

Choices Have Reasons

See how price and other influences can shape spending decisions.

SS.4.FL.2.6 "Predict how people's spending choices are influenced by prices as well as many other factors, including advertising, the spending choices of others, and peer pressure."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline every price or money amount. Circle each word or phrase that shows a reason, other than price, that could influence a notebook choice.

Lena's Notebook Choice

- ① On Saturday, Lena planned to buy a notebook with her \$6 allowance. At the store, the notebook she liked cost \$5. A similar notebook with a plain cover cost \$3. Lena compared the prices. She thought about saving money for a movie ticket next week, so the lower-priced notebook became a better choice for her.
- ② Near the notebooks, a sign said, "New! The notebook used by popular skateboarder Jay is here!" Lena liked skateboarding, and the ad made the bright cover seem exciting. Then she saw her friend Malik choose the same \$5 notebook. Lena noticed that advertising and another person's choice could affect what she wanted, even though neither one changed the price.
- ③ Malik said, "Everyone in our group has Jay's notebook. You should get it too." Lena felt pressure to match her friends. She stopped and asked herself what mattered most: a cool cover, fitting in, or having money for the movie. Lena bought the \$3 notebook and saved the rest. Another shopper might predictably choose the \$5 notebook if the ad, friends, or personal interests mattered more to that person.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 Why did the plain \$3 notebook become a better choice for Lena at first?

2 How did the sign near the notebooks influence what Lena wanted?

3 What did Malik say that could make Lena feel peer pressure?

4 Name two factors besides price that could lead another shopper to choose the \$5 notebook.

3 YOUR TURN _____ Your own words

Invent a choice between two school supplies. In 3 or 4 sentences, name both prices, describe one influence besides price, and predict which item a student will buy. Explain why.

PART 1 • READ AND MARK

Underline every price or money amount. Circle each word or phrase that shows a reason, other than price, that could influence a notebook choice. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Why did the plain \$3 notebook become a better choice for Lena at first?	Lena wanted to save money for a movie ticket the next week.
2	How did the sign near the notebooks influence what Lena wanted?	The ad connected the bright notebook to a popular skateboarder, so it made the cover seem exciting to Lena.
3	What did Malik say that could make Lena feel peer pressure?	He said that everyone in their group had Jay's notebook and that Lena should get it too.
4	Name two factors besides price that could lead another shopper to choose the \$5 notebook.	Accept any two: advertising, friends' choices, peer pressure, or personal interests.

PART 3 • YOUR TURN (SAMPLE ANSWER)

A plain pencil case costs \$4, and a glitter pencil case costs \$6. An ad says that the glitter case is the newest style, and Maya's friends carry it. Maya will probably buy the glitter case because the ad and her friends matter more to her than saving \$2.

Accept predictions that clearly use the prices and at least one other influence, such as advertising, the choices of others, peer pressure, or personal interests. A different predicted choice is correct when the student's explanation matches the factors given.