

\$15

\$20

\$25

\$30

10

20

30

40







\$35

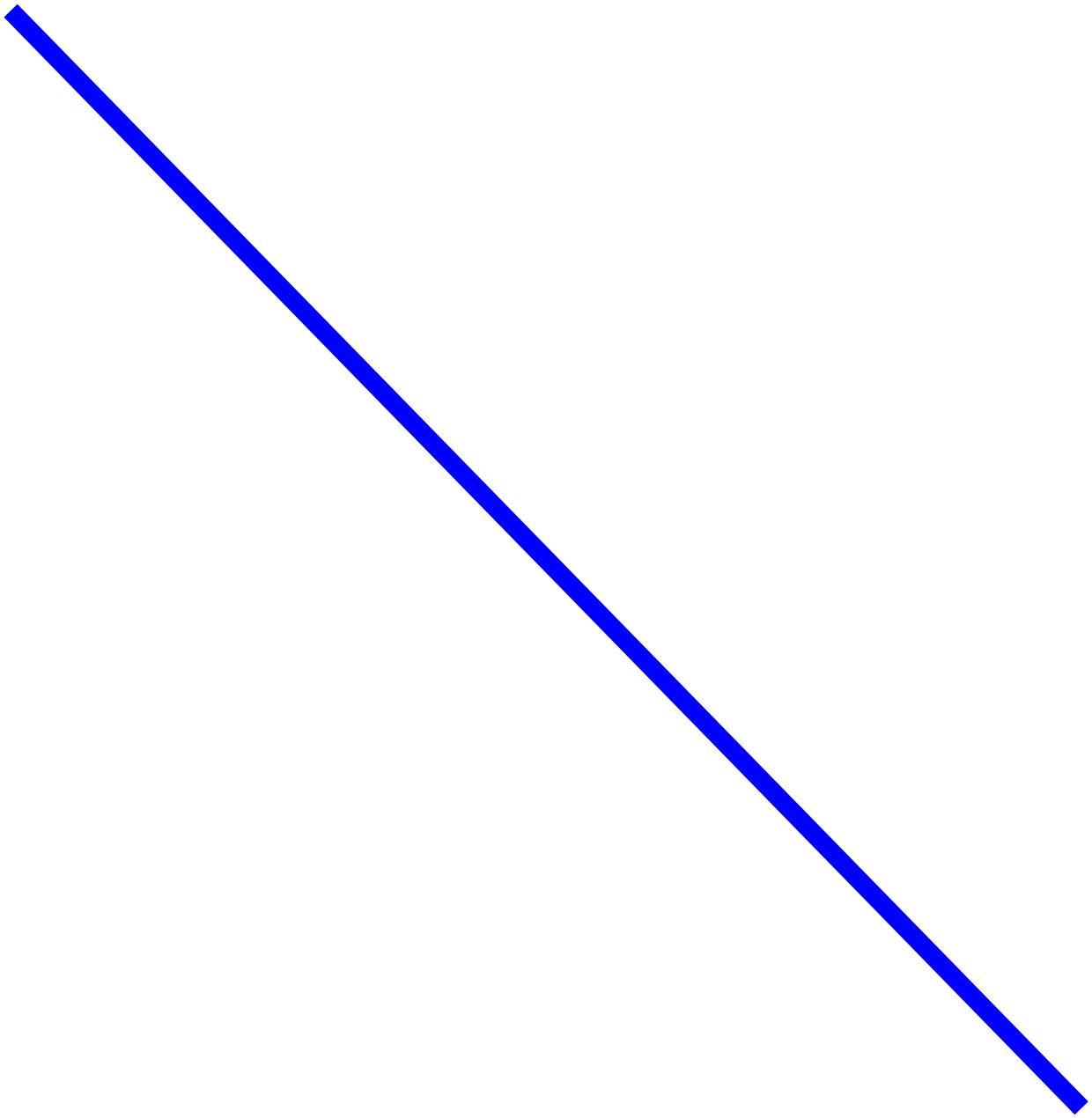
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A change in Tastes and
Preferences **shifts** Demand










