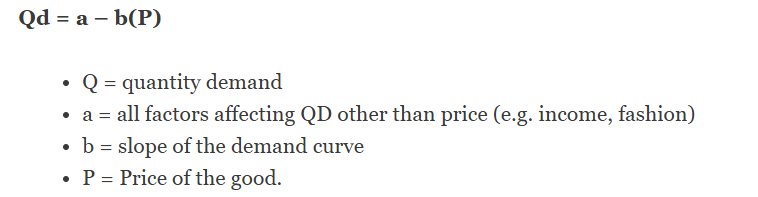
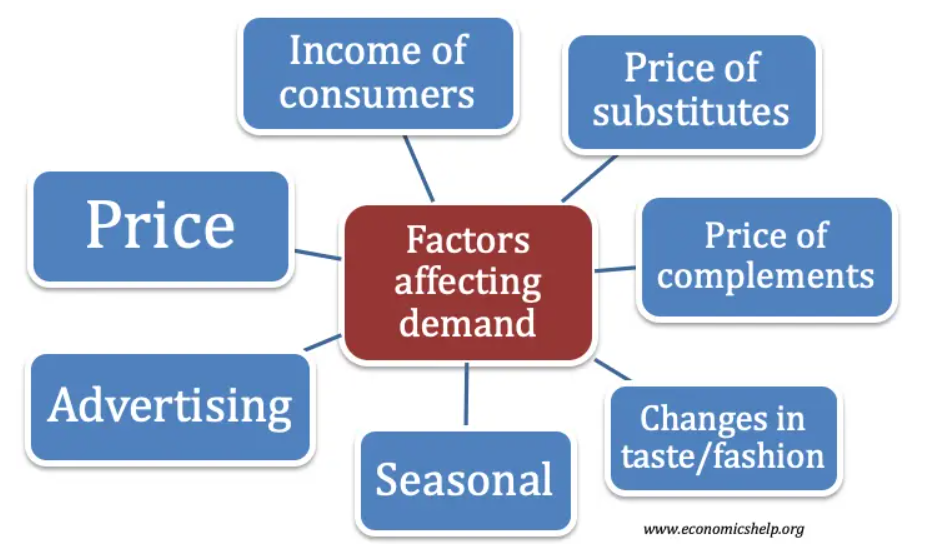
# Demand Curve Formula

Demand is the amount of goods consumers are willing to buy.



Demand depends on several factors, such as price, perceived quality, advertising, income, confidence of consumers and change in taste.



# Dividing the features based on the Factors affecting demand

**Price of substitutes –** Sales of 90 octane, 95 octane, Auto Diesel, consumption of oil

**Income of consumers –** GDP gross national income, Foreign direct investments, GDP: FCE households, Tax income profit, Household income

**Price of complements –** New vehicle registrations, vehicle sales, vehicle sales Asia: SL, Port stay duration, Number of vessels in Colombo port, fuel manufacture

**Price –** Diesel User Price, Petrol User price

**Seasonal –** Imports of refined products, Colombo port calls