

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.

Cost: this does not only include the cost as in finance but environmental. Consumers would buy something that is harmless as well as affordable according to how well it works.

Aesthetics: the look of a product is now considered one of the most important factors that consumers look at before buying.

Recyclability & Durability: a product should have a long life-span if not recyclable or re-usable.

Aesthetics

Obsolescence

Cost

Durability