









Customer Journey

Channels	Aware	Interest	Purchase	Re-purchase
Instagram	 Saw a friend posting story of Bonchon new product			
Grabfood		 Surfing on Grab food and see the price	 Decide to buy at Grab food due to have more discount promotion	 Buy other products for buy next time
Facebook	 Saw a discount promotion during Chinese new year			
Website		 Read several reviews on Pantip/ wongnai & became interest to buy		 Taste & size not really good as expectation
Lineman		 Surfing on Line man and compare the price with grab food		