to the consumer who will now demand less of it.

(ii) Change in consumer's number → new buyers may buy the commodity with a fall in its price. The lower price would tend to attract those people with lower income who felt that they would not afford it at higher price. A fall in price, thus, tends to attract new buyers & induce the old buyers to more. On the contrary when the price of a commodity goes up, the few consumers with their limited income, stop their consumption. Thus the demand decreases.

Q. Exceptions to the law of demand

In some cases a rise in price may stimulate demand & cause demand curve to slope upward from left to right. It is rather known as exceptional demand. These are as follows :—

(i) Expected rise in future price ⇒ when consumer expect a continuous increase in the price of a durable commodity, they may buy more ~~continuous~~ of it despite increase in its price. under circumstances such as war, famine, government policy, limited supply consumers