



**\$15**

\$20

**\$25**

\$30

10

20



30

40







\$35

0

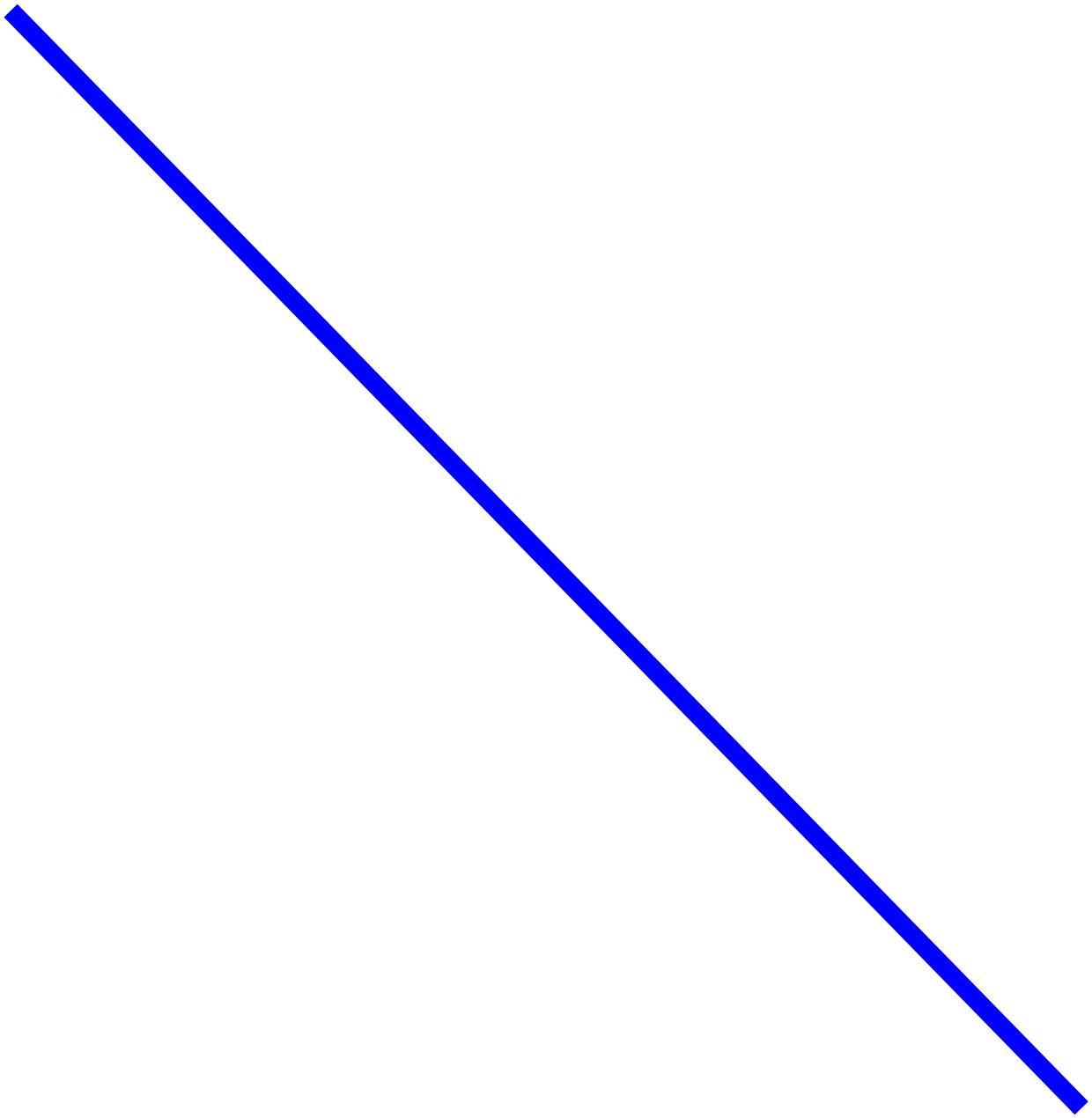






















A change in Tastes and  
Preferences **shifts** Demand









