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**COURSE TITLE: CONSUMER EDUCATION**

**COURSE CODE: NTD 402**

**QUESTION**

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

**ANSWER**

1. Shelf life of 20 industrial products are:
2. Sardine: 5 years but the flavour and texture will likely degrade.
3. Powdered milk: 2 to 10 years while some non-fat dry powdered milk can last for 25years.
4. Detergent: 6 months to 1 year after opening.
5. Sweet: 2 weeks to a year, it varies.
6. Corned beef: when unopened can last 3 to 5 years and when opened can last 3 to 4days.
7. Biscuit: normally last 2 weeks to 3 months.
8. Wine: can last 1 to 5 years after expiration when unopened while it can be enjoyed 1to 5 days after it has been opened, depending on the type.
9. 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. Cocoa drinks: generally stays for 3 years when unopened.
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. Brushes: it depends on the product but they should be changed when the bristle start falling out.
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. Plastic: lasts for 1 to 2 years.
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. 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.
12. Tapes: lasts for 15 months.
13. Nowadays, consumer behaviour is prejudiced by various aspects. With technological advancements, the market has seen a tremendous shift in consumer behaviour. Because of the advent of information technology, consumer behaviour seems to be more influenced by internet-enabled Smartphone 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 Smartphone, customers can get to products whenever they want. They have raised desires on what is satisfactory consumer behaviour 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 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.