




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 body language suggests they are exerting effort, leaning forward and pulling with their arms. This visual metaphor represents the collective force of buyers in a market.

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

Demand
Buyers Behavior

The Equation for a Demand Line