

Expectations

**When consumers expect an
increase in **price** of a good,
they will buy more **TODAY****

**When consumers expect an
increase in their **Income**, they
will buy more **TODAY****



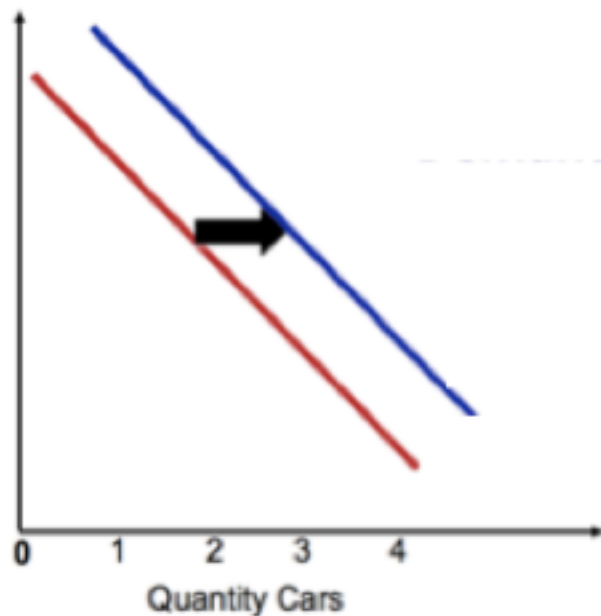
Demanding areas



Demand areas

A guess about what will happen in the future

PRICE



Expectations

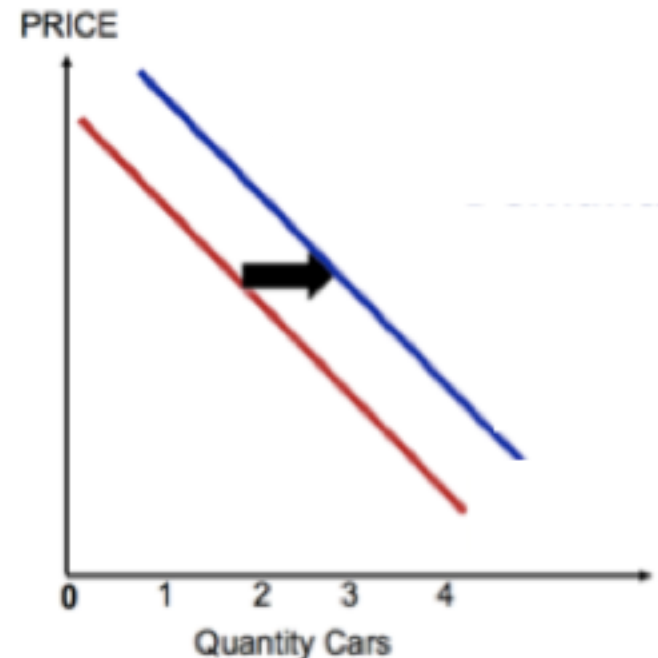
A guess about what will happen in the future

When consumers expect an increase in **price** of a good, they will ~~buy more~~ TODAY

Demand increase

When consumers expect an increase in their **Income**, they will ~~buy more~~ TODAY

Demand increase



**Changes in Quantity
Demanded vs.
Changes in Demand**