




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, light-colored rope that stretches across the frame. In the center of the rope, there is a small red ribbon. The people are leaning forward, suggesting they are pulling with 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