NAME: JOHN AWE EBIMOBOERE

MATRIC NO: 16/MHS01/118

COURSE CODE: NTD 402

COURSE TITLE: CONSUMER EDUCATION

ASSIGNMENT

1. Give the shelf life of 20 industrial products.
2. The impact of information technology on consumer education.

ANSWER

1. Shelf life of 20 industrial products;
2. Powdered milk: 2 to 10 years while some non-fat dry powdered milk can last for 25 years.
3. Detergent: 6 months to 1 year after opening.
4. Sardine: 5 years but the flavor and texture will likely degrade.
5. Corned beef: when unopened can last 3 to 5 years and when opened can last 3 to 4 days.
6. Biscuit: normally last 2 weeks to 3 months.
7. Sweet: 2 weeks to a year; it varies.
8. Jam: Product Pantry (Unopened) Refrigerator (Opened)

Homemade Jam lasts for 1-2 Years 6 Months - 1 Year

Low Sugar Jam lasts for 9-12 Months 8-9 Months

Sugar Free Jam lasts for 6-9 Months 6-9 Months

1. Butter: 6 to 9 months.
2. Wine: can last 1 to 5 years after expiration when unopened while it can be enjoyed 1 to 5 days after it has been opened, depending on the type.
3. Liquid milk: 5 to 7 days when opened and can stay past the use and sell date.
4. Pasta: Dry pasta can stay for 1 to 2 years while fresh pasta can last for 4 to 5 days beyond the best before date.
5. Cocoa drinks: generally stays for 3 years when unopened.
6. Batteries: can last 5 to 10 years.
7. Inks: original printer cartridge can last for 24 months while compatible cartridge last for 36 months.
8. Brushes: it depends on the products but they should be changed when the bristles start falling out.
9. Alcohol: lasts 6 to 8 months after opening and no changes may be noticed in a year.
10. Adhesives: lasts for 18 to 24 months.
11. Plastic: lasts for 1 to 2 years.
12. Tapes: lasts for 15 months.
13. Fruit juices: long life fruit juices usually last 6 to 12 months and short life juices have up to 30 days and must be kept chilled.
14. Nowadays, consumer behavior is prejudiced by various aspects. With technological advancements, the market has seen a tremendous shift in consumer behavior. Because of the advent of information technology, consumer behavior seems to be more influenced by internet-enabled smartphones and tablets. Technology has literally placed the power in the consumer’s hands. Today, a typical customer expects a prompt response and fast service from any business. To keep up with consumer expectations, all businesses are facing huge challenges and with the introduction of online business and smartphones, customers can get to products whenever they want. They have raised desires on what is satisfactory consumer behavior and what isn’t. As a business, you need to stay aware of the changed buyer conduct or be bankrupt. For instance, if a customer needs to buy something on the web during the evening and has a question, they hope to find prompt solutions and if they don’t they pick another provider from the countless accessible online who can meet their prompt needs. Customers currently comprehend the power they have and will utilize it when not happy with an administration. A basic articulation of their disappointment on your social media that isn’t reacted to promptly will ignite uproar from different customers who approved of your products and services. Organizations need to meet consumers where they are and fulfill their refined needs. On the off chance that your target market invests more energy in Instagram or Facebook or Twitter, be available and react to them on the same platform.