

Consumer Behavior: Assignment 1

In this paper I will present how the brand “*Lactasoy*” was able to catch my attention in the shop and how it finally made me buy the milk regularly.

For a better understanding, I may tell that I am a big fan of milk. Back in Switzerland I drank milk every day, either plain or mixed in a protein shake with a banana and some chocolate powder. In Switzerland people (including myself) usually drink cow milk - soymilk is rarely used. But since I consider Swiss cow milk to be the best cow milk in the world, I hesitated to buy cow milk in Thailand. Therefore, **my mind was already open to another source of liquid protein since I was not keen on buying cow milk.** I think this is a very important statement because had I already made up my mind in buying only cow milk, I probably would have just ignored any other milk (e.g. soymilk).

At a 7/11 store in Thailand chilled drinks are usually already visible when entering the store. The **milk section tends to be near to the cashier counter.** Nearly every tourist enters a 7/11 sooner or later - so I happened to visit such a store as well. I actually did not enter the convenient store to buy milk; I went there for any other reason, probably to buy some water. Due to the fact that one cannot miss the refrigerator with the various brands and types of milk, I happened to get a closer look at the milk section. I could distinguish two different types of milk:

- **Cow milk:** Most of the brands filled cow milk into plastic bottles with a description in Thai (which I could not understand). In Switzerland we use nice pictures of cows or mountains to show that it is fresh cow milk. I could not find any picture on those bottles.
- **Soymilk:** The soymilk was filled into nice looking carton boxes with a straw attached. The description was both in Thai and English and the colors were usually white or blue - way better than those unattractive looking plastic bottles filled with cow milk.

So it is quite clear why I chose soymilk over cow milk. The package of soymilk looked way more attractive. What was the reason to take a *Lactasoy* milk package from the chiller? Picture 1 shows a *Lactasoy* package containing 500ml of milk. In the 7/11 stores they are labeled as “*Lactasoy Big 500*”. When you take a closer look at the picture following cues may appear to your mind.



Picture 1: *Lactasoy*

- The words “*Lactasoy Soymilk*” imply that the box actually contains soymilk. It is written in English, so I was able to build a relationship with the brand easily.
- The blue background with the white milk being poured shows your mind that it is fresh milk. Since I was used to such pictures, this brand seemed similar to brands from Switzerland, which I had already known.
- The soybeans on the bottom give you an idea that all ingredients are fresh and healthy.
- Not shown on the picture, but the letters “*Big 500*” and the size of the box show that this is a bigger box than the rest (including other brands).
- The words “good source of protein” gave me a clue that this milk is rich in protein, which is one of the main reasons for me to drink milk. Additionally, the ingredients information on the back of the box were also given in English, so I could make sure how much protein and calories are inside this box. Since I knew for sure about *Lactasoy* and I could not get the information about other brands, why should I not choose *Lactasoy*.

Given the information above it should be quite clear why I chose *Lactasoy* in the first place. By the way, I am still a big fan of *Lactasoy* - so the brand could keep its promise.