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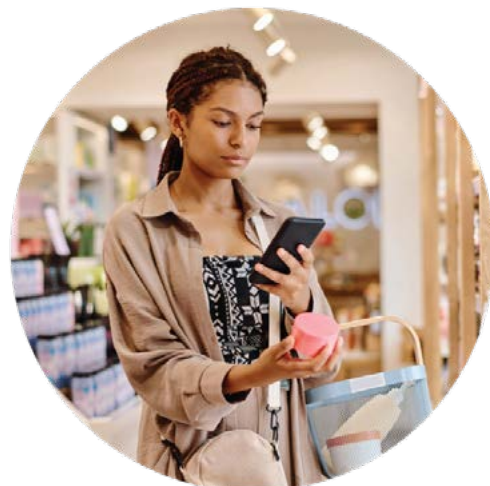
DATE: _____

ACTIVITY

Consumer Decision-Making Process

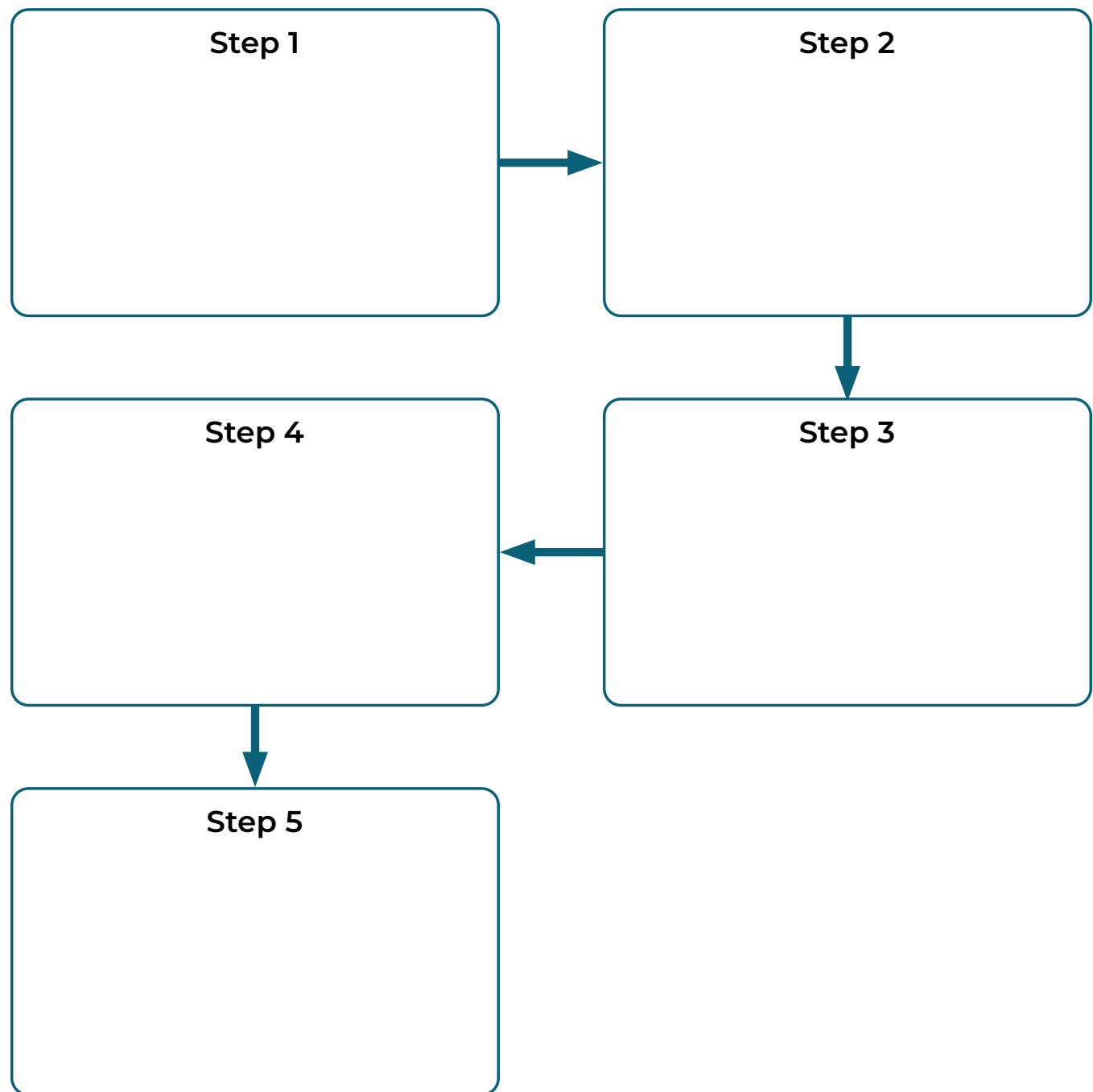
What + Why: Good spending decisions don't happen by accident. Map the process that makes them intentional.

Everyday decisions—about time, money, priorities, or commitments—often feel rushed or overwhelming. Strong decisions don't usually happen all at once; they develop through a process of noticing a need, gathering information, comparing options, and reflecting on outcomes. This activity focuses on understanding that process so it can be applied to many types of decisions, including, but not limited to, spending choices.

**Instructions:**

1. With your partner, think of a purchase someone might make (for example: sneakers, a phone, or even a candy bar).
2. Review the five steps you've been given.
3. Arrange the steps in the order that makes the most sense.

Be ready to explain your purchase and why you and your partner chose the sequence you did.

Steps in the Consumer Decision-Making Process**Word Bank**

Research Information

Compare Alternatives

Identify the Need or Goal

Reflect on the Outcome

Make the Decision