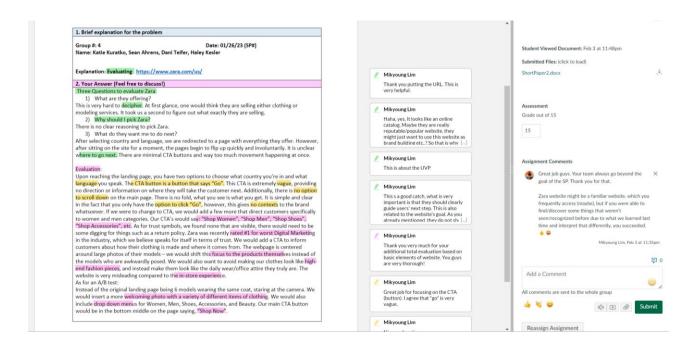
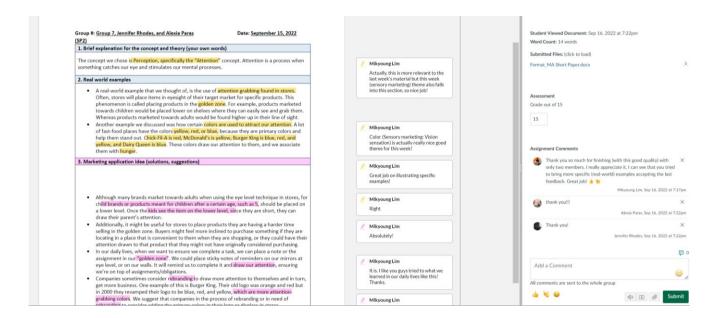
Figure 2. Personalized Feedback for Each Papers





Group #4 (Buyer Behavior Buds) Names: Macy Marshall, Hunter Graham, Bianca Barbieri, Brooke

Date:9/22/2022 (SP#)

1. Brief explanation for the concept and theory (your own words)

We decided to look at stimulus generalization and in particular licensing and co-branding. Stimulus generalization is the tendency of stimulus to invoke similar, conditioned responses. The purpose of stimulus generalization is for companies to capitalize and generate more revenue with consumers' positive association with those specific stimuli. In particular, co-branding and licensing is using well-known names with the hope that the association with that name will give the company a positive reaction to the product with which it is teaming up with. The term halo effect is associated with co-branding and licensing. The halo effect is the impression created from one thing to influence the opinion in another area/thing. Basically, when companies do co-branding, they want the impression from the one thing they are licensing/co-branding with to influence consumers to buy their product or service.

2. Real world examples

One real world example of co-branding and licensing to give a sort of halo effect is Breyers ice cream. They have been tearning up with popular candy bars and sweets, majority of which are chocolate ones, to get that halo effect on consumers and hopefully generate more revenue. Image 1 below shows the different brands of candies and sweets Breyers ice cream have tearned up with. It should be noted image 1 is not every flavor. This created a positive effect and in turn sales increased. I know for us personally, as a group, we would more likely but the well-known candy/sweets Breyers has tearned up with. For instance, the Oreo ice cream over a typical cookies and cream flavor. The reason for this is because we know what Oreos taste like, and we like the flavor of them, therefore we would buy the Oreo and Breyers collaboration. You can also see in image 1 that Breyer's did a 2-in-1 with popular candy bars/sweets where they combined two different brands into one carton of ice cream. This could have an even better effect on consumers, if those consumers like those two flavors. But it could also have a neastive effect if a consumer

