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- 1) The market price may differ from the equilibrium price because markets are dynamic - prices can be temporarily set too high or too low relative to the point where quantity demanded equals quantity supplied.
- 2) .4 sellers find that they cannot sell all their goods at this higher price.
.4 To avoid unsold inventories or losses, sellers begin to lower prices.
As price falls:
 . quantity demanded increase &
 . quantity supplied decrease.
- 3) .4 Some consumers who want to buy at the lower price will find the good unavailable.
.4 Competition among buyers will push the price upward - buyers are willing to pay more rather than go without the product.
As price rises:
 . quantity supplied increase
 . quantity demanded decrease
These changes continue until the market reaches equilibrium.