

Change of demand

Change in qty demanded
 due to change in price
 (Other things being constant)

Change in demand
 due to change in other factors
 (price being constant)

expansion

contraction

increase

decrease

movement
 along the demand
 curve
SAME DEMAND
CURVE

shift in demand
 curve

downward
 movement

upward
 movement

rightward
 shift

leftward
 shift

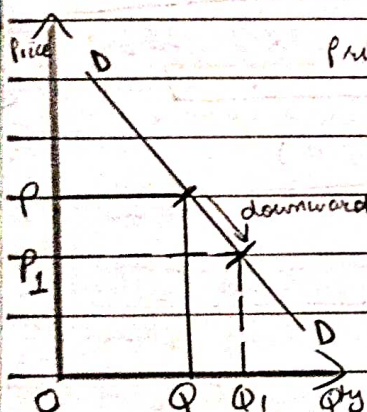


Fig: expansion
 in
~~in~~ ~~decrease~~ qty demanded

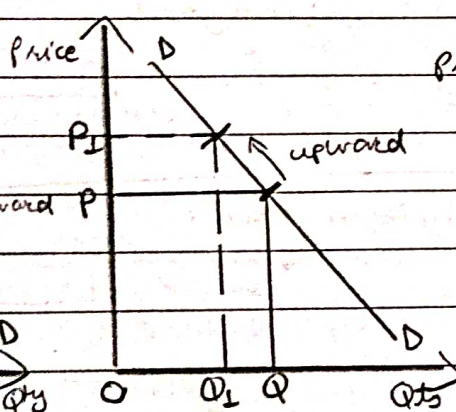


Fig: contraction
 in qty
 demanded

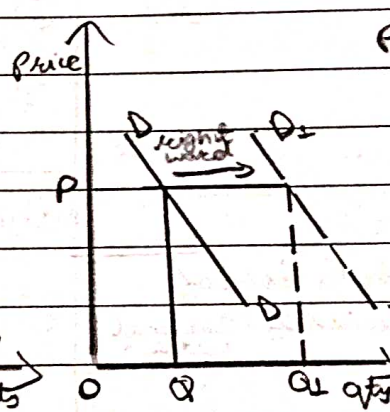


Fig: increase in
 demand

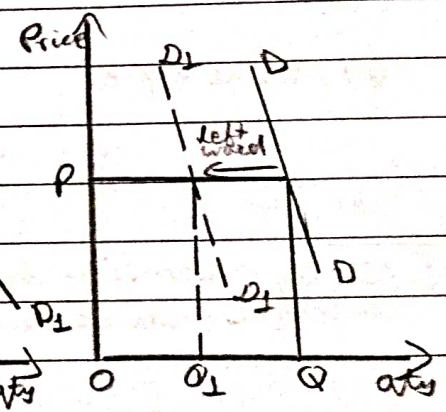


Fig: decrease in
 demand