






Buyers Behavior

Demand

# Supply and Demand Model


Market Forces are described by the



We describe the  
behavior of  
buyers with a  
**demand line**



# Market Forces are described by the Supply and Demand Model

A group of seven business professionals, four men and three women, are dressed in formal business attire (suits and dresses). They are standing on a sandy beach with the ocean and a clear blue sky in the background. They are all pulling on a thick rope that has a red ribbon tied in the center. Their bodies are leaning forward, indicating they are exerting effort. This visual metaphor represents the collective behavior of buyers in a market.

We describe the behavior of buyers with a **demand** line

**Demand**  
**Buyers Behavior**



# The Equation for a Demand Line