

Autonomous demand  $\rightarrow$  is for  
Commodities that are demanded  
because they are needed for  
direct consumption.  
ex  $\rightarrow$  furnitures etc.

## Elasticity of demand

- $\rightarrow$  Price elasticity of demand
- $\rightarrow$  Income elasticity of demand

Elasticity of demand  $\rightarrow$  It is  
defined as the percentage change  
in quantity demanded caused by  
one percent change in demand  
determinants. Under considerations  
other determinants are held  
constant.

$E = \text{Percentage change in quantity}$   
 $\text{demanded of goods} \times \text{Percentage}$   
 $\text{change in demand determinants}$

$$E = \frac{\frac{\Delta Q}{Q}}{\frac{\Delta Z}{Z}} \Rightarrow \frac{\Delta Q \times Z}{\Delta Z \times Q}$$

Where,

$\Delta$  = Rate of change

$E$  = Elasticity of demand

$Q$  = Quantity demanded

$Z$  = Demand determinants



① Price Elasticity of demand → is defined as the responsiveness of demand for a commodity to the change in its price. In other words, Price Elasticity of demand is the percentage change in demand as a result of one percent change in the price of commodity. It is denoted by  $E_p$  or  $E_d$ .

$$E_p = \frac{\text{Percentage change in Quantity}}{\text{Percentage change in Price}}$$

Or, It can be derived as follows:-

$$\frac{\Delta Q}{Q} \div \frac{\Delta P}{P}$$

Where,

$Q$  = Original Quantity demanded

$P$  = Original price.

$\Delta Q$  = Change in quantity demanded

$\Delta P$  = Change in price of

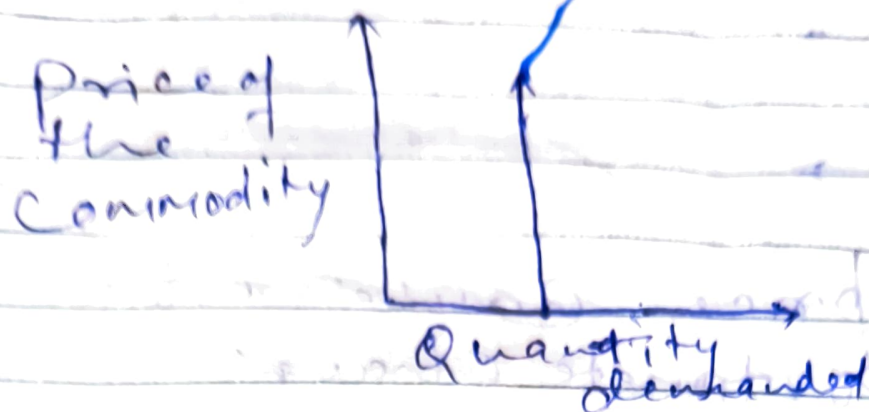
## Types of price elasticity

a) Perfect Elasticity of demand

Price of the Commodity ↑

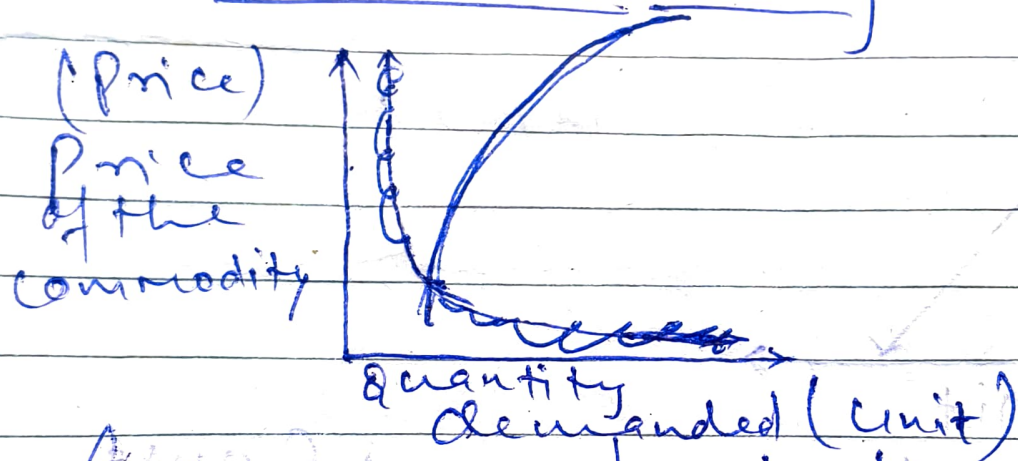
Quantity demanded.

b) Absolute in elasticity →



Price change cause no change in quantity demanded.

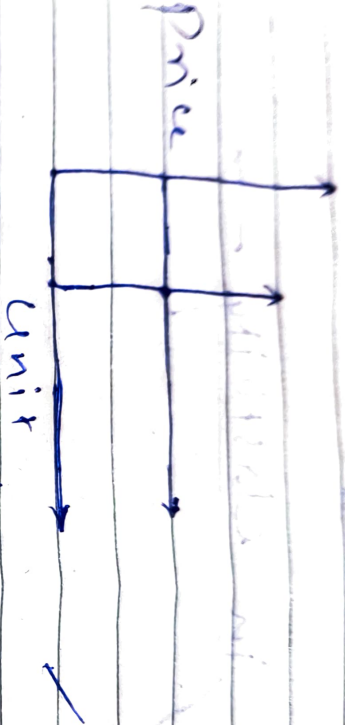
c) Unit elasticity →



Given a proportionate change in price cause is equally proportionate change in quantity demanded.

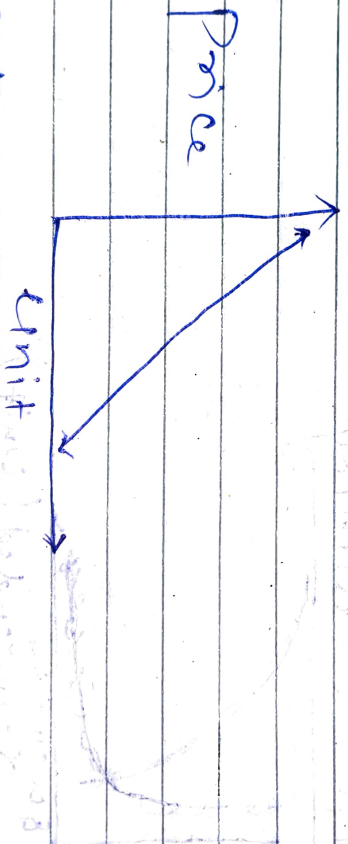


## Relative Elasticity



Change in price cause more than proportionate change in quantity demanded.

⇒ Relative inelastic demand



Change in price cause less than proportionate change in quantity demanded.