

# CONSUMER DECISION MAKING

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**Description:** Contestants will judge four classes of consumer products and participate in one Group Think activity. During both they will be making consumer purchasing decisions by deciding which item in each class is best, second best, etc. for a given situation provided. The situation will include specific criteria on which the decision should be made.

**Entries:** Teams should consist of 3 to 4 contestants. If a county has less than three individuals who would like to participate, we will develop teams from the available individuals registered.

**State Awards:** Members of the First Place Overall team will receive the choice of \$50 towards participation in the Western National Contest in Denver, \$50 towards future county/state event, State 4-H Contests Jacket, or registration for the "State Contests Winners" Retreat.

**National Awards:** Determined at the national level.

**Sponsor:** Utah 4-H

## **Procedures:**

1. Four classes will be judged with four items in each class. Each individual will provide their placing of each class.
2. Contestants will be given seven minutes per judging class.
3. Contestants cannot return to a product table once the 7 min. judging time has passed.
4. While judging, contestants will confer with no one except the superintendents of the contest. Offenders may have their class card pulled.
5. One class, at random, will be chosen for individuals to give an oral presentation of their placing of the class, and corresponding reasons as to how/why the final placing was reached. Teams will be given 10 minutes to prepare individual oral reason presentation.
6. There is a maximum of 2 minutes for the individual presentations. Participants will be penalized for going over this maximum.
7. Following the completion of class judging and reasons, each team will participate in a Group Think activity, which includes a team discussion and oral presentation for the judges.
8. The Group Think consists of 5 basic steps:
  - a. Ascertain the issue or problem and state the facts
  - b. Determine the alternative solutions to the problem
  - c. Discuss goals or criteria bearing on the decision
  - d. Evaluate the alternatives according to the goals or criteria
  - e. Make a decision based on the above evaluation

- i. Each team will be given 10 minutes processing time. Teams will be taken into the judging room in random order. Upon entering the judging room, the team will be presented a situation. With the judges watching, the team will read and evaluate the problem, discuss their solution, and present a final statement of their decision. Recommended processing time is 3 minutes for read through, 3 minutes for discussion, and 2 minutes for the final statement. All the team members must participate in the presentation of the final statement.
  - ii. Presentations will be based on how you would present your findings as if you were consultants hired by a company to make the best determination and convince the company of the best consumer choice for the class. There is no one right way to give the presentation. Please refer to the attached score sheet.
9. Only two pencils and a clipboard are allowed. Note cards or slips of paper will be provided for placing of class for individual reasons.
10. Scores will be an average of individual placing scores, plus the team presentation score.

**Guidebook:** Please refer to the Texas State 4-H website as you study for the contest at [http://fcs.tamu.edu/money/your\\_money/cdm/](http://fcs.tamu.edu/money/your_money/cdm/) for the 2008 guidelines. We will use suggested guides from this site in developing the four classes to be judged and one for the Group Think activity. This site also contains a leader guide, which is similar to how Utah's contest is conducted.

**Additional Resources:**

- A) Mississippi's 4-H Consumer Judging Activity  
<http://msucare.com/pubs/publications/p2008.htm>
- B) New Mexico Consumer Decision Making Contest Handbook, 200.H-12 (R-2003) – available through your local county extension office.

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***4-H consumer Decision-Making Contest  
Score Sheet for Oral Reasons***

Contestant's No. \_\_\_\_\_ Class \_\_\_\_\_

		Possible Score	Contestant's Score
1. Accurate and clear statement... (Comparisons that justify placings)	20	_____	_____
2. Information given..... (How well the contestant knows the standards of a class)	15	_____	_____
3. Delivery.....	15	_____	_____
Total	50	_____	_____
4. Time..... (A maximum deduction of 5 points for going over two minutes)	_____	_____	_____

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CONSUMER DECISION MAKING  
SCORESHEET FOR GROUP PRESENTATION

Team: \_\_\_\_\_

CRITERIA	Points Possible	Team Score	Comments
Team was able to articulate how they analyzed the problem.	15		
Results were based upon clear, logical reasons (i.e. based upon criteria provided)	30		
Results were accurate and complete	10		
Gave appropriate conclusion, including additional things that should be considered before carrying out the decision presented	15		
<b>Delivery methods:</b>			
Logical flow of information with good transition between team members	15		
Presentation was well organized and used correct English and descriptive terms	15		
<b>Total Score:</b>	100		

Additional Comments (may be written on the back of the score sheet):



CONSUMER DECISION MAKING  
SCORESHEET FOR GROUP PRESENTATION

Team: \_\_\_\_\_

CRITERIA	Points Possible	Team Score	Comments
Team was able to articulate how they analyzed the problem.	15		
Results were based upon clear, logical reasons (i.e. based upon criteria provided)	30		
Results were accurate and complete	10		
Gave appropriate conclusion, including additional things that should be considered before carrying out the decision presented	15		
<b>Delivery methods:</b>			
Logical flow of information with good transition between team members	15		
Presentation was well organized and used correct English and descriptive terms	15		
<b>Total Score:</b>	100		

Additional Comments (may be written on the back of the score sheet):