
Consumer Decision Making



State 4-H O-Rama
Senior 4-H'ers



OBJECTIVES

Targeted Life Skills: Wise Use of Resources, Planning/Organizing, Goal Setting, Critical Thinking, Problem Solving, Decision Making, Learning to Learn, Self-esteem, Teamwork, Contributions to Group Effort, Leadership, Sharing, Empathy, Conflict Resolution, Cooperation, Social Skills, Communication

ELIGIBILITY

Each county may enter one team composed of three or four senior 4-H members in the 4-H Consumer Decision Making activity at the Arkansas 4-H O-Rama. If four members participate, the lowest score will not be included in the total team score. No member of a team who previously won first place in this activity is eligible to compete.

ACTIVITY

All team members shall participate in the judging of three classes. Four placements shall constitute a class. Three of the following classes will be selected for the competition:

- Athletic Wear
- Bedding- Pillows
- Beverage Appliances
- Carry-On Luggage
- Dental Products
- Event Venues
- Fast Food
- Ground Transportation
- Invitations
- Skincare- Sunscreen
- Water Bottles
- Wearable Technology

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SCORING

The scoring for the three classes will be 50 points each for a total of 150. The oral reasons will be valued at 50 points. Teams will have a group discussion of placement and reasons for the Oral Reasons class. Teams will select one person to present oral reasons for the team. Individuals compete for the total high point score. The high point score does not include oral reasons.

REFERENCES

- FCS Consumer Decision Making Study Guide: https://texas4-h.tamu.edu/wp-content/uploads/national_fcs_consumer_decision_making_study_guide_2026.pdf

RECOMMENDATIONS FOR TRAINING

- Study the FCS Consumer Decision Making Study Guide and product information:
- Examine products in stores and identify characteristics presented in the study guide.
- Practice judging.
- Lesson guide, power point, and practice classes are available.

AWARDS

The high-point individual will receive a trophy, and individual trophies will be given to each member of the first-place team. Each member of the second-, third-, fourth-, and fifth-place teams will receive ribbons. All others will receive participation ribbons. The first-place team qualifies to compete in the national competition at FCS National Championship & Conference.

PREPARED BY

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