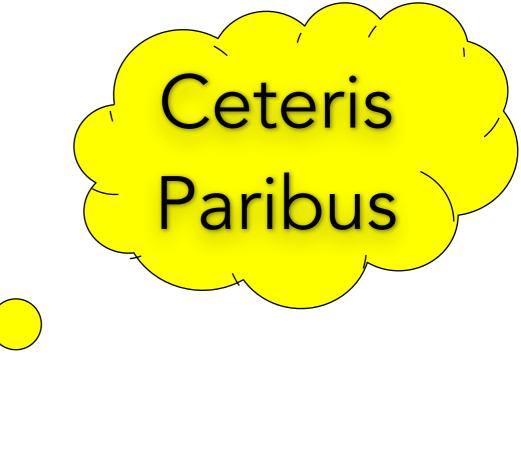


How will buyers react to a decrease in the price of Ford cars?

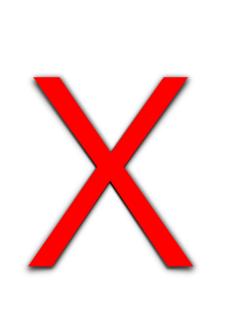
Quantity Demanded increases

What if at the same time, the price of Honda cars also drops?

Two variables changed (price and price of a substitue) we can not know if consumers would buy more Ford cars because of the price drop or fewer Ford cars because of the drop in the price of the substitute brand...







































































































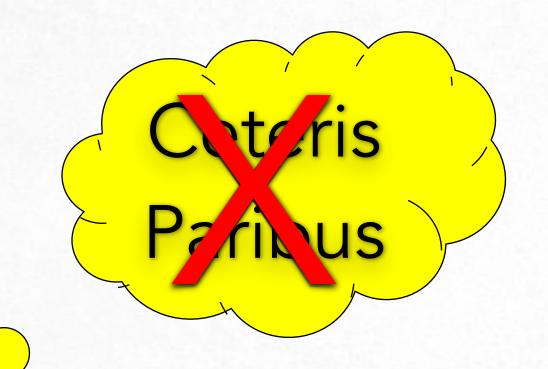






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