NAME: MARTINS BRIGHT

MATRIC NO: 16/MHS01/136

COURSE CODE: NTD 402

COURSE TITLE: CONSUMER EDUCATION

QUESTION 1:

**GIVE SHELF LIFE OF 20 INDUSTRIAL PRODUCTS.**

1. ***Liquid milk***: when opened, it can stay up to 5-7 days and it can also stay past its use and sell date.
2. ***Cocoa drinks***: its shelf life when unopened can stay up to 3 years.
3. ***Alcohol***: When opened, no changes may be noticed in a year and its shelf life is 6-8 months (when opened).
4. ***Pasta***: its shelf life depends on whether it is dry or fresh. Fresh pasta can last up to 4-5 days while, dry pasta can last for 1 to 2 years beyond the best before/expiry date.
5. ***Brushes***: the shelf life of brushes depends on the product, however, they need to be changed/replaced when the bristles are worn out and start falling off.
6. ***Plastic***: its shelf life is 1-2 years.
7. ***Fruit Juice***: the shelf life of fruit juices depends on the type of fruit used in making it. Long life fruit juice lasts for 6-12 months while, short life fruits last for lasts up to30 days and must be kept chilled.
8. ***Powdered Milk***: its shelf life depends on whether it is a fat or non-fat dry powdered milk. Non-fat powdered milk usually lasts up to 25 years while, the fat powdered milk usually lasts 2-10 years.
9. ***Jam***: the shelf life of jam depends on the type of jam.
* **Homemade jam** lasts for 1-2 years if it is kept on the shelf and it is unopened. However, when it is refrigerated and opened, it lasts for 6 months-1 year.
* **Low sugar jam** on the other hand, when kept on the shelf and unopened, it can last up to 9-12months. However, if refrigerated and opened, it usually stays up to 8-9 months.
* **Sugar Free Jam** if unopened and kept on the shelf, if lasts up to 6-9 months. However, when opened and refrigerated, it lasts for 6-9 months.
1. ***Butter***: the shelf life of butter is 6-9 months.
2. ***Sardine***: its shelf life is usually 5 years however, the texture and flavor may degrade.
3. ***Tapes***: its shelf life is 15 months.
4. ***Detergent***: its shelf life when opened is 6 months to 1 year.
5. ***Corned Beef***: its shelf life is when unopened is 3-5 years and when it is opened can last up to 3-4 days.
6. ***Biscuit***: its shelf life is usually 2 weeks – 3 months.
7. ***Inks***: its shelf life varies depending on the type of ink. Compatible cartridge ink lasts for 36 months. While, original printer cartridge ink lasts 24 months.
8. ***Sweet***: the shelf life of sweet varies but on average, they last up to 2 weeks - year.
9. ***Wine***: when unopened, it usually last for 1-5 years after it expires.
10. ***Plastics***: its shelf life is 1-2 years. However, when opened, it lasts for 1-5 days depending on the type.
11. ***Batteries***: its shelf life is 5-10 years.

QUESTION 2:

**DISCUSS THE IMPACT OF INFORMATION TECHNOLOGY ON CONSUMER EDUCATION.**

The impact of information and technology on consumer education cannot be over emphasized. As consumer education refers to the right that protects the consumer from large companies that sell products and services. It provides resources and information that inform the consumer of such things as price and trade practices. The influence therefore of information technology on consumer education with technological advancements, the market has seen a tremendous shift in consumer behavior. The advent of information technology, consumer behavior seems to be more influenced by internet-enabled smartphones and tablets. Due to these recent advances technology has literally placed the power in the consumer’s hands.

 Today, a typical consumer expects a prompt and fast service response from any business. Information technology set expectations of customers high. There’s no better feeling than for a customer to have expectations exceeded. Information technology provides an interactive platform to customers to share their grievances and have their needs attended concisely.

Due to the technological advancement on consumer education, the market has seen a tremendous shift in consumer behavior. Most companies face a lot of challenges to meet consumer needs and satisfaction.

Consumers are also connected due to information technology. Nearly everyone is living two lives, an energetic online life and an exhausting disconnected one. Organizations need to meet consumers where they are and fulfil their refined needs.

Consumers desires also change due to the information technology. Before, people set times for business to be open but now with the help of technology, online businesses, and smartphones are available for customers to get their products whenever they want to.

New correspondence channels: previously, an organization gave customer service through mails 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.

20 industrial products and their shelf life