

APPENDIX B - CHOICE OF FORMULA MILK FOR YOUR TODDLER

I am doing a research report for my English course. I've chosen to analyse the pamphlets of the top 5 formula milk products sold in Malaysia, for toddlers 1-3 years old. So I need your feedback to determine the top 5 formula milk products sold in Malaysia!

* Required

1. Do you live in Malaysia? *

- Yes
- No

2. Is your child between 1-3 years old? *

- Yes
- No

3. Which brand of formula milk do you feed your child? *

4. What is the reason for your choice of formula milk brand? *

- Recommended by paediatrician
- Price Range
- Popular brand
- Easily Available
- Other:

5. If you changed from a different product to this one, why?

- Recommended by paediatrician
- Price Range
- Popular Brand
- Easily Available
- Other:

**APPENDIX C - INFORMATION WANTED IN A FORMULA MILK
PAMPHLET**

A form to find out what information we potential customers are looking for in a pamphlet when choosing a formula milk product.

* Required

1. Do you live in Malaysia? *

- Yes
- No

2. Do you feed your child formula milk? *

- Yes
- No

3. Do you read the pamphlets of formula milk products? *

- Yes
- No

4. Do the pamphlets give you the information you need to make an informed decision about which formula milk to feed your child with? *

- Yes
- No
- Other:

5. Do visuals such as tables and graphs make a difference in your understanding of the product? *

- Yes
- No
- Other:

6. What information do you need on the pamphlet in order to make an informed decision on the formula milk you feed your child? *

- Ingredients used to make the product
- Where it is produced
- Which company is producing it
- Awards the company has won
- Testimonials from other customers
- What needs of my child it meets
- What does research say about this product
- Where is the product available
- Cost of the product
- What is so special about this product that other products do not have
- Other:

7. What criteria is important when making a decision on which formula milk to feed your child with? *

- Price
- Easily available
- Where it is produced
- Recommendation by Paediatrician
- Samples given by company to try
- Child likes the taste
- Advertisements made by the company
- Other: