



Expectations

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

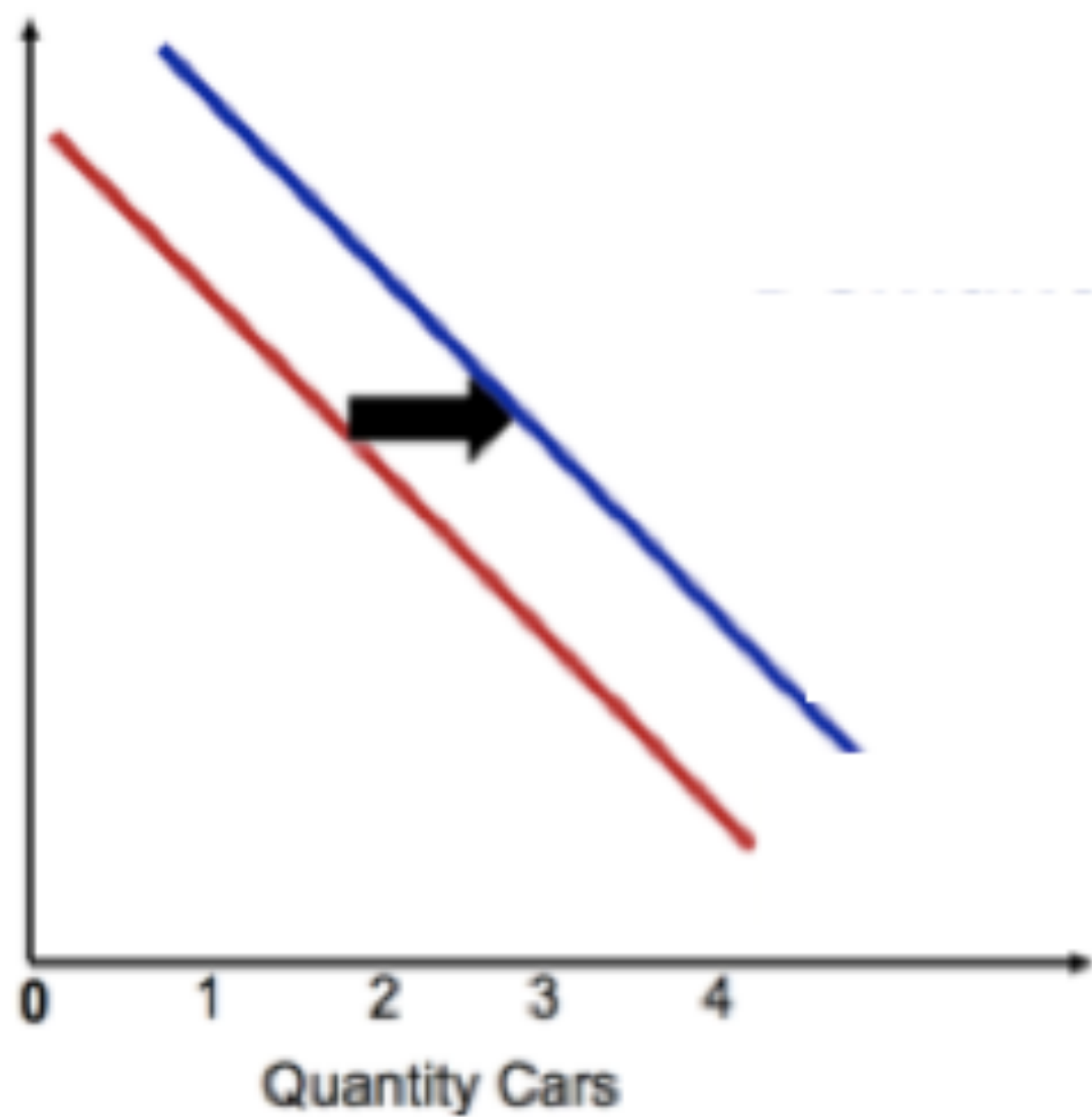
When consumers **expect** an  
increase in their **Income**, they  
will buy more TODAY





