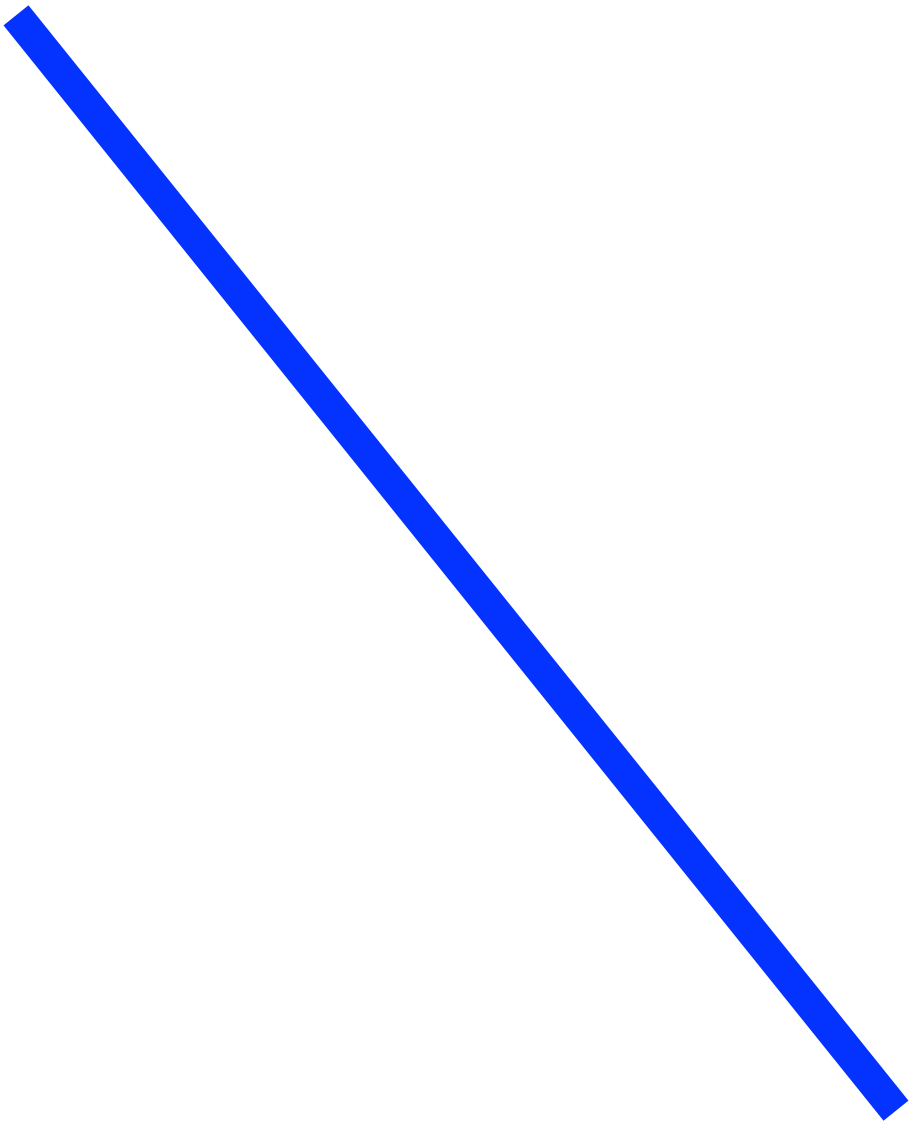


Quantity Nescafe

Price of  
Folgers  
drops















Buy more as the  
price drops

Quantity Demanded  
increases



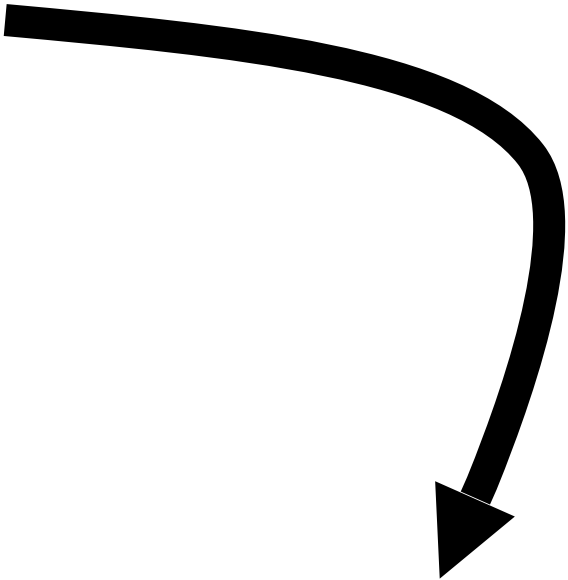
Buy less Nescafe because  
the substitute (Folgers) is  
now cheaper

