**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 1: Activity 9**

**HOMEWORK ACTIVITY**

## **What change in customer behaviour will impact marketing most?**

Marketers may anticipate frequent changes in customer behaviour, but are often surprised by their magnitude.

The article is a collection of interviews with thought-leaders, each predicting the changing nature of consumer behaviour and their predictions for future change.

Visit the DMN website to read. Use these thought-leader forecasts as the basis of your own thoughts about how consumer behaviour might change further over the next 5 years.

<http://www.dmnews.com/customer-experience/what-change-in-customer-behavior-will-impact-marketing-most-in-2016/article/463187/>

Come to the next session prepared to discuss your own thoughts about how consumer behaviour might change further over the next five years.