TOPIC: CUSTOMER BUYING VEGAN MILK

I Feel I
good when
I know I'm
not
hurting
animals

Iwant to save the planet

Vegan Milk is More expensive It doesn't taste like real Milk

Vegan Milk is healthier

THINK
THE
FEEL

HEAR

I agree it's more sustainabale

If I care
about
animals, then
I must buy
vegan milk

SAY AND
DO

SEE

Favorite Yoga instructor Uses it

My Friends are buying it, I want to do it too

Vegan milk is cool

Favorite
Cafe uses
it in their
Coffee

Organic Supermarket Spromote it

Pains:

- · Hearting animals
- · Damaging the Environment

<u>Gains:</u>

- Feeling good
- · Feeling useful
- · Positive Comments from Friends



USER