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**Assignment**

Question

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

Answers

1. Give shelf life of 20 industrial products;
2. Bread: has a short shelf life, lasting just 3–7 days at room temperature. Proper sealing and storage, as well as using the refrigerator or freezer when needed, can help prevent mould and increase shelf life.
3. Eggs: refrigerated raw shell eggs will keep without significant quality loss for about 4 to 5 weeks beyond the sell date or about 3 weeks after you bring them home.
4. Coconut Oil: A quality coconut oil will last up to 2 years without going rancid.
5. Flour: Once you've opened it, keeping flour refrigerated can extend its shelf life to eight months. White flour can last up to one year stored in the pantry, unopened.
6. Salt: Table salt, on the other hand, does expire in about five years because it's supplemented with chemicals like iodine, which keep your thyroid in check.
7. Homemade Jam: For homemade jams made using sugar and processed by canning in a hot water bath, you can expect to get about two years of shelf life when stored in a cool, dry place. Once opened, keep your homemade jam in the refrigerator for up to three months.
8. Honey: Shelf life for commercial honey has been established at around two years. Honey stored in sealed containers can remain stable for decades
9. Milk: Once opened, all milk tends to last between 5-7 days in the refrigerator, even past the sell by or use by dates on the packaging. Unopened milk can be used past the sell by and use by dates, as well.
10. Wine: Unopened wine about 1–5 years after the expiration date, while leftover wine can be enjoyed 1–5 days after it has been opened, depending on the type of wine.
11. Ink: The shelf life for an original printer cartridge is 24 months and the shelf life for a compatible cartridge is 36 months.
12. Vegetable Oil: As long as your vegetable oil is unopened and stored properly, it should be fine for at least two years, probably for a lot longer.
13. Portable water: It is the standard that sachet water should have a shelf life of two months and bottled water, one year.
14. Soap: Three years, according to manufacturers, for both bar and liquid soaps.
15. Rubbing Alcohol: the shelf life of rubbing alcohol is roughly three years from the manufacture date.
16. Battery acid: f you stored your "battery acid" in a clean container out of the sunlight where it is cool, you solution should last well over 5 years.
17. Butter: Butter lasts for about 6-9 months in the refrigerator and if there is a "best by" date stamped on the package then it will last for at least a month beyond that date that is if it has been stored properly.
18. Malt extract: Liquid malt extract (LME) can last up two years on shelves when held under proper conditions.
19. Plantain flour: When properly stored 5 months
20. Palm Oil: Palm oil can be stored for up to 12 months without much spoilage.
21. Soya drinks: The former should be fine for about 8 months to a year after the production date. There should be a best by date on the package, and the soy milk should be safe to use for at least a few weeks or even months.
22. Discuss the impact of information technology on consumer education.

Nowadays, consumer behavior is prejudiced by various aspects. With technological advancements, the market has seen a tremendous shift in consumer behavior. As a result of the technological impact influencing consumer behavior, most company leaderships face an unending challenge to meet consumer expectations. 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. How and why has technology changed the way consumers behave? Here are a few things that you need to keep in mind as you reinvent your strategies to keep up with the consumers.

a.Customers are connected: Nearly everyone is living two lives, an energetic online life, and an exhausting disconnected one. We are altogether associated at some stage through our system of companions. We likewise claim in excess of one gadget that keeps us refreshed. This implies we blossom with being dynamic and educated on the web, and Exact Target Marketing content confirmed this from a research they did, whereby 91% of purchasers demonstrated that access to content across all gadgets was imperative. Data innovation progressions fuel the network that unites the world as one major network, from the advanced mobile phones to super-quick information. This pattern isn’t going to change since presently kids as youthful as 5 years know how to work a smartphone. LinkedIn even brought down its age breaking point to 13 years to gain on the technology adoption rate. Organizations need to meet consumers where they are and fulfil 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.

1. Consumers Desires have changed

b. Consumer desire has changed: Before, as an organization, you set the times that you were open for business, and customers needed to endure it or remain without that specific product. Technology has completely changed that, 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. 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.

c. New correspondence channels: Previously, an organization gave customer service through emails – that did not get immediate reactions – and telephone calls. These two specialized devices had their own particular difficulties and favored the organization more; it was at their circumspection what data to give out.

This age nonetheless, is extremely revived. Social networking sites and live chat puts you directly before your customer; you can’t forfeit your customer to keep up your brand position. As a matter of fact, when you don’t react to a question, you harm your brand reputation since that data is available to a great many people.

The upside of these new devices is that you have a more extensive data gathering pool; you can quickly track your innovative work by using the big data. You should give customers choices and with alternatives that are tuned in to their ways of life and life stages, and worked to convey the quick, individual, and helpful customer service that they truly appreciate.

All in all, we have seen the development of technology and its effect on buyer conduct. We have taken a glimpse at three different ways that consumers conduct has changed, from associated customers to changing desires and new communication tools. I trust the declaration “Customer is the King” has never been experienced by organizations like in this information technology era.