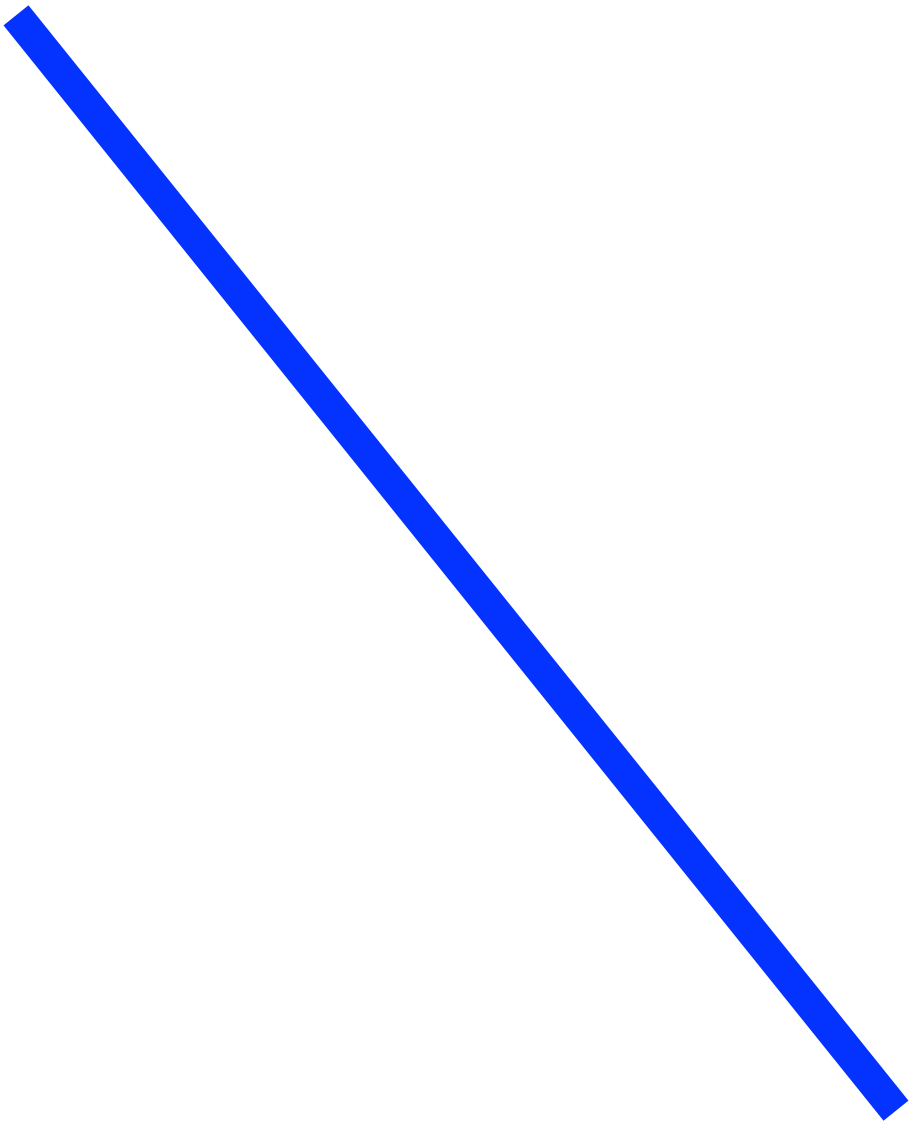


Quantity Nescafe

Price of
Folgers
drops













Buy more as the
price drops

Quantity Demanded
increases

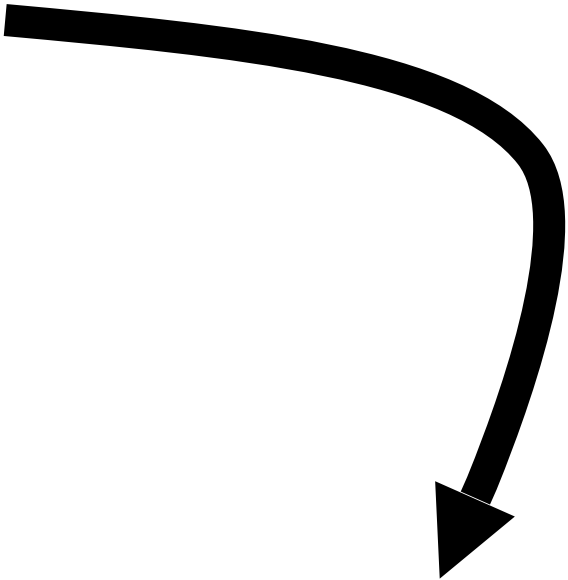


Buy less Nescafe because
