









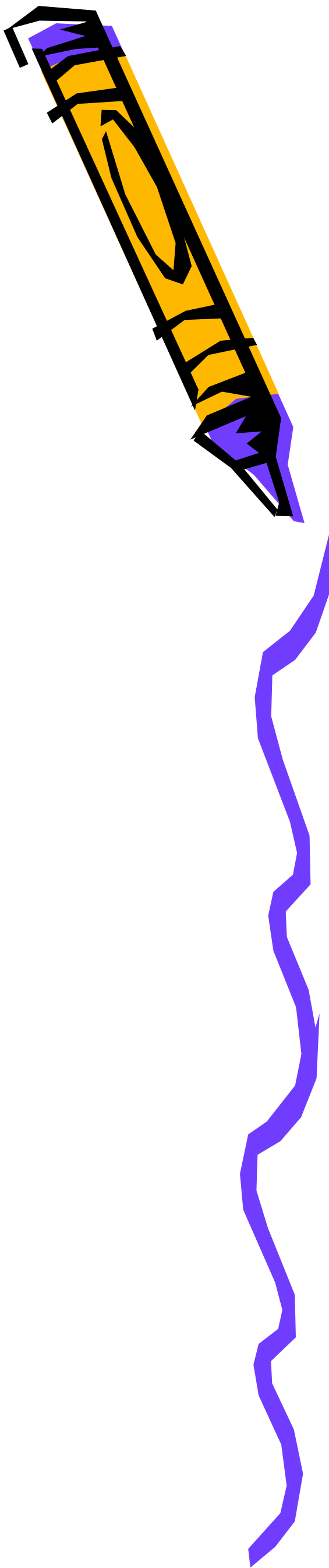
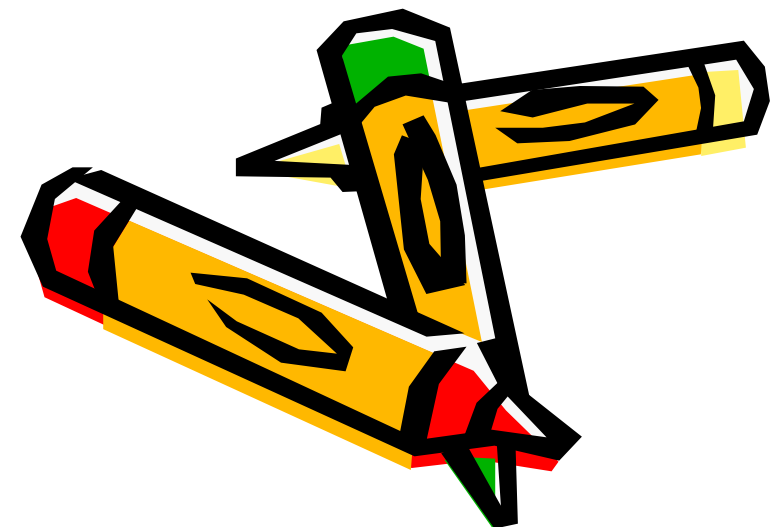
What makes consumers more or less  
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What Determines the  
Elasticity?

# What Determines the Elasticity?

What makes consumers more or less reactive to prices?



1.The number of Substitutes available

