

1.2.1 Demand

Starter

* If this drink was £5 a can would you buy it?
* If this drink was 10p a can would you buy more of it?

Write your definition of demand here:

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Price determines levels of demand

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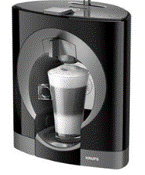
1. Price of substitutes



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1. Alternative brands

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1. Price of compliments

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1. Changes in consumer income

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1. Trends in fashion and tastes

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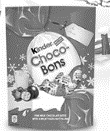
1. Marketing, advertising and branding

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1. Population structure / demographics

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1. Time of year

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1. Weather and climate

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1. External shocks

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