

CONSUMER DECISION MAKING

Contest Description:	4-H members will judge six classes of consumer products or services. In addition, each participant will use criteria outlined in situation statement to give a set of oral reasons on one of the classes. Classes may include financial products or services, repeat purchase items, big ticket items, or contractual services.
Superintendent(s):	Abigail McAlister
Award:	National Western Roundup Consumer Decision Making Contest
Grade/Age Requirement(s):	Due to the contest being a qualifier for a national 4-H contest participants must be 14-18 years old as of January 1.
Team or Individual Contest:	Individual
Number of Entries Per Parish:	Each parish can enter one (1) to eight (8) individuals for a judging contest.

Contest Rules:

1. Refer to Louisiana 4-H University General Rules and Guidelines for a complete set of event rules and guidelines. Explanation of team structure may be found on pages 8-9.
2. Teams will be allowed 7 minutes for placing each class and at least 40 minutes to prepare for oral reasons.
3. Five classes will be selected from Consumer Decision-Making Study Guides available on the 4-H University website. The sixth class is a “mystery” class. The “mystery” class will be a class of items not examined in the study guides.
4. Contestants should understand product labels, warranties, product standards, materials, workmanship, cost, hidden costs, services, durability, maintenance, environmental impact, product disposal, product care, opportunity costs, and vendors.
5. Individuals will be awarded a maximum of 50 points per class for placings and 50 points for oral reasons, for a total of 350 points per contestant.
6. In the event of a tie for the first place, the individual with the highest reasons score will be declared the winner.

Contest Resource(s):

- Louisiana 4-H Publication, “*Understanding the 4-H Judging Contest Process*”. 2022 Ed.