The fair approach conflicts with allocative efficiency and leads to what so called the big tradeoff between efficiency and fairness that recognizes the cost of making income transfer.
How a lower price raises consumer surplus?

At a price of P1, the consumer surplus is the area of triangle ABC (the area above the price and below the demand curve).
Figure 3a shows a typical demand curve. In a market with many buyers, the resulting steps from each buyer dropping out are so small that they form, in essence a smooth curve.
At a price of \( P_1 \), the consumer surplus is the area of triangle ABC (the area above the price and below the demand curve).
How a lower price raises consumer surplus?

BCED – Consumer surplus of those buyers who were already buying Q1 of the goods at the higher price P1 are better off because they now pay less.