Buy less
when preferences change

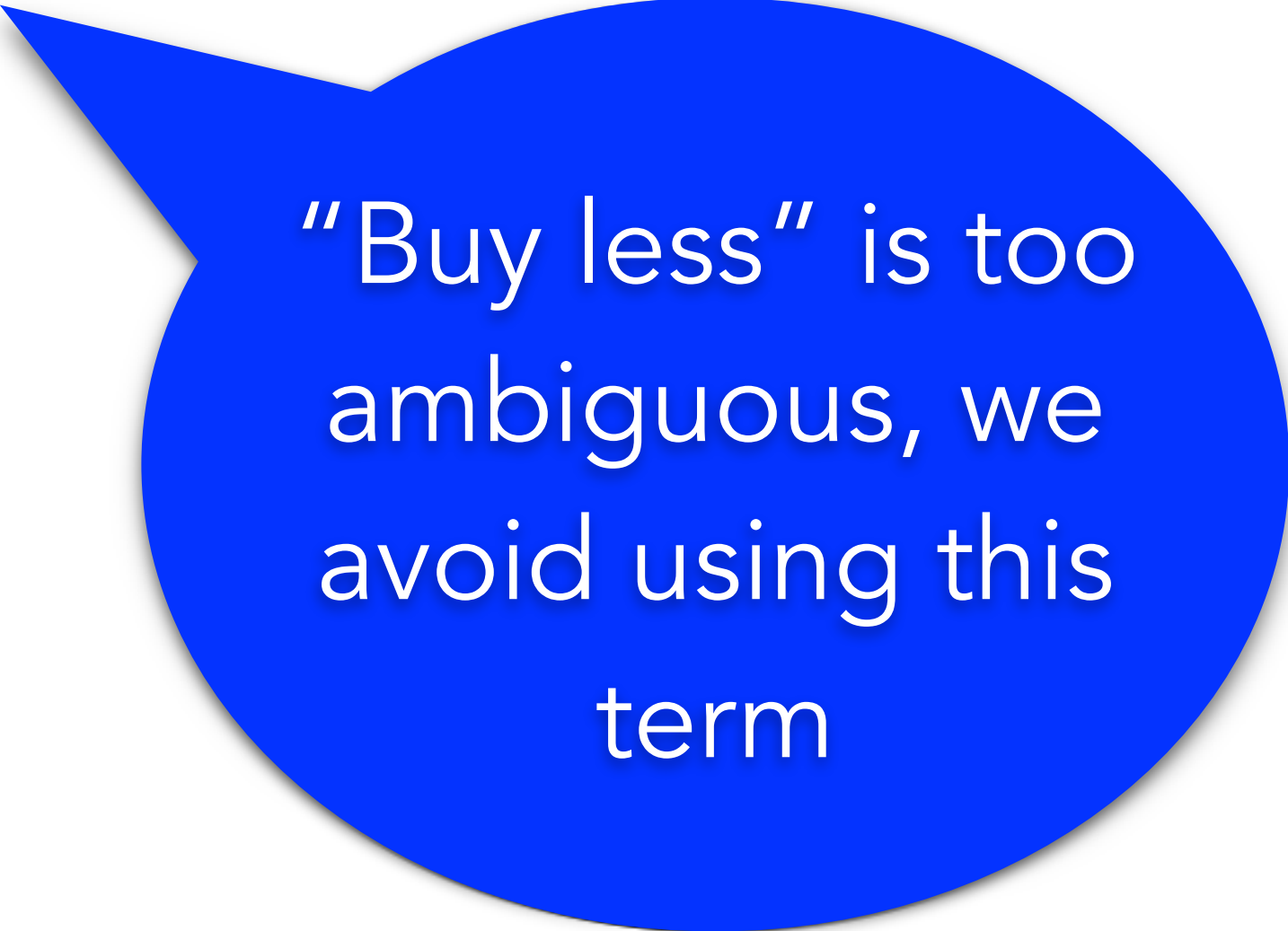
Demand decrease

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

