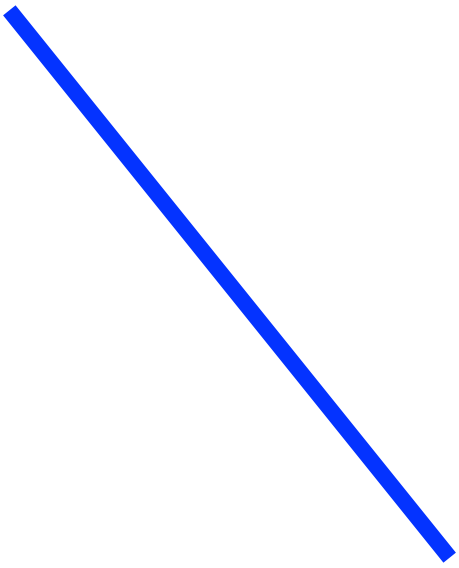


Quantity Nescafe

Price of  
Folgers  
drops















**Buy more as the  
price drops**

**Quantity Demanded  
increases**



**Buy less as  
substitute becomes  
cheaper**

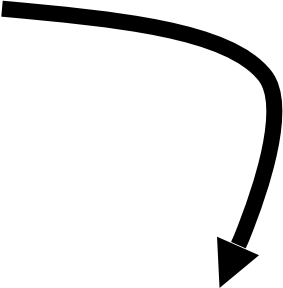
**Demande**







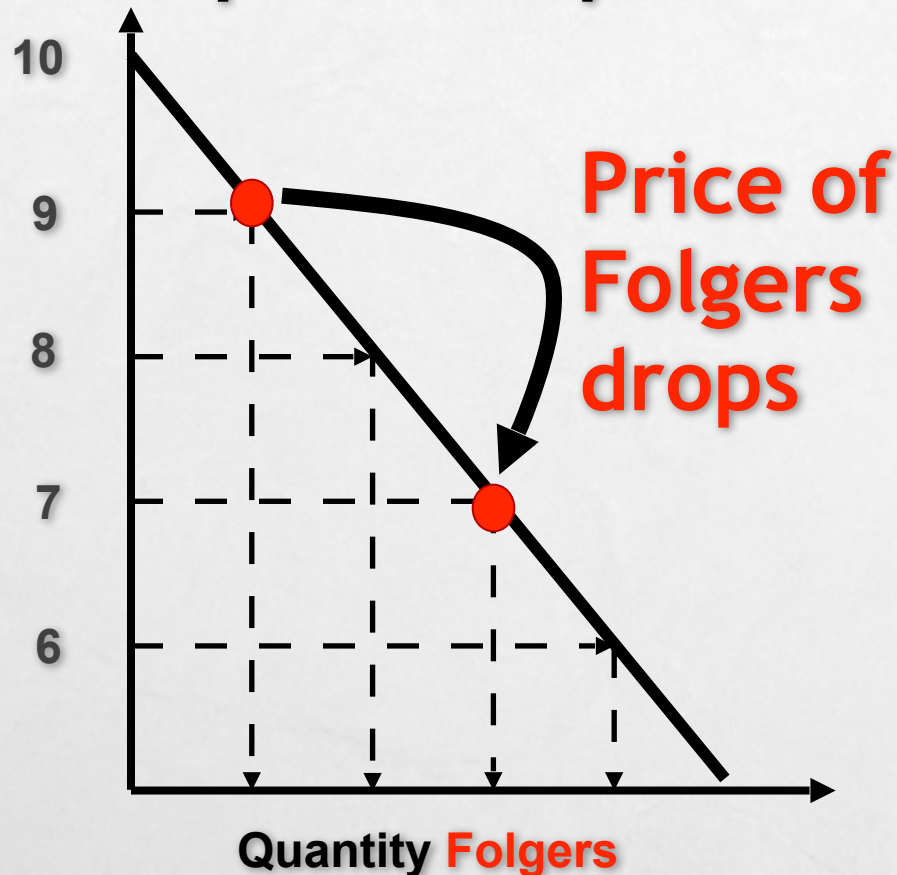




**Demand for Nescafe**

**Quantity Demanded  
increases**

~~Buy more~~ as the  
price drops



**Demand decrease**  
~~Buy less~~ as  
substitute becomes  
cheaper

