

\$15

\$20

\$25

\$30

10

20

30

40





\$35

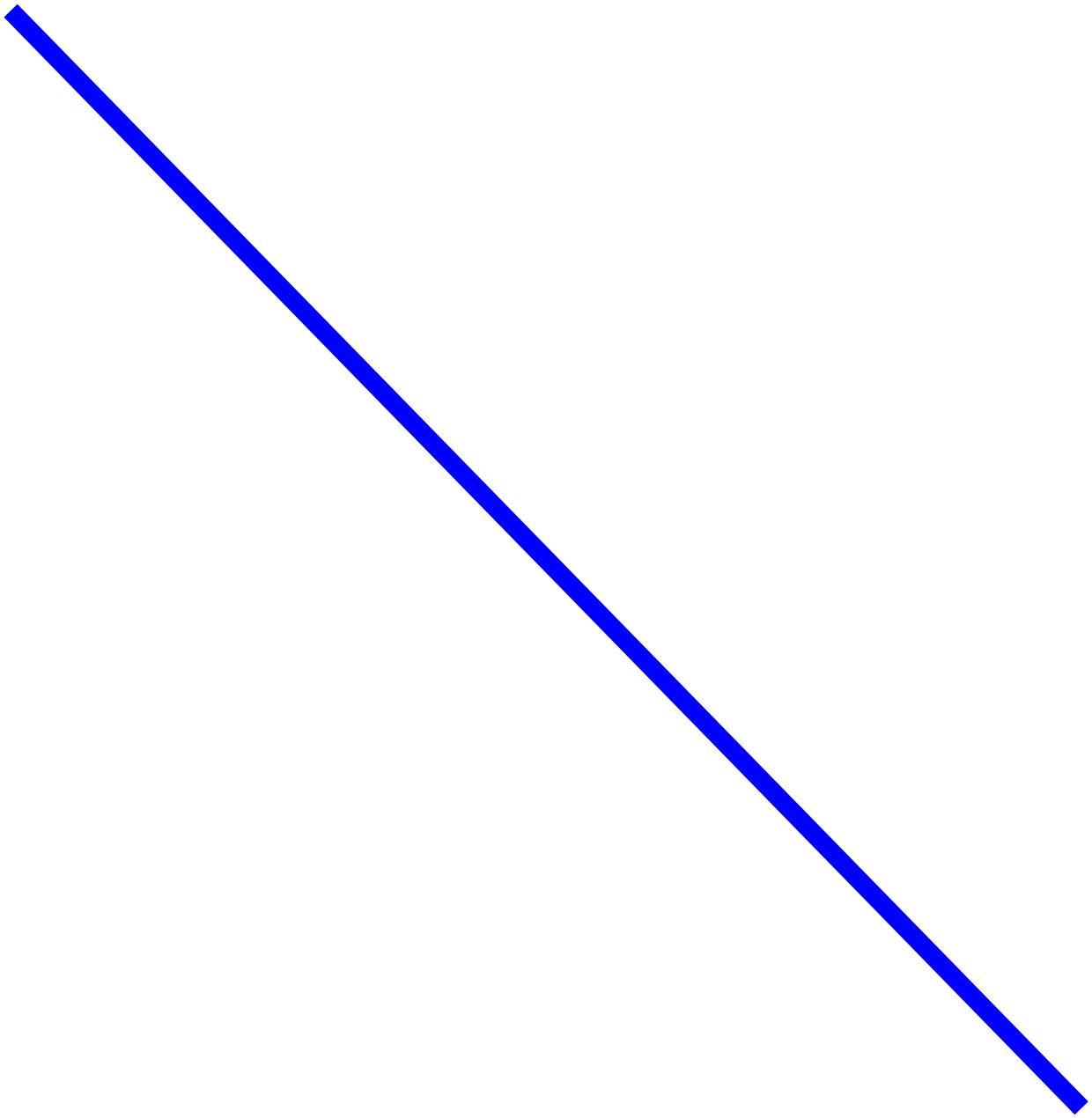
0



















A change in Tastes and
Preferences shifts Demand










Buy less