the substitute (Folgers) is
now cheaper

Demand decrease







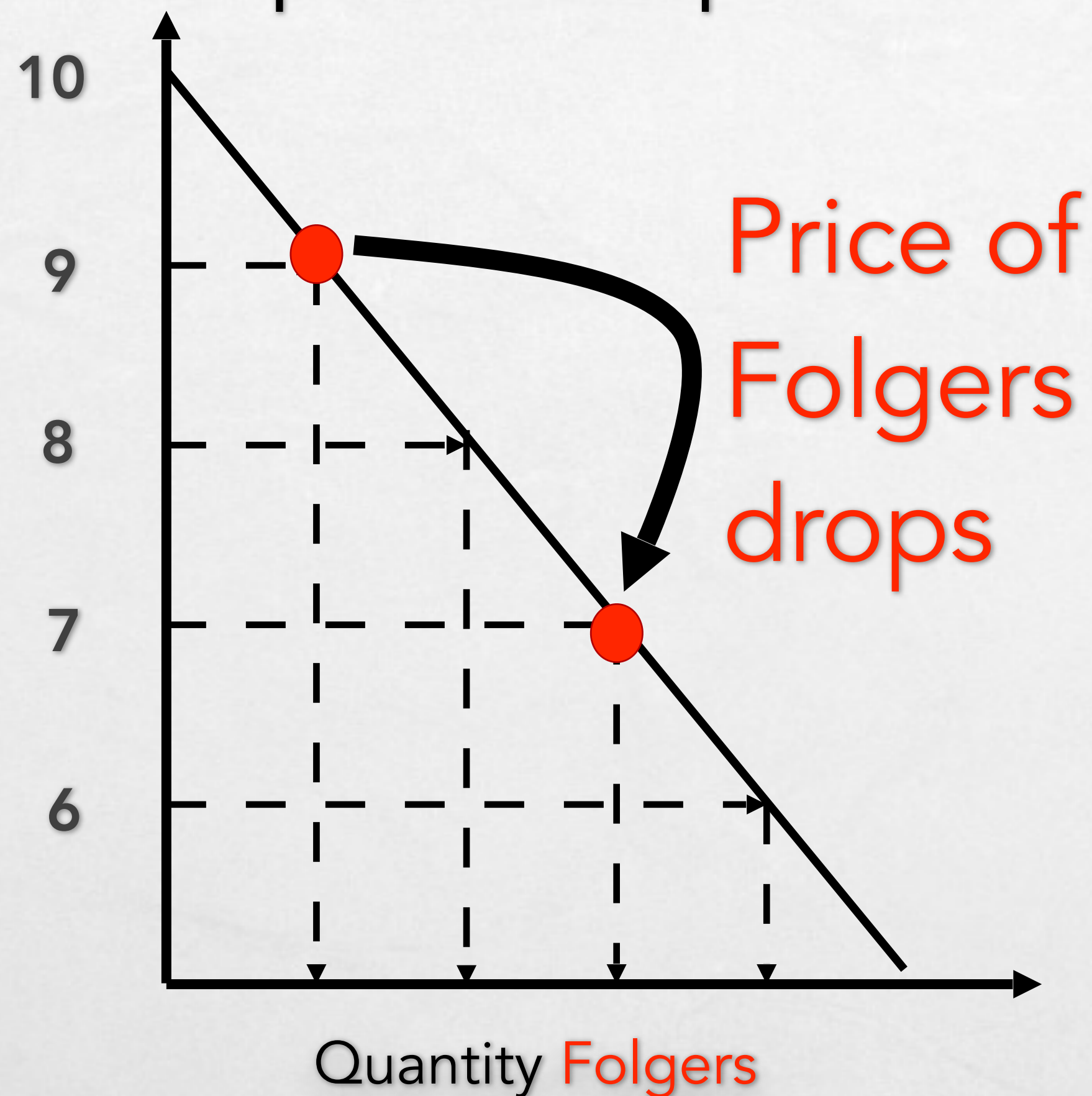
Demand for Nescafe



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

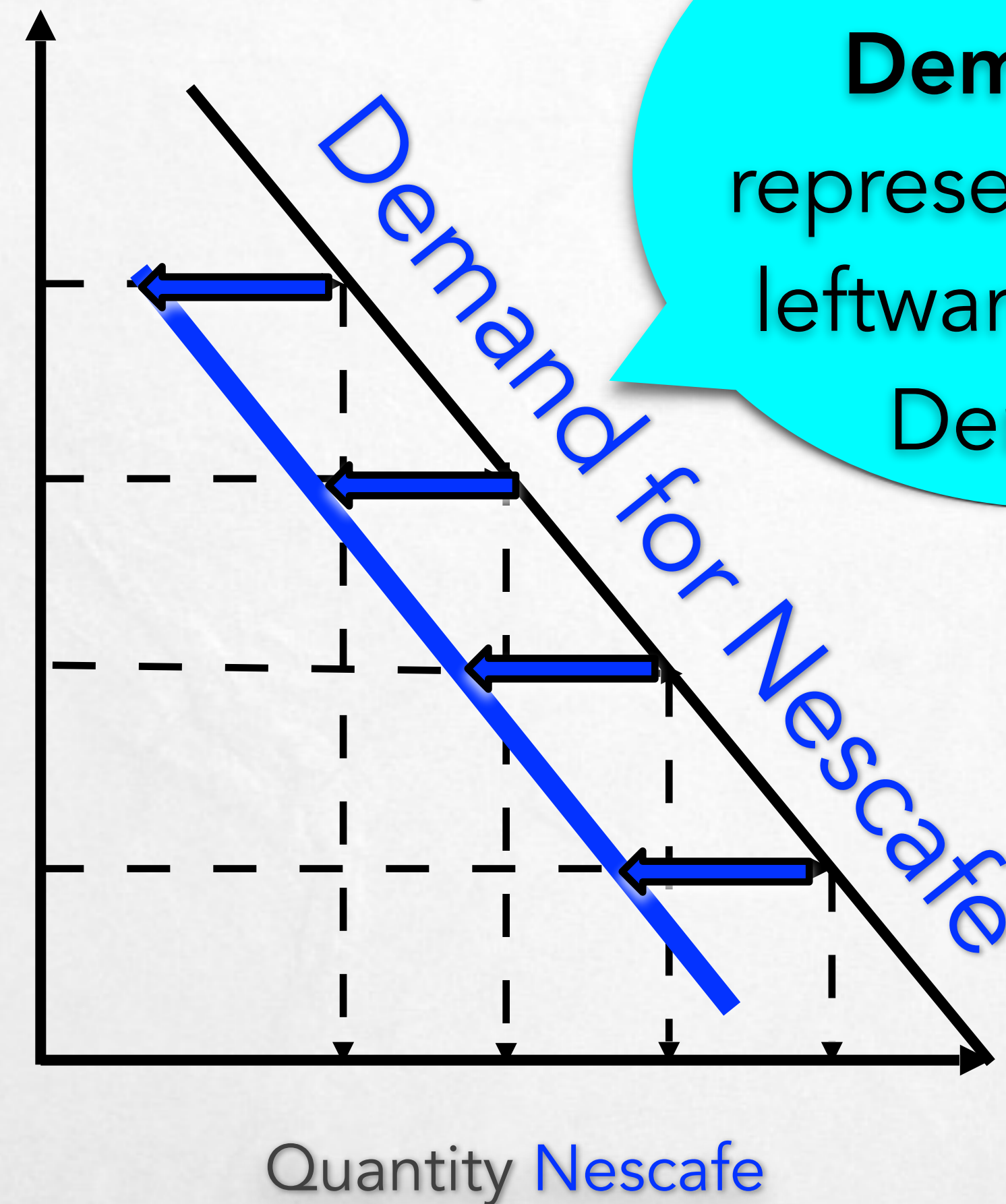
Quantity Demanded
increases

~~Buy more~~ as the
price drops



Demand decrease

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



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

