

Goods that people are
forced into buying when
incomes drop

Goods that people stop
buying or buy less when
incomes increase

Demand for Inferior Goods

decrease when income increase

Inferior Goods

Demand for Inferior Goods

Increase when income drops

shifts right

shifts left



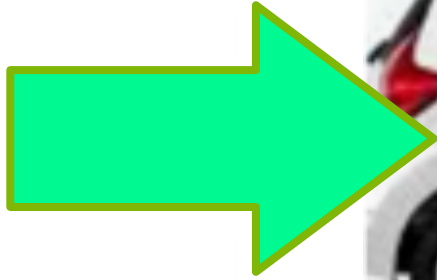
Public Transportation



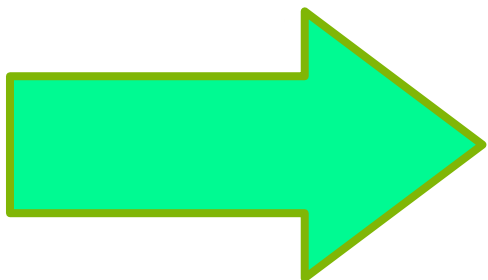
Store Brand Products



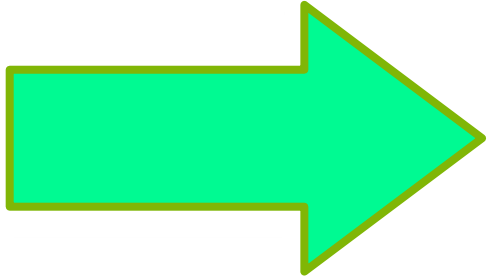
wiseGEEK
No Brand Products



Use own car instead of
Public Transportation



Buy Brand Products instead



Buy better quality products

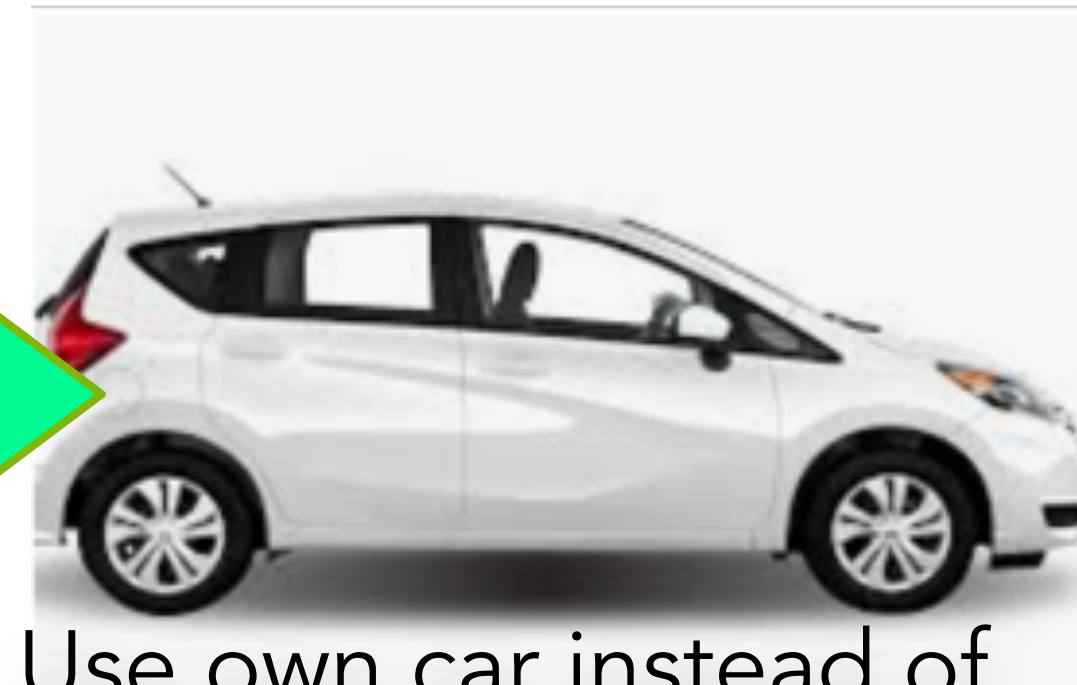
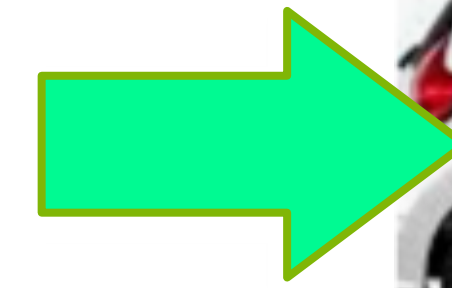
Inferior Goods

Goods that people are forced into buying when **incomes drop**

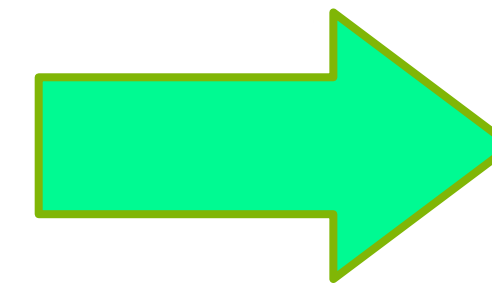
Goods that people stop buying or buy less when **incomes increase**

Demand for Inferior Goods **shifts right** when income **drops**

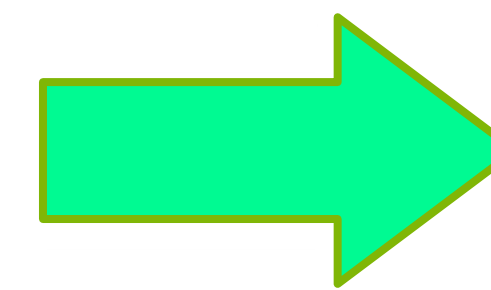
Demand for Inferior Goods **shifts left** when income **increase**



Use own car instead of Public Transportation



Buy better quality products



Buy Brand Products instead

Complement Goods

