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: