

### Question 1

Discuss the concepts of **dissociative reference group** and **aspirational reference group**. Which of these concepts should the government use in the following campaigns? Explain your recommendations and use examples to illustrate how the concept(s) will be used.

A) Campaign to reduce tobacco smoking among pregnant women [5 marks]

B) Campaign to encourage charitable donations [5 marks]

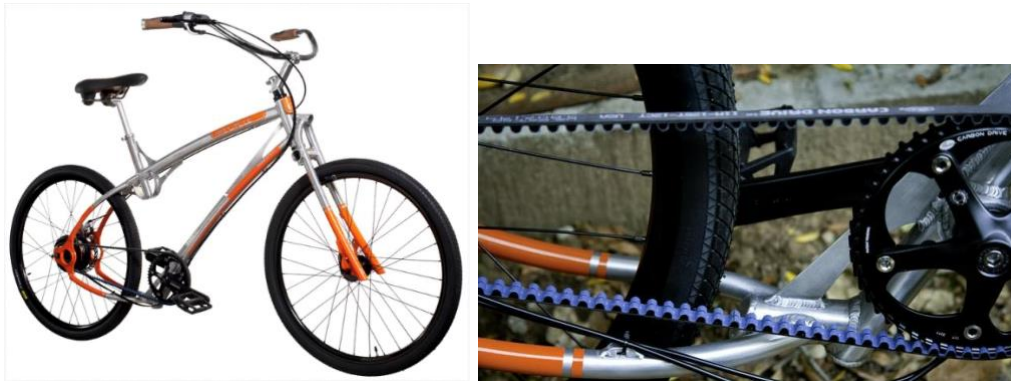
C) Campaign to reduce sun-tanning among young Australians [5 marks]

*Continued...*

Read the scenario and answer Question 2 and 3.

**Scenario:** The ReCycle produces 100%-recycled-aluminium bikes. Some bike parts are made of other recycled materials, such as rubber and plastic. The model *mBula* (see Figure 1) is tested to European safety codes and has been certified. The bike also uses belt rather than a chain as it lasts longer and does not need maintenance or grease, most importantly it is made of recycled rubber. The brand is targeting short-distant commuters. It strives to turn used aluminium into bikes that are the ultimate expression of green credibility and the coolest rides on the road.

**Figure 1**



## Question 2

There are various issues with respect to how consumers adopt **innovations** and how innovations diffuse through the marketplace. Discuss the barriers to the consumer's adoption of this new bike. What marketing strategies would you recommend enhancing the diffusion of this new product? Use specific examples in your recommendations. [10 marks]

## Question 3

Discuss the concept of **selective exposure**. What are the major factors that influence stimulus being selected? How do marketers use these factors in marketing *mBula*? Illustrate your answer with examples relevant to the scenario. [10 marks]