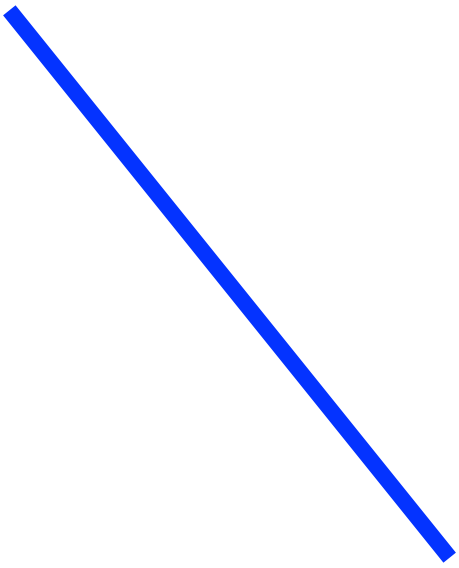


Quantity Nescafe

Price of
Folgers
drops













**Buy more as the
price drops**

**Quantity Demanded
increases**

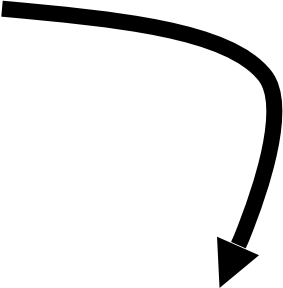


**Buy less as
substitute becomes
cheaper**

Demande



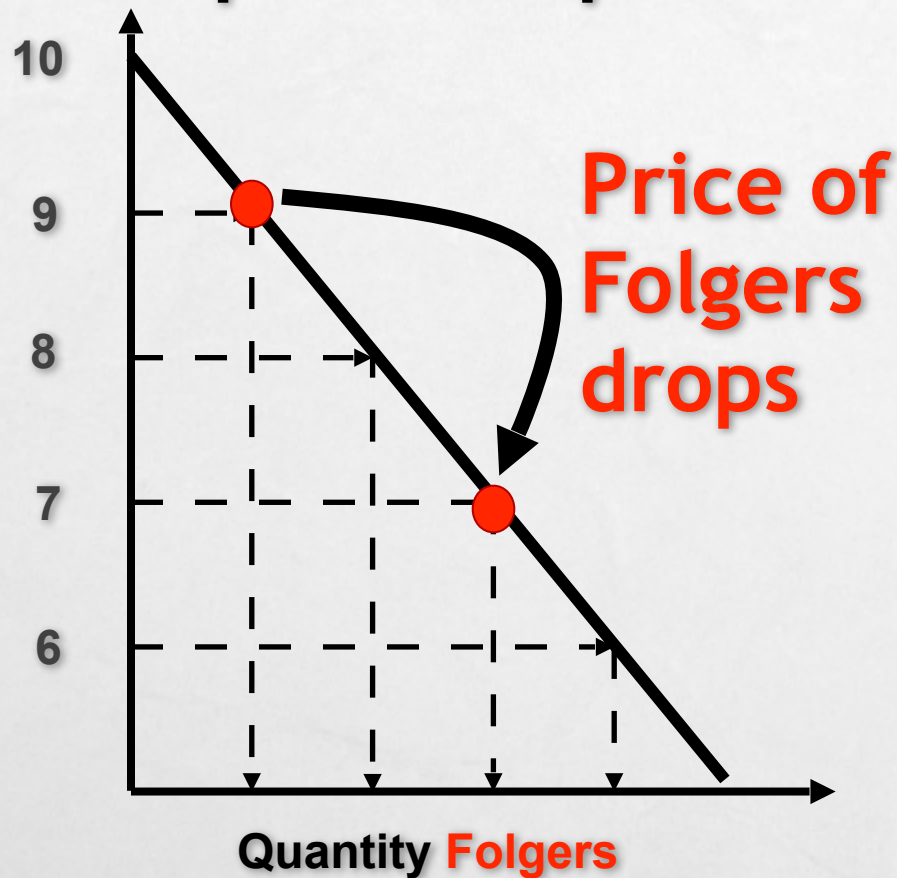




Demand for Nescafe

**Quantity Demanded
increases**

~~Buy more~~ as the
price drops



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