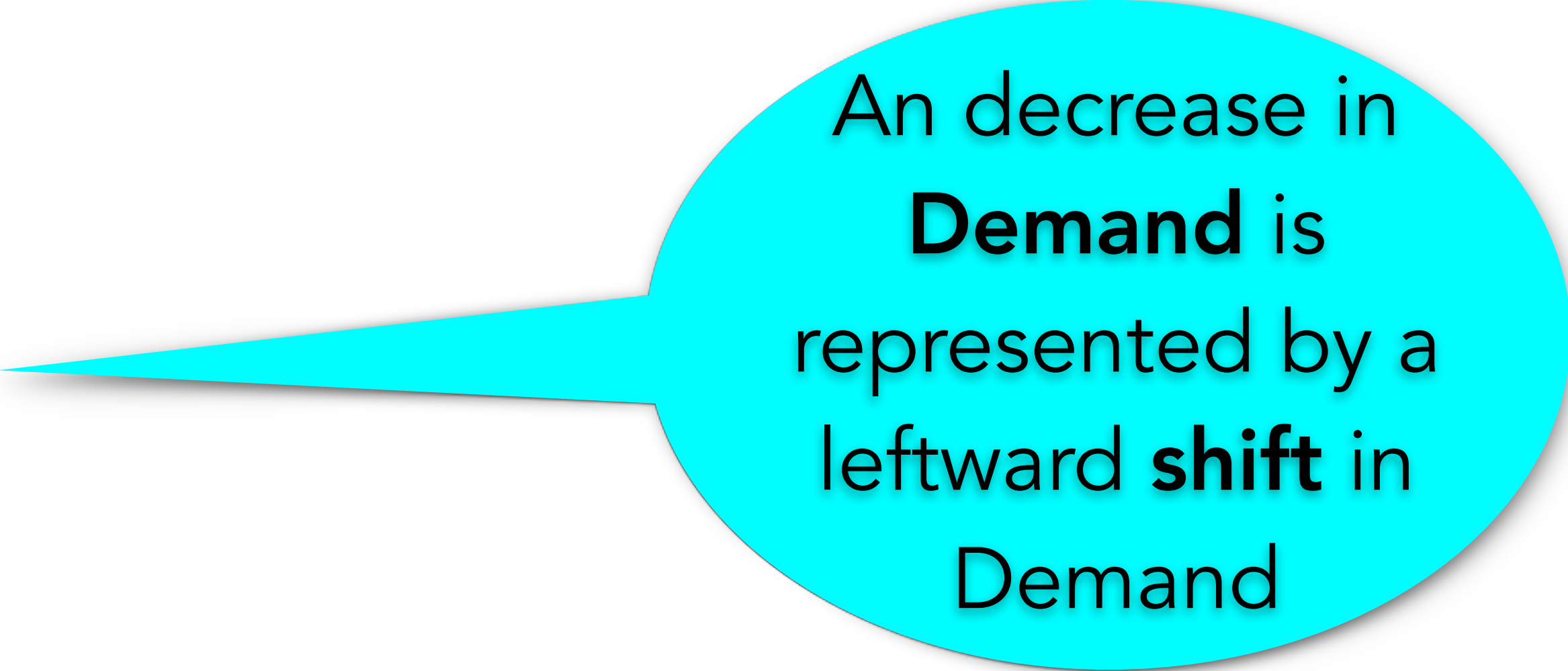
Demand for e-cigarettes



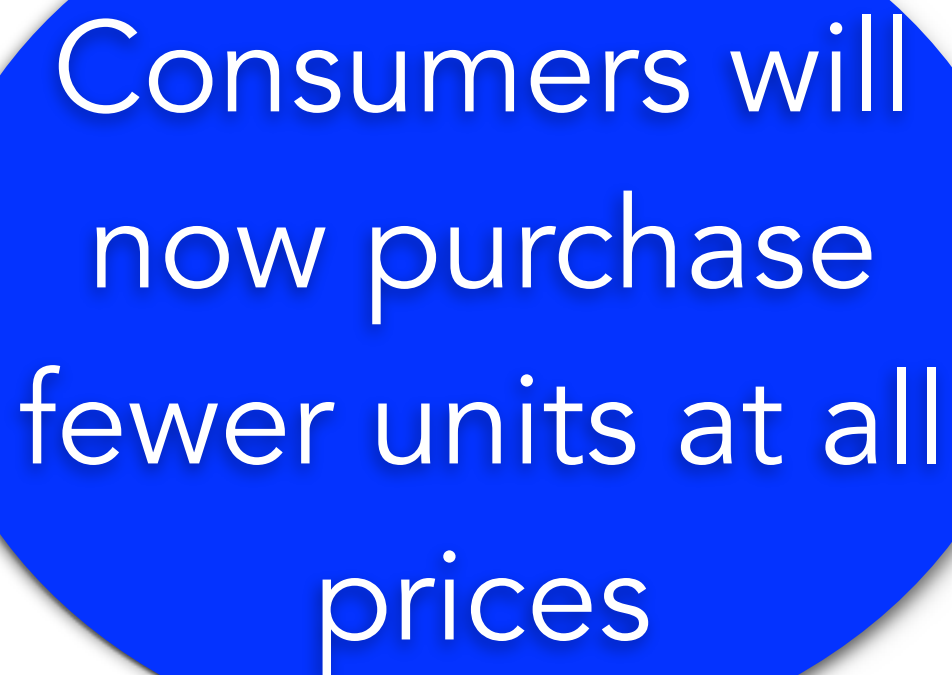
How would this
news affect Demand
for e-cigarettes?



