

Question 12 (5 marks)

There is growing consumer demand for innovative products that enhance the quality of life.

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Explain a range of factors that contribute to the success of these products.

There are a range of factors that contribute to the success of these products which include social, economic, timing, marketing, environmental. Without these factors the success of your design/product wouldn't be successful. It has to have social success as it is the social trends of society which make a product popular. Economic trends as it has to be a suitable price for buyers to purchase the product. The timing has to be right as the product needs to be updated with the trends in society as it is always growing as things are becoming bigger and better. Environmental as it has to be safe in its environmental use and marketing as your product needs to sell. Therefore these factors contribute to the success of products greatly.