Buy less  
when preferences change


Demand decrease



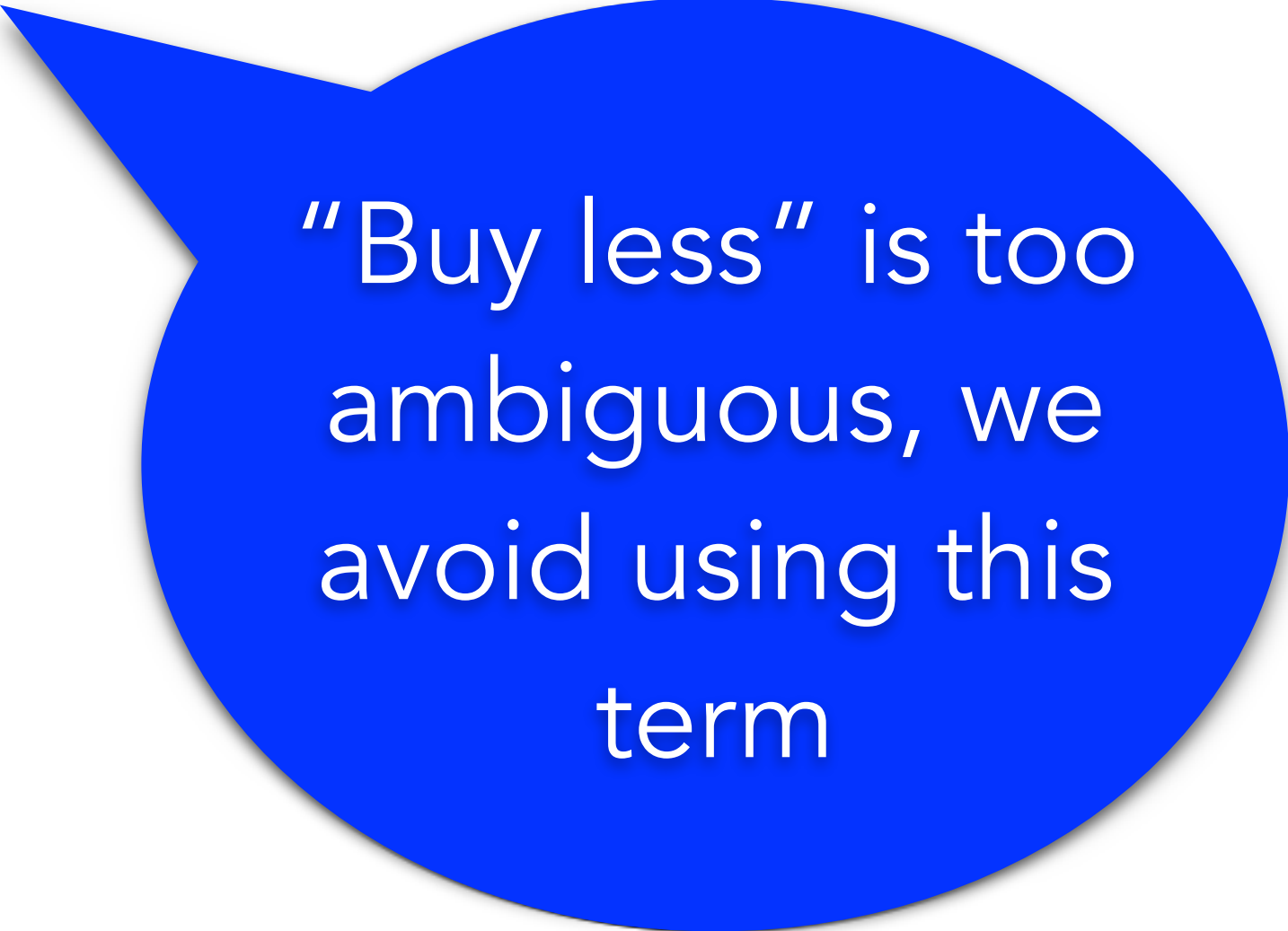


"e-cigarettes contain flavorants such as diacetyl, a chemical linked to serious lung disease"

