The Five Determinants of Demand

The five determinants of demand are:

1. The price of the good or service.
2. The income of buyers.
3. The prices of related goods or services—either complementary and purchased along with a particular item, or substitutes and bought instead of a product.
4. The tastes or preferences of consumers will drive demand.
5. Consumer expectations. Most often, this refers to whether a consumer believes prices for the product will rise or fall in the future.