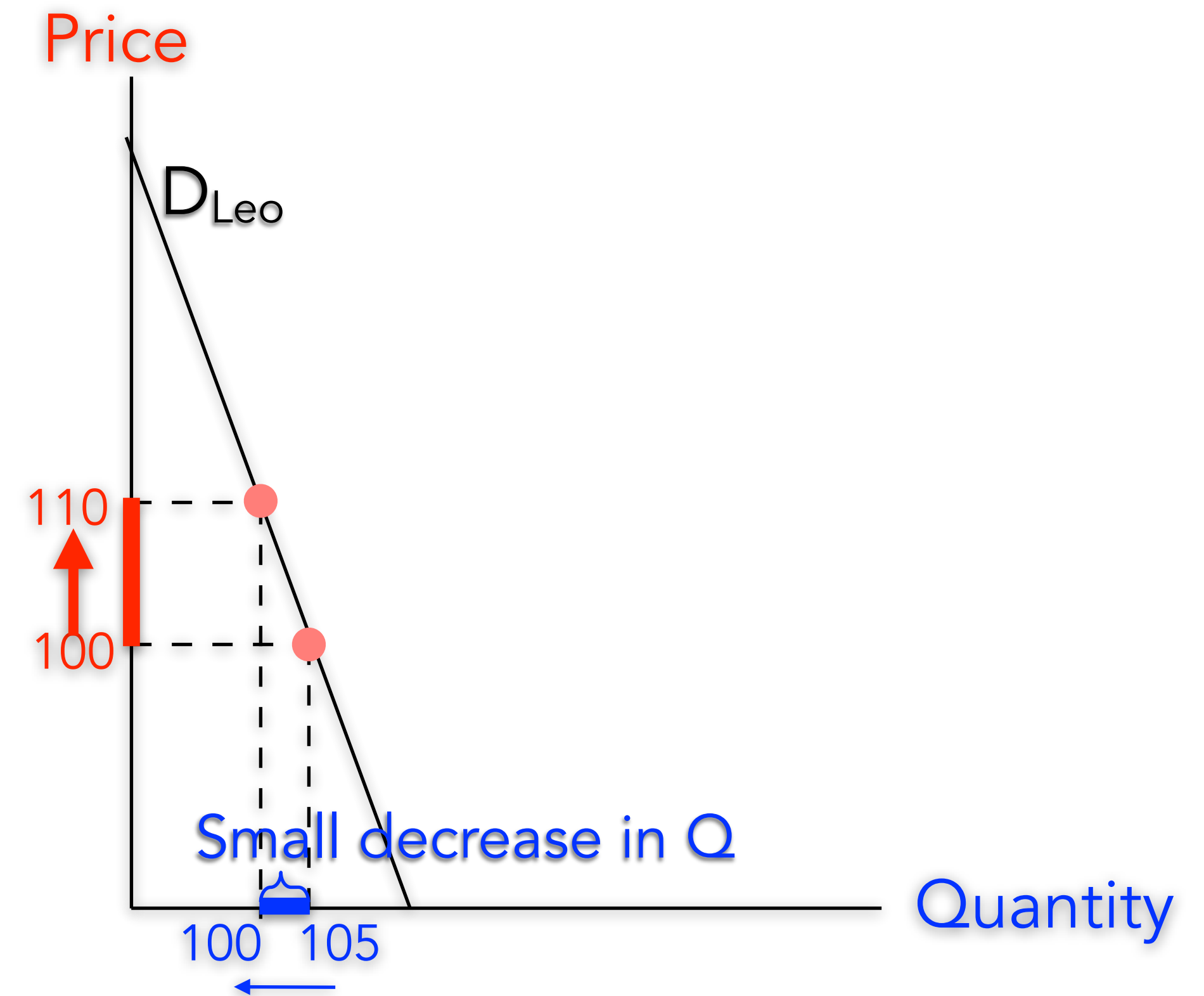


Consider **how** these two consumers react to
the **same** change in price...

Consider **how** these two consumers react to the **same** change in price...



This consumer's reaction (the change in quantity purchased) is **larger** than the change in **price**



This consumer's reaction (the change in quantity purchased) is **smaller** than the change in **price**

