**Law of Supply**

* The  the price, the  willing producers are to sell the product

***Price quantity supplied***

* The  the price, the willing producers are to sell the product

***Price quantity supplied***

***Reasons Price & Quantity Move In The Same Direction for Supply***

1. Production Decisions by Existing Producers
2.
3. Firms all have scarce resources that havealternative uses
* : how much of a good or service producers would provide at a specific price
* **:** only concerned with producers who actually would want to sell the product
* **:** only concerned with producers who actually have the resources to sell the product
* **:** supply continually changes, so this is a snapshot for a specific time (or period of time)

 **=** the sum total of all quantities supplied at all **the various prices at which it could be sold**

* continually changes, so this is a snapshot for a specific time (or period of time)

WILLING AND ABLE

 **Shifters**

Factors that cause a change in the overall demand. Results in a need to redraw the demand curve to reflect the new overall demand.

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* : how much of a good or service consumers would want at a specific price
* : only concerned with consumers who actually would want to buy the product
* : only concerned with consumers who actually have the money to buy the product
* : demand continually changes, so this is a snapshot for a specific time (or period of time)

= the sum total of all quantities sold at all the various prices at which it is sold

* continually changes, so this is a snapshot for a specific time (or period of time)

**Law of Demand**

* The  the price, the  the product will be demanded

***Price quantity demanded***

* The  the price, the  the product will be demanded

***Price quantity demanded***

**Factors That Affect Consumers’ Spending Behavior**

1.
2.
3.

**Changes quantity demanded**

 **Shifters**

Factors that cause a change in overall supply . Results in a need to redraw the supply curve to reflect the new overall supply.

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