

Customer  
buying  
vegan milk

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

I want to  
save the  
planet

Vegan milk  
is more  
expensive

It doesn't  
taste like  
real milk

Vegan milk  
is healthier

I agree it's  
more  
sustainable

User

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

Vegan milk  
is cool

Favourite  
yoga  
instructor  
uses it

My friends  
are buying  
it I want to  
do it too

Favourite  
cafe uses it  
in their  
coffee

Organic  
supermarkets  
promote it