**DIGITAL MARKETING STRATEGY**

**Learning Outcome 3: ACTIVITY 7**

**PAIRED ACTIVITY**

**Consumers and technology**

Read Lau et al (2013) How Consumers Shop in Virtual Reality? How it Works? at http://www.hrpub.org/download/201307/aeb.2013.010104.pdf.

What is the connection between technology and consumer? How does technology help consumers connect with each other? How does technology help the consumer connect with the organisation?

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