when preferences change

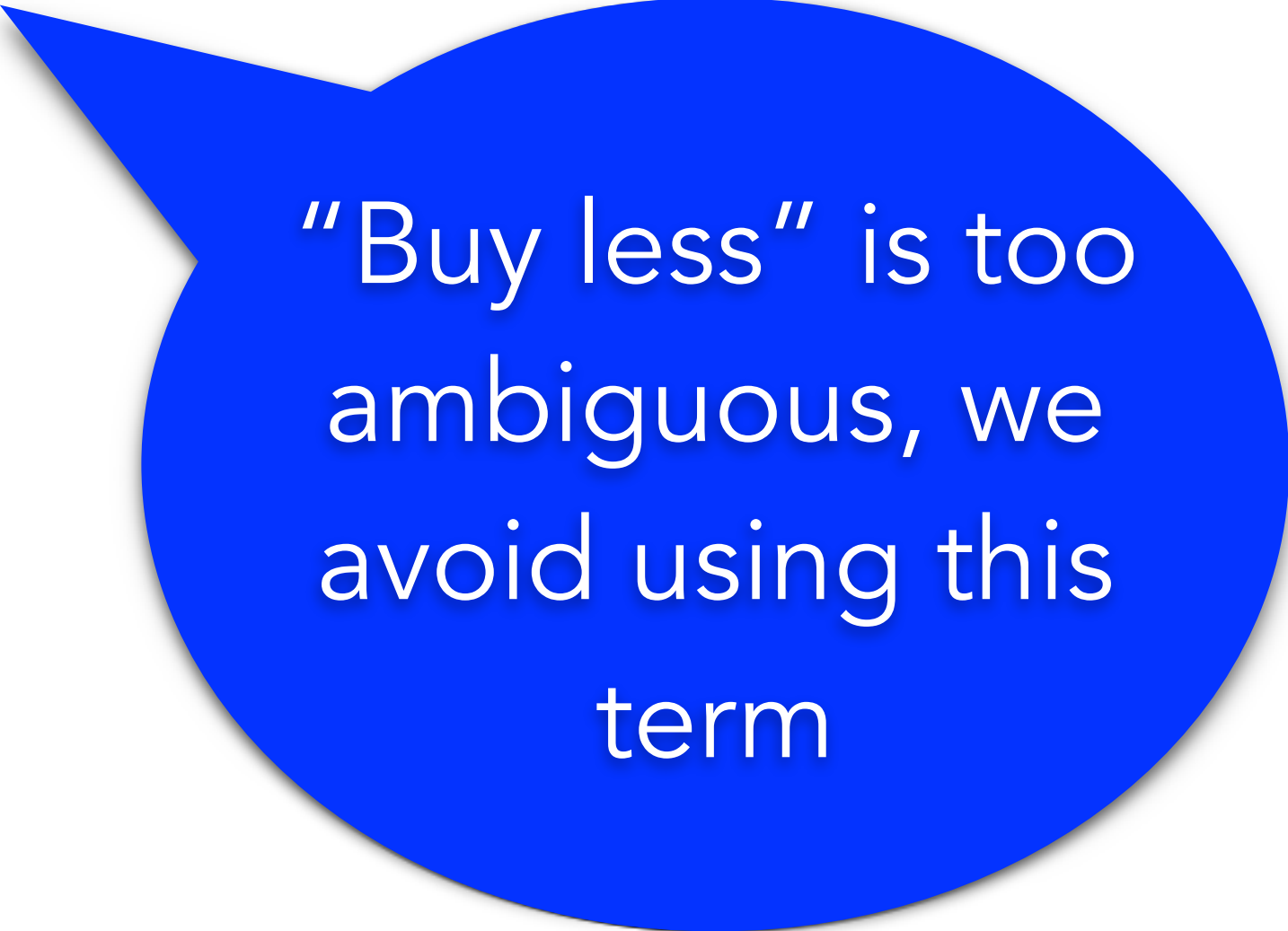
Demand decrease

"e-cigarettes contain flavorants such as diacetyl, a chemical linked to serious lung disease"