A guess about what will happen in the future

PRICE





demand increase

demand increase

A change in Expectations,  
shifts Demand

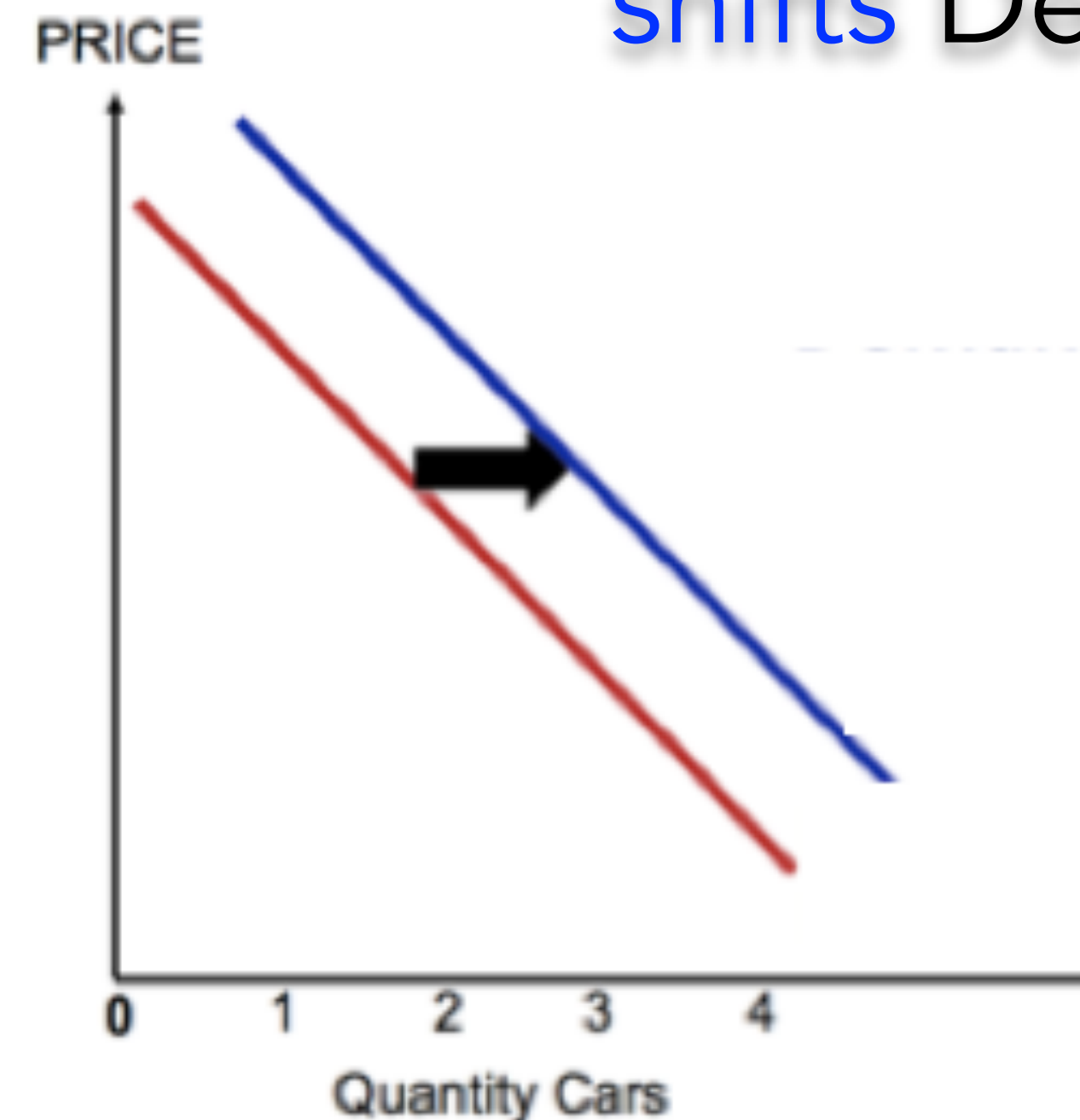
# Expectations

A guess about what will happen in the **future**

When consumers **expect** an increase in **price** of a good, **demand increase** TODAY

When consumers **expect** an increase in their **Income**, they **demand increase** TODAY

A change in Expectations, **shifts** Demand



Changes in Quantity  
Demanded vs.  
Changes in Demand