

# CONSUMER DECISION MAKING

Consumer Decision Making trains young people in decision making skills related to purchasing decisions. The contest teaches how to observe, compare and make decisions based on facts collected. It also provides experience in organizing thoughts and defending decisions with oral reasons.

In this contest, 4-Her's learn to rank articles or products over others based on standards and quality.

**Publication(s):** Resources are available on the Central Region web site.  
<http://www.utextension.utk.edu/central/4h/judge/cdm.htm>

**Eligibility:** See the Judging Team Eligibility Table at the end of this section.

## **General Rules:**

This contest is for Senior High 4-Her's only. Contestants will make consumer decisions by deciding which item in each class is best, second best, etc. for the given scenario. The Regional contests will have four classes with oral reasons being given on one class. The state contest will have six classes with oral reasons given on one class. Classes will be selected based on the classes for the national contest.

Another part of the regional and state contest is Group Think. The purpose of group process is to develop a decision-making model for consumer use. The judging in this activity is based on the process not the answer.

## **Eastern Region Contest:**

The Eastern Region Judging Contest will be held prior to the State Judging Contest. Check the Region calendar for date and location.

## **State Contest:**

The State Contest will take place at the State Fall Judging Contest. The top three placing teams from the Eastern Region Contest will qualify for this contest.

## **National Contest or Tour:**

The National Contest is held in January at the Western 4-H Round-up in Denver, Colorado.