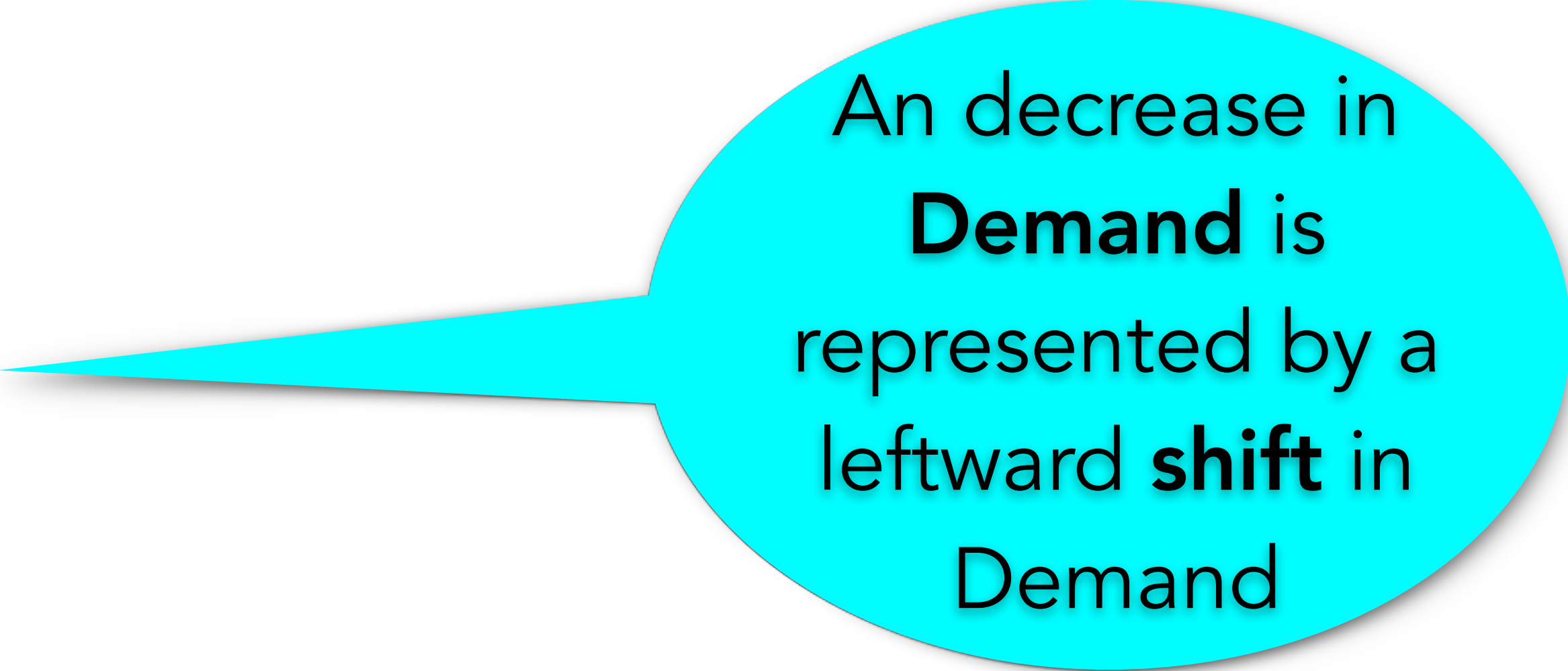
Demand for e-cigarettes



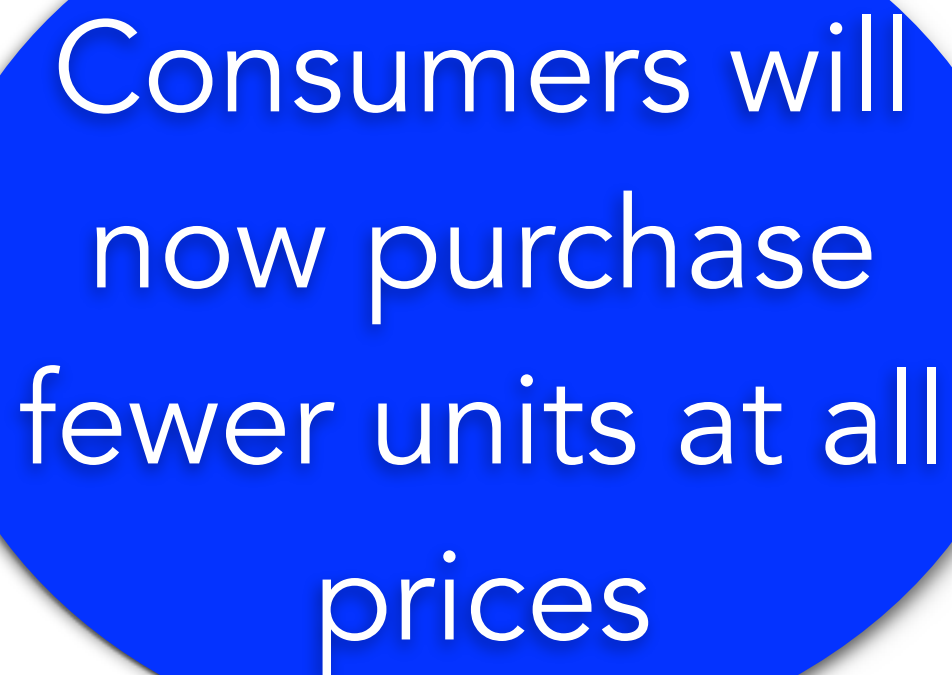
How would
these news
affect Demand
for e-cigarettes?



"Buy less" is too
ambiguous, we
avoid using this
term



An decrease in
Demand is
represented by a
leftward **shift** in
Demand



Consumers will
now purchase
fewer units at all
prices

New Demand

"e-cigarettes contain flavorants such as diacetyl, a chemical linked to serious lung disease"

How would these news affect Demand for e-cigarettes?

A change in Tastes and Preferences **shifts** Demand

Demand decrease

~~Buy less~~
when preferences change

An decrease in **Demand** is represented by a leftward **shift** in Demand