“Buy less” is too
ambiguous, we
avoid using this
term



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



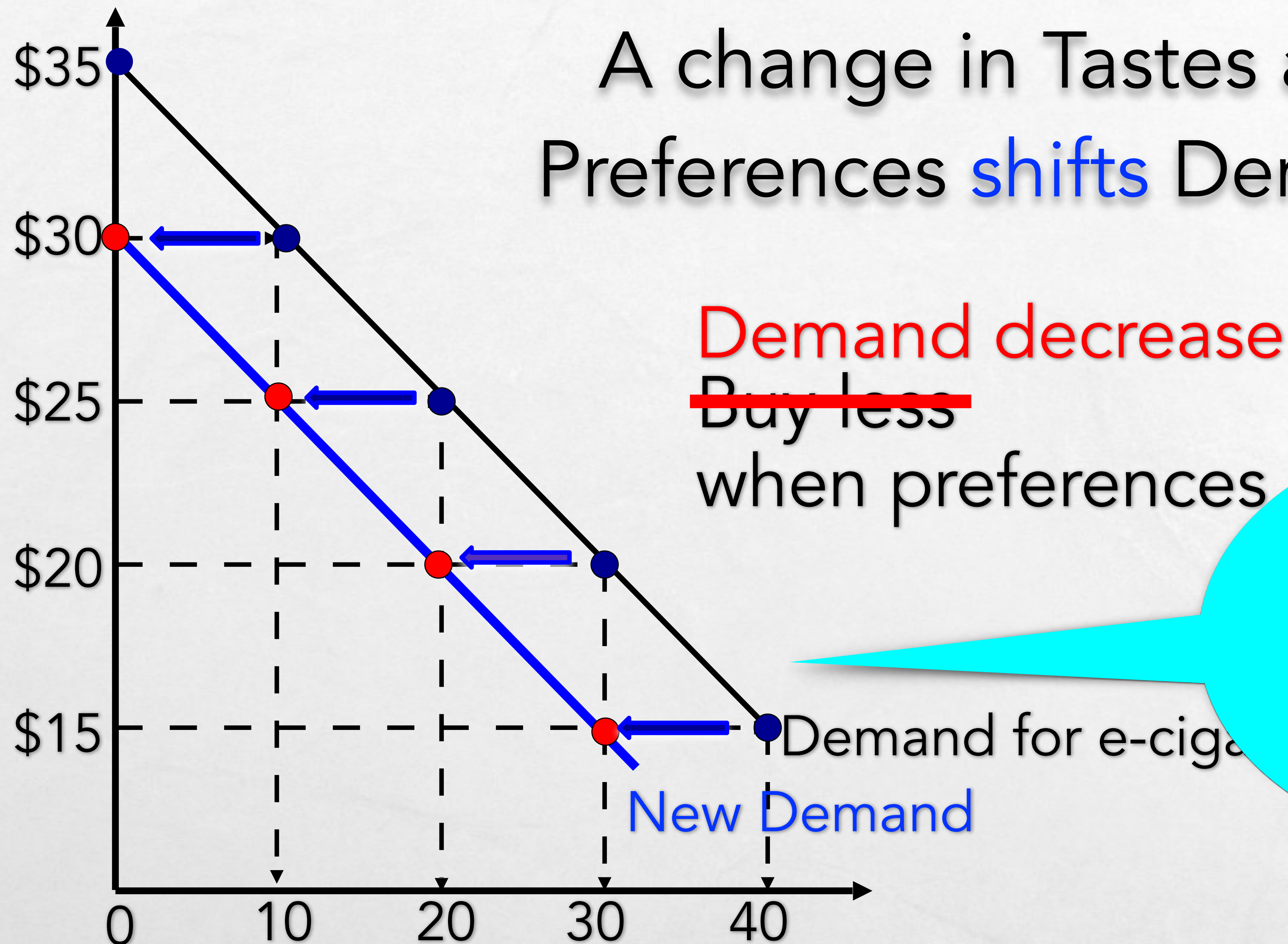
Consumers will
now purchase
fewer units at all
prices

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?



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