**ASSIGNMENT**

1 Give the shelf life of 20 industrial products.

2 The impact of information technology on consumer education.

**ANSWER**

1 Shelf life indusrtail products.

i Powdered milk: 2 to 10 years while some non-fat dry powdered milk can last for 25 years.

ii Detergent: 6months to 1year after opening.

iii Sardine: 5 years but the flavor would slightly degrade.

iv Corned beef: when un open can last 3 to 5 years and when opened can last 3 to 4 days.

v Biscuit: normally can last up to 2 weeks to 3 months.

vi Sweet: 2weeks to a year it varies.

Vii Jam Products Pastry(unopened) Refrigerator(opened)

Homemade jam 1-2years 6 months -1 year

Low sugar jam 9-12 months 8-9 months

Sugar free jam 6-9 months 6-9 months

Viii Butter: 6-9 months

ix 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.

x: Liquid milk: 5 to 7 days when opened and can stay past the use and sell date.

Xi 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.

Xii Cocoa drink: generally stays for 3 weeks when unopened.

Xiii Batteries: can last 5to10 years.

Xiv Inks: original printer cartridge can last for 24 months while compatible cartridge last for 36 months.

Xv Brushes: it depends on the products but they should be changed when the bristles start. falling out

Xvi Alcohol: last 6 to 8 months after opening and no change may be noticed in a year.

Xvii Adhesive: lasts for 18 to 24 mouths.

Xviii Plastic: last for 1 to 2 years.

Xix Tapes: last for 15 mouths

Xx Fruit juice: long life fruit juices usually last 6 to 12 months and shot life juices up to 30 days and most be kept chilled

2.Nowadays consumer behavior is prejudiced by various aspects. With technological advancement, the market has seen tremendous shifts in consumer behavior. Because of the advent of information technology. Consumers behavior seems to be more influenced by internet-enabled smart phones and tablet. Technology has literally placed the power in the consumer’s hands. Today a typical customer expects a prompt response and fast services from any business. To keep with consumer expectations, all business are facing serious challenges with the introduction of online business and smartphone, customer can get the products wherever 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 solution and if they dint pick another provider from the countless accessible online who can meet their prompt needs. Customer’s currently comprehend the power they have and will utilize it when not happy with 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.

Organization 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