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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:

1. Powdered milk: 2 to 10 years while some non-fat dry powdered milk can last for 25 years.
2. Detergent 6 months to 1 year after opening.
3. Sardine: 5 years but the flavour and texture will likely degrade.
4. Corned beef: when unopened can last 3 to 5 years and when opened can last 3 to 4 days.
5. Biscuit normally last 2 weeks to 3 months.
6. Sweet: 2 weeks to a year, it varies.

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| Product Pantry (Unopened) Refrigerator (Opened) |
| 1. Homemade Jam lasts for 1-2 Years 6 months - 1 year |
| 1. Low Sugar Jam lasts for 9- 12 months 8- 9 months |
| 1. Sugar Free Jam lasts for 6- 9 months 6- 9 months |

1. Butter: 6 to 9 months.
2. 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, depending on the type.
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. Cocoa drink: generally, stays for 3 years when unopened.
6. Batteries can last 5 to 10 years.
7. Ink: original printer cartridge can last for 24 months while compatible cartridge last for 36 months.
8. Brushes: it depends on the products, but they should be changed when the bristles start falling out.
9. Alcohol: lasts 6 to 8 months after opening and no changes may be noticed in a year.
10. Plastic: lasts for 1 to 2 years.
11. Fruit juices: long life fruit juices usually lasts 6 to 12 months and short life juices have up to 30 days and must be kept chilled.

2. 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 smartphones and tablets. Technology has literally placed the power in the consumers 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 smartphones customers can get to products whenever they want. They have raised desires on what is satisfactory consumer behaviour and what is not.

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 the disappointment on your social media that is reacted to promptly will ignite an 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