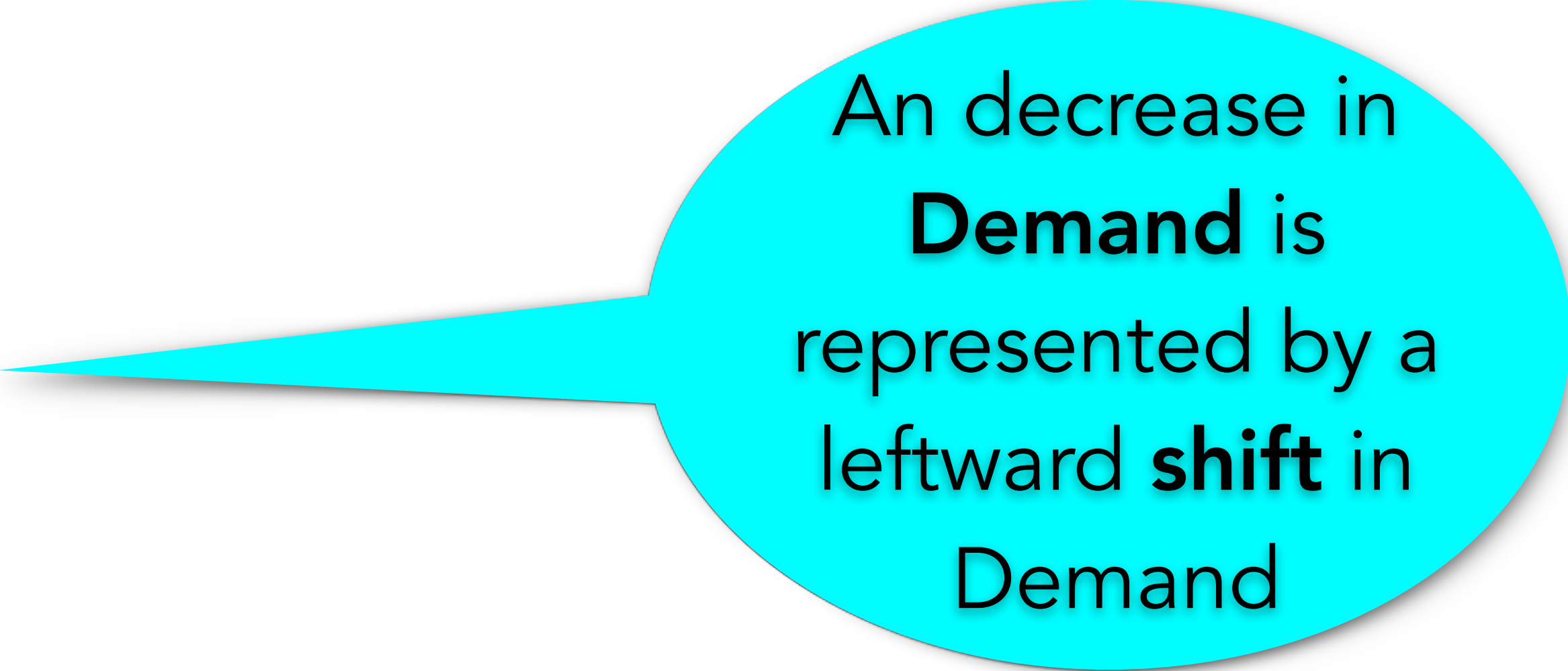
Demand for e-cigarettes



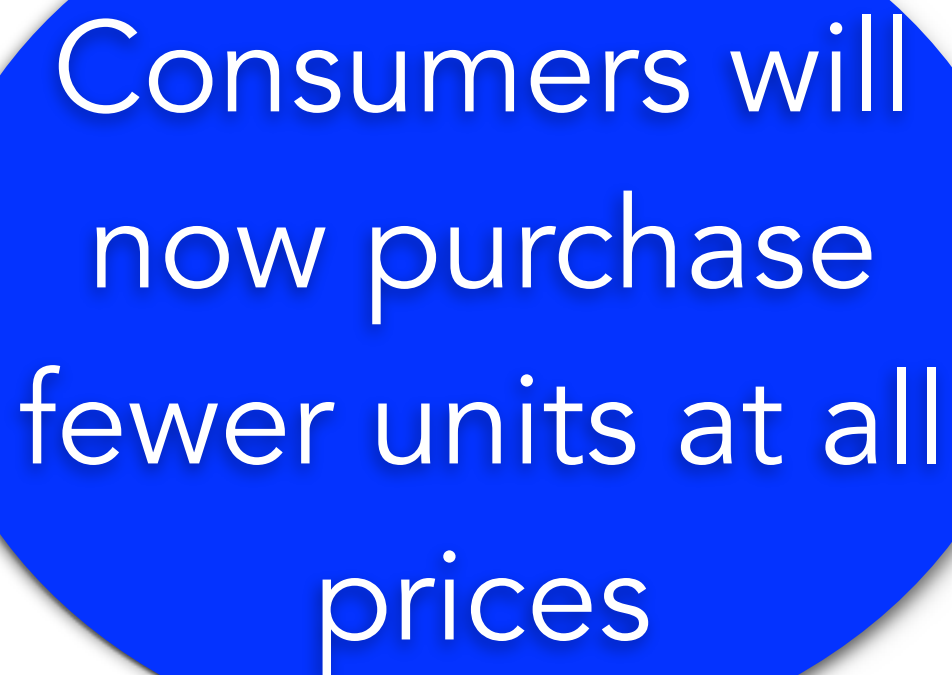
How would this  
news affect Demand  
for e-cigarettes?



