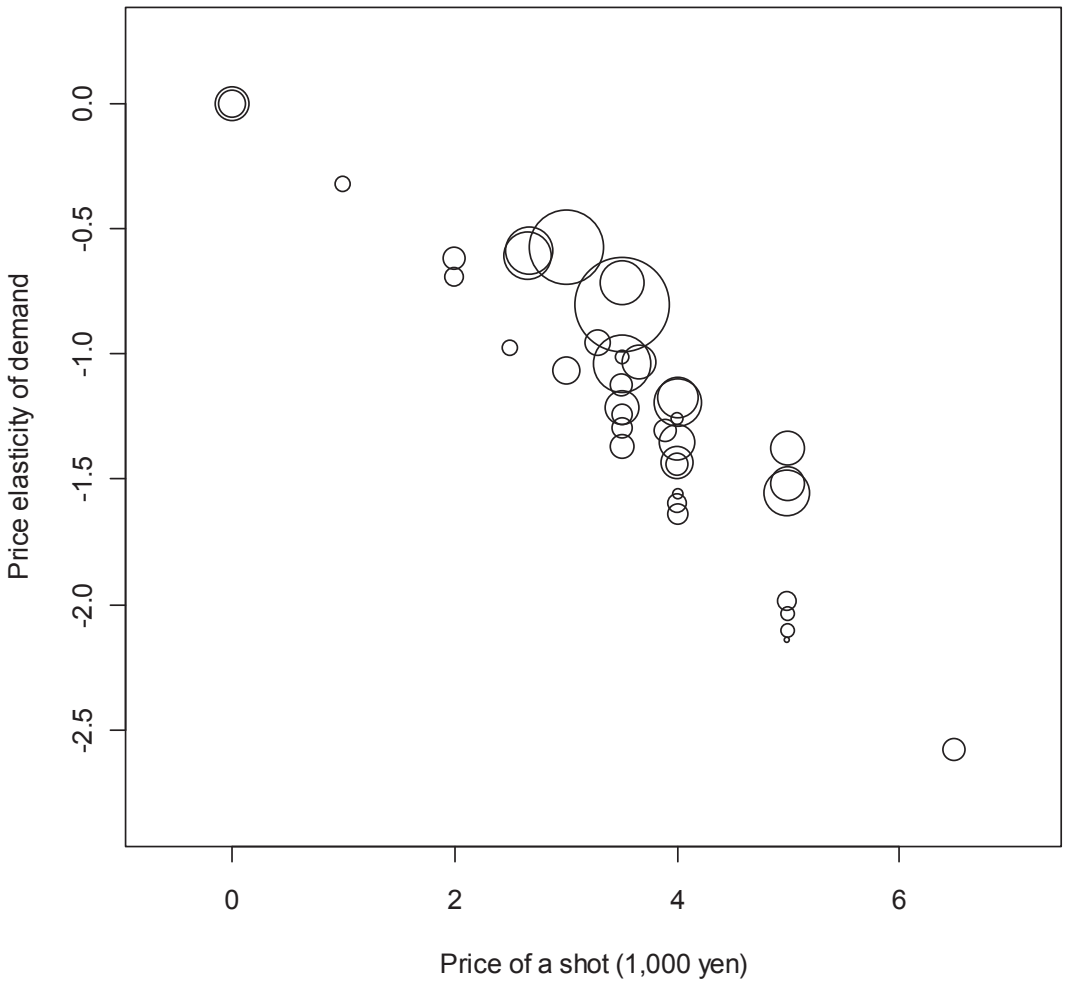
Price elasticity of demand
0.0
-0.5
-1.0
-1.5
-2.0
-2.5
0
2
4
6
Price of a shot (1,000 yen)