**Assignment**

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

**Answers**

1. Give the shelf life of 20 industrial products:
2. Marmalade – If continuously refrigerated, its shelf life is 1 year.
3. Butter – The shelf life is about 6-9 months.
4. Yoghurt - Opened yoghurt will typically stay at peak quality for 5 to 7 days after opening, but will generally remain safe to consume for at least 1 to 2 weeks.
5. Fruit juice – The shelf life is usually about 6-12 months
6. Jam - Homemade Jam lasts for 1-2 Years, Low Sugar Jam lasts for 9-12 Months,

Sugar Free Jam lasts for 6-9 Months.

1. Ketchup – its shelf life is 2 years.
2. Mayonnaise – the shelf life is about 3-4 months.
3. Powdered milk – its shelf life is between 2-10 years.
4. Liquid milk – 5-7 days.
5. Crackers – 6-9 months.
6. Biscuit – 2 weeks-3 months.
7. Sachet water – 2 months.
8. Bottled water – 1 year.
9. Sweets – it has a shelf life of 2 weeks-1 year.
10. Tea bags – its shelf life is about 18-24 months
11. Cocoa powder – the shelf life of this product varies between 2-3 years
12. Wheat flour – it has a shelf life of about 1 year
13. Coconut oil – it has a shelf life of 2 years
14. Honey –it has a shelf life of 2 years
15. Coffee – it has a shelf life of 3-5 months
16. 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. 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. 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.