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



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



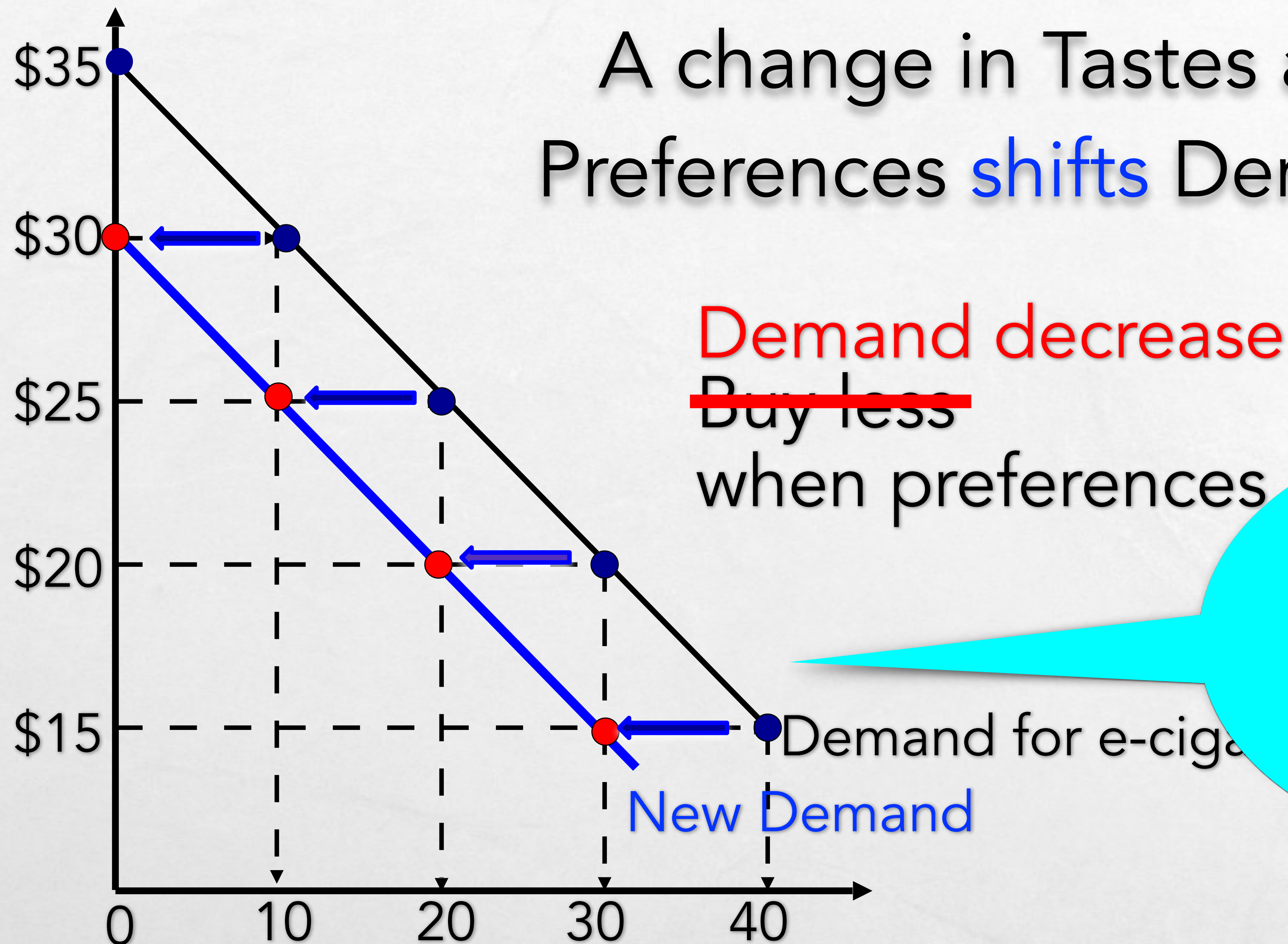
Consumers will  
now purchase  
fewer units at all  
prices

New Demand

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

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

How would this news affect Demand for e-cigarettes?



**Demand decrease**

~~Buy less~~

when preferences change

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

**New Demand**

Demand for e-ciga