Market Choices

Track how sellers, prices, and shoppers affect one another.

SS5E3.a "Describe how competition, markets, and prices influence consumer behavior."

NAME ______________________ DATE ____________

1 READ AND MARK

Read it twice

YOUR JOB Underline each detail that shows sellers competing, and circle each price or price change. Number the choices Maya can make after the lowest-priced seller sells out.

Strawberries at the Market

1 On Saturday, Maya visits the town farmers market with her father. Three sellers offer baskets of strawberries. One seller charges $5, another charges $4, and a third charges $3.50. The sellers compete because each hopes shoppers will choose their berries. Maya compares the prices, looks at the fruit, and decides where her money will buy the best value.

2 By noon, the $5 seller still has many baskets. To attract buyers, she lowers her price to $4.25. She might also offer a small taste of a berry. These choices are part of competition. When sellers try to win customers, they may change prices or improve what they offer. Shoppers can compare choices and may switch to a better deal.

3 Markets bring buyers and sellers together. Prices give shoppers information about how much each choice costs. Later that day, Maya sees that the $3.50 seller has sold out. She can buy from another seller, choose a different fruit, or wait until another market day. Her choice depends on prices, her budget, and what is available.

2 ANSWER WITH EVIDENCE

Use the passage

1. How do the three strawberry sellers compete with one another?

2. Why does the $5 seller lower her price to $4.25?

3. Name two ways sellers may try to win customers, according to the passage.

4. After the $3.50 seller sells out, what are Maya's three choices?

3 YOUR TURN

Your own words

Create a market situation with two sellers offering the same item. Write four sentences that explain how the sellers compete, give each price, and tell how the prices affect one shopper's choice.

Market Choices

PART 1 · READ AND MARK

Underline each detail that shows sellers competing, and circle each price or price change. Number the choices Maya can make after the lowest-priced seller sells out. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How do the three strawberry sellers compete with one another?	**They offer the same product at different prices and try to get shoppers to choose their berries.**
2	Why does the $5 seller lower her price to $4.25?	**She has many baskets left and wants to attract buyers.**
3	Name two ways sellers may try to win customers, according to the passage.	**They may change their prices and improve what they offer, such as giving a small taste.**
4	After the $3.50 seller sells out, what are Maya's three choices?	**She can buy from another seller, choose a different fruit, or wait until another market day.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

At the book market, two sellers offer the same mystery book. One seller charges $6, and the other charges $8. The $8 seller lowers the price to $6.50 to compete for customers. Jordan chooses the $6 book because it costs less and fits Jordan's budget.

Accept answers that connect competition among sellers to price or product changes and connect prices to a consumer choice. For the open response, accept reasonable prices and choices if the student clearly explains the connection.