Demand decrease









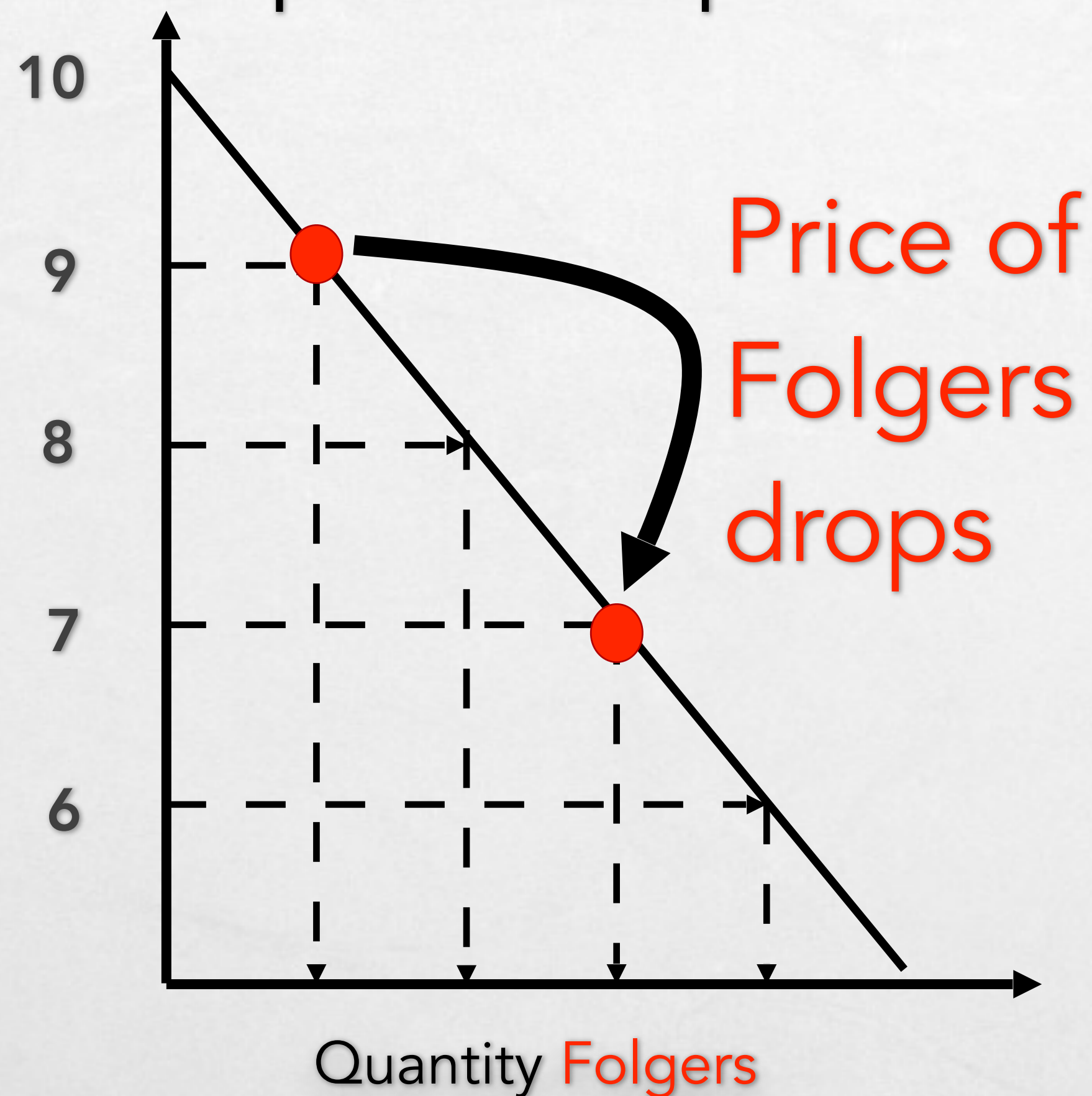
Demand for Nescafe



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

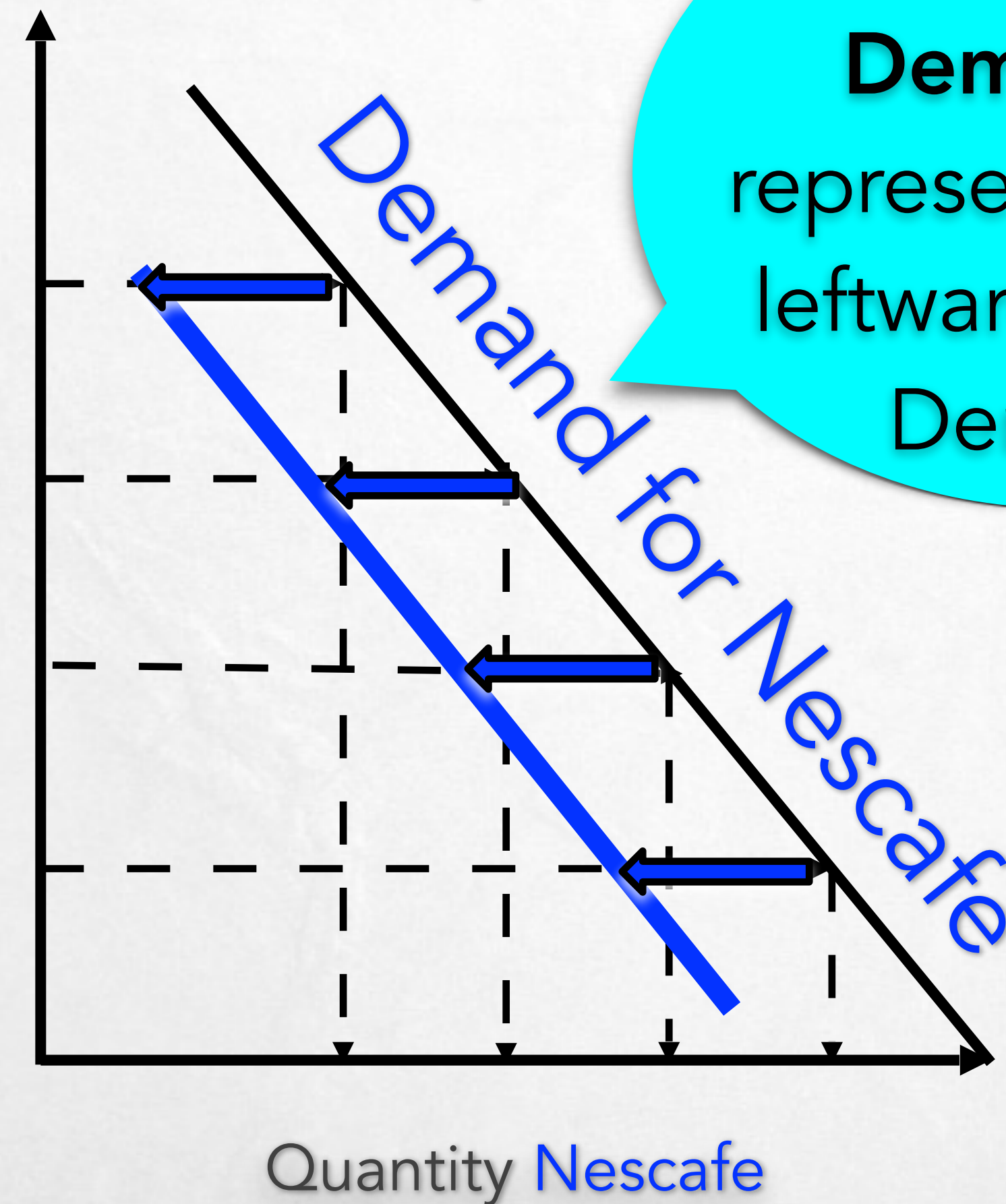
Quantity Demanded  
increases

~~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



