**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 3: ACTIVITY 5**

**GROUP ACTIVITY**

**Factors that impact the organisational buying process**

**In small groups, brainstorm specific features of each factor that may impact organisational buying decisions. Try to come up with as many as you can for each factor category.**

**Report back to the class and compile a master list.**

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| **ENVIRONMENTAL** |
| **ORGANISATIONAL** |
| **INTERPERSONAL** |
| **INDIVIDUAL** |
| **SITUATIONAL** |