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Matric Number: 16/mhs02/001

Assignment Title: Consumer Education

Course Title: Consumer Education

Course Code: NTD 402

Question:

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

Answers

The shelf life of food is the period during which the food retains an acceptable quality from a safety and organoleptic point of view, and depends on four main factors, namely formulation, processing, packaging and storage conditions.

	Industrial Products	Shelf Life
1	Batteries	5 – 10years
2	Pumps	15 – 20years
3	Adhesives	18 – 24 months provided they are stored at 10–25°C, under dry conditions.
4	Animal Products	6 months When stored in dry, cool conditions.
5	Gases	3 – 6month pure gas begins to degrade and lose its combustibility as a result of oxidation and evaporation in three to six months.
6	Sanitizer	2 – 3years
7	coffee	3 – 5months depending on the type.
8	Bleach	6months
9	Detergents	6 months after opening and 9 months to a year if left unopened.
10	Textiles	2years if stored and treated well.
11	Drinks (coke)	6 – 9months
12	Medicines	12 to 60 months from the time of manufacturer.

13	Bottled water	1 – 2years
14	Flours	8months, if unopened can last for 1 year.
15	Canned foods	1 – 4years
16	Tv and laptops	Average lifespan is between 3 – 5years
17	Chemicals	5 – 6years but not all chemicals have expiry date.
18	Papers	3 – 5years
19	Wood	3years though shelf life varies from one finish to another.
20	Metals	5years if no corrosion.

2. The concept of internet marketing and consumer behavior has been deeply examined over the years. User- friendly technology like the Internet has altered the mode people communicate, work and execute commercial activities. Internet technology, mainly the World Wide Web (www) as an electronic medium of exchange provides new opportunities to industries to take up the Internet as their substitute marketing tools. As a result of change in the environment, a 'new' consumer and a 'new' marketplace is upcoming. New technologies are continuously rising, changing the relationship an organization establishes with its customers. Information technology is quickly altering the way people do business all over the world. In the business-to- consumer segment, sales through the web have been increasing radically over the last few years. Customers, not only from developed countries but also from developing countries are adopting new shopping channel. IT has significant roles to play not only in businesses but also in daily activities of individuals. Internet based services keeps on growing in 'business-to-consumer' and 'business-to-business' environment. Every year the number of organizations that use internet for marketing purposes increases. In the same way, number of consumers who use the internet not only for gathering information but also for purchasing goods is also increasing. Consumer looks for information in a website or may search for products to buy. According to Andrews et al. (2007) for organizations Internet is contributing to disseminating information, improving consumer value, enhancing consumer satisfaction, reliability and retention as well as consumer perception which in turn leads towards better profitability and increased market share. As of the consumers' viewpoint, Internet-based services can considerably decrease the costs for searching, extend the selection of vendors, deliver lower priced products/services, and increase easiness, allowing more control over products/services offered. The study of e-consumer behavior is getting importance because of abundance of online shopping. The convenience of the Internet and lesser costs of making transactions have given rise in customers bargaining power and intense global competition.