**DIGITAL MARKETING STRATEGY**

**Learning Outcome 2: ACTIVITY 8**

**HOMEWORK ACTIVITY**

**Who is influencing whom?**

Watch YouTube The importance of consumer insight at <https://www.youtube.com/watch?v=buVmh8eP1PA>

Who is influencing whom? Is it consumers who are influencing organisations or is it organisation’s who are influencing consumer buying behaviour. Give reasons for your answer.

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