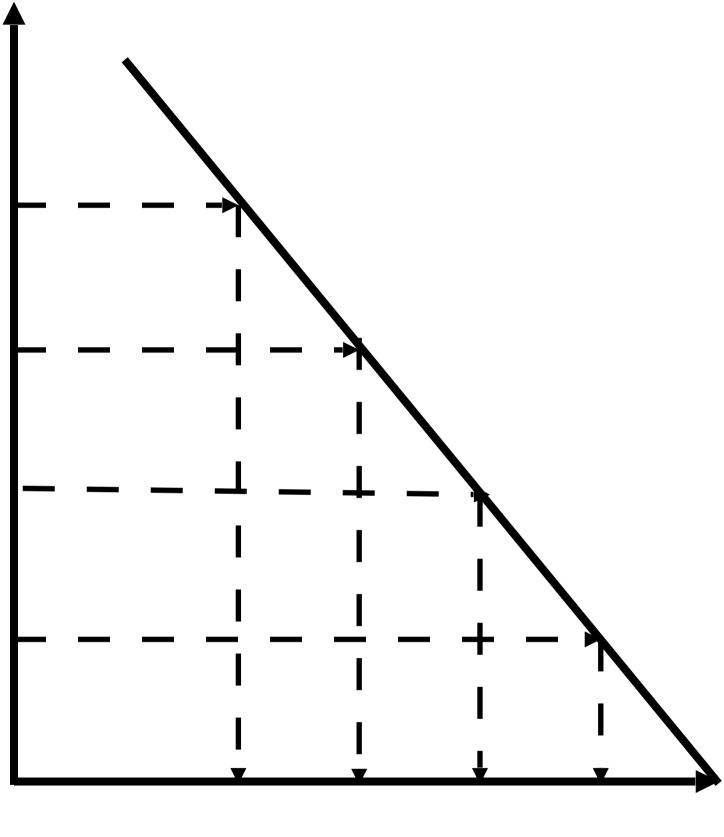


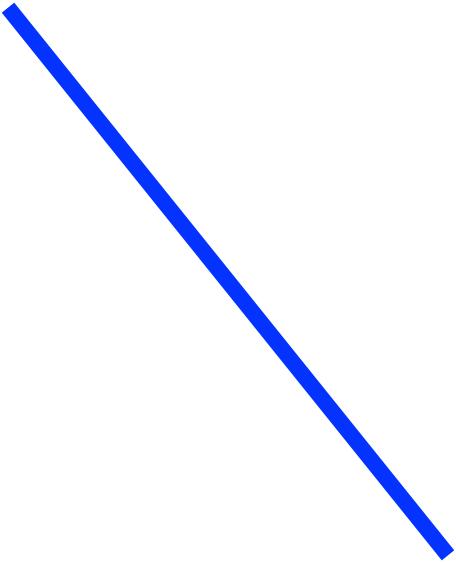
Quantity Folgers



Quantity Nescafe

Price of Folgers drops













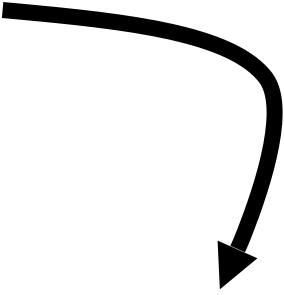
Buy more as the price drops

Quantity Demanded increases

Buy less Nescafe because the substitute (Folgers) is now cheaper

Demand decrease



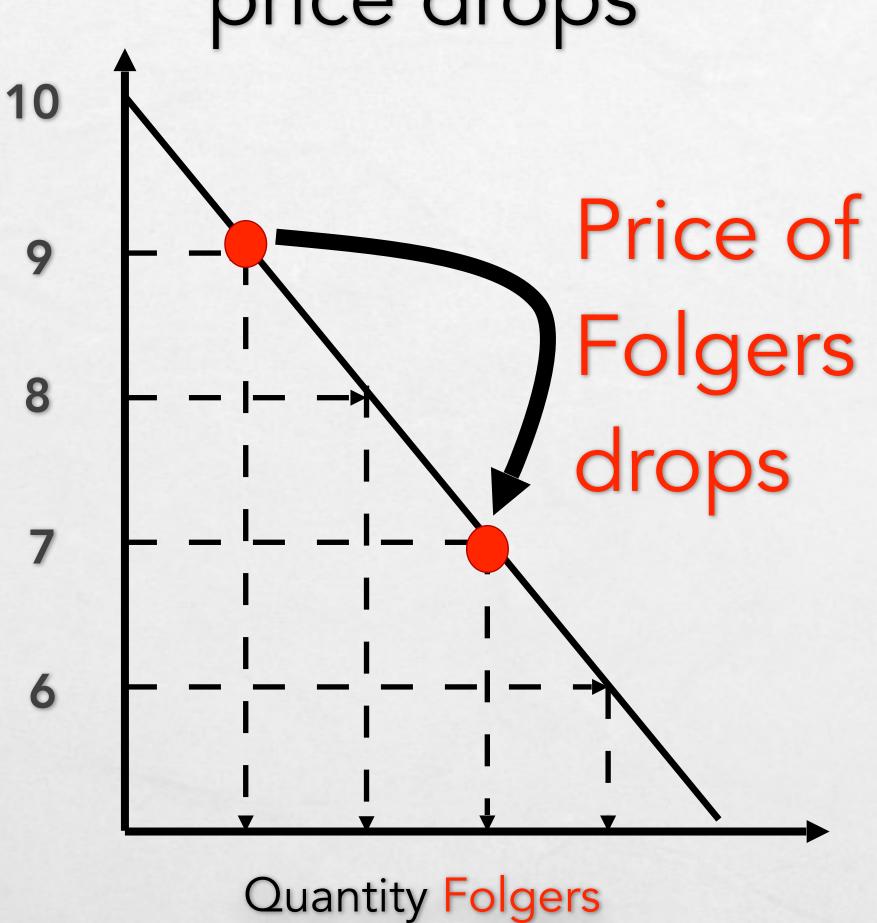


Demand to Nescate

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

Quantity Demanded increases

Buy more as the price drops



Demand decrease

Buy less Nescafe because the substitute (Folgers) is now cheaper An decrease in

