What Buyers Shape

Trace how purchases influence production decisions.

E.2.2 "Provide examples of how consumers ultimately determine what is produced in a market economy."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline one buying signal and circle the related production change in each paragraph. Give each matched pair the same number to show how customers influence what sellers offer.

Choices That Change the Menu

1. At Cedar Street Bakery, the owner once baked equal trays of cinnamon rolls and spinach buns each morning. By noon, the rolls were usually gone, while several buns remained. The owner began making more rolls and fewer buns because unsold food meant lost money. When a nearby office opened, however, workers started buying the buns for lunch. The bakery raised its daily bun batch after tracking those sales for two weeks. The owner did not ask customers to vote on a menu. Their purchases, and the items left on the shelf, gave the bakery a reason to change what it baked.

2. A bicycle shop faced a similar choice when two helmet styles arrived from its supplier. One had fixed padding; the other cost more but had pads riders could remove and wash. Although the shop displayed both, shoppers repeatedly bought the washable style. The manager ordered more of it and fewer fixed-pad helmets. Seeing larger orders from several shops, the helmet maker shifted part of its factory schedule toward helmets with removable pads. Customer demand traveled through store orders to the factory, shaping not only what sat on a shelf but also what the maker produced.

3. A small movie theater also watched what customers chose. Its early weekday showings sold few tickets, while Friday evening showings often sold out. The theater replaced two early showings with an extra Friday screening and paid staff to work that shift. Ticket buyers had influenced the number and timing of screenings, which are services the theater sells. Yet demand does not guarantee every request will be met. Even when some customers asked for midnight shows, the theater kept closing earlier because staffing and electricity costs would have exceeded the expected ticket sales. Consumer choices matter, but businesses also weigh costs.

2 ANSWER WITH EVIDENCE

Use the passage

1. How did the office workers' purchases change what Cedar Street Bakery baked?

2. How did shoppers' helmet purchases affect what the helmet maker produced?

3. How did ticket sales change the theater's screenings, and why did the theater still reject midnight shows?

4. Compare the buying signals the bakery and theater used. What did each business change in response?

3 YOUR TURN

Your own words

Imagine a store sells two kinds of phone chargers. In three or four sentences, invent a plausible change in what customers buy and explain how that choice could change what the store orders and what a manufacturer makes; include one cost that could limit the change.

ANSWER KEY

What Buyers Shape

HIGH SCHOOL · E.2.2

PART 1 · READ AND MARK

Underline one buying signal and circle the related production change in each paragraph. Give each matched pair the same number to show how customers influence what sellers offer. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How did the office workers' purchases change what Cedar Street Bakery baked?	**After office workers began buying spinach buns for lunch, the bakery increased its daily bun batch.**
2	How did shoppers' helmet purchases affect what the helmet maker produced?	**Shoppers bought more helmets with washable pads, so shops ordered more of them. Larger shop orders led the maker to shift factory time toward that style.**
3	How did ticket sales change the theater's screenings, and why did the theater still reject midnight shows?	**The theater replaced two poorly attended early showings with a Friday evening screening. It rejected midnight shows because expected ticket sales would not cover staffing and electricity costs.**
4	Compare the buying signals the bakery and theater used. What did each business change in response?	**The bakery used bun sales to decide to bake more buns. The theater used ticket sales to decide to offer an extra Friday screening instead of two early showings.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

A store sells basic chargers and faster chargers that cost more. When customers buy the faster chargers more often, the store orders more of them and fewer basic ones. The manufacturer sees the store's larger orders and makes more faster chargers. If parts for faster chargers become too expensive, the manufacturer may limit production despite strong sales.

Accept answers that connect a specific customer choice to a change in what a business produces or offers. For Part 3, the cost may affect either the store or the manufacturer.