Demand

consumers demand more at each and every price

increase in demand due to increase in price, all other factors remaining same

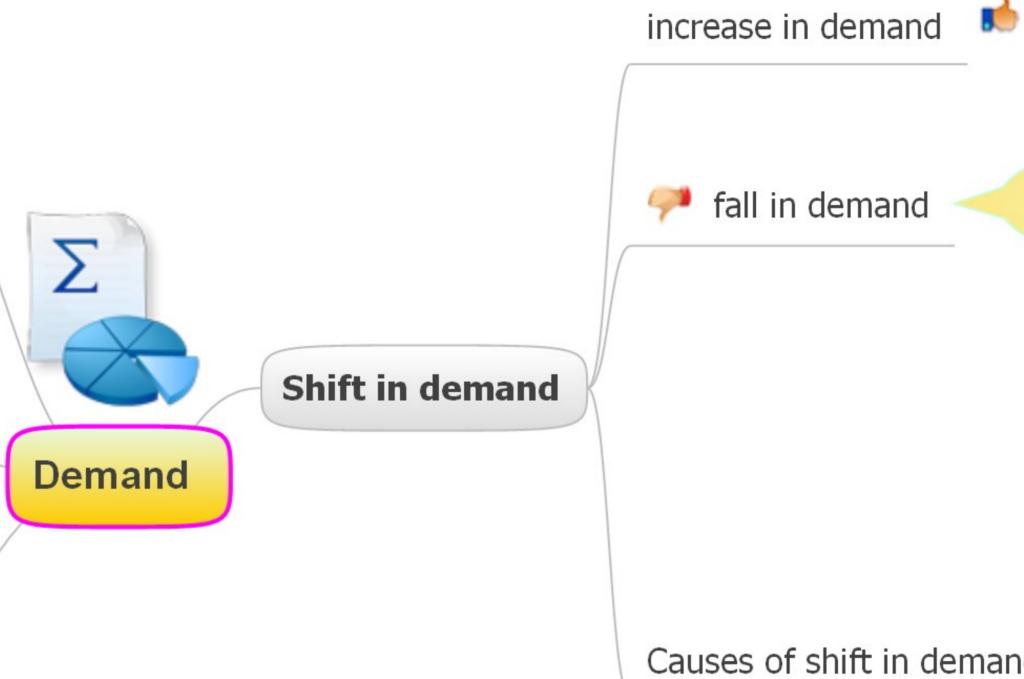
extension of demand

decrease in demand with the rise in price, all other factors remaining same.

contraction of demand

Demand is the want or willingness of consumers to buy goods and services.





consumers demand less at each and every price

Causes of shift in demand

fall in demand

people's income change in population change in price of other goods change in fashion & taste OK

affect of advertising



change in income tax