**External influences on marketing**

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| **INFLUENCE** | **EXAMPLE(S)** | **EXPLANATION** |
| **Political factors such as government cuts/spending** |  |  |
| **Economic factors such as a rise in VAT** |  |  |
| **Social factors such as demographics** |  |  |
| **Technological factors such as social media use** |  |  |
| **Environmental factors such as a 5p charge for plastic bags** |  |  |
| **Legal factors such as Consumer Protection (Distance selling) regulations.** |  |  |