

# **LIST OF ADDENDA**

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## ADDENDUM A: POINT-OF-PURCHASE QUESTIONNAIRE

i) Point-of-Purchase Questionnaire									
Respondent No.						1,2,3		Area	
Once a consumer has selected an infant formula with the intention to purchase it, ask her the following questions:-									
1. FACTORS INFLUENCING DECISION TO PURCHASE.									
What influenced your decision to select this particular brand?									
A	B			C			D		
1.1.	Because it claims to provide a specific health benefit?	Yes -go to 1.1.1.	6	1.1.1.	Which health claim influenced you to buy this product?	a)	Any claim relating to similarity with breastmilk	7	
		No				b)	Any claim relating to immunity		
						c)	Any claim relating to illness/disease management, Please specify:-		
						d)	Other: Please specify		
1.2.	Because of its nutrient composition?	Yes-go to 1.2.1.	8	1.2.1.	Which specific nutrient influenced you to buy this product?	Please specify		9	
		No							
1.3.	Because the product is free from certain ingredients?	Yes-go to 1.3.1.	10	1.3.1.	Which ingredient(s) is it free from?	Please specify		11	
		No							
1.4.	Because of its labeling?	Yes-go to 1.4.1.	12	1.4.1.	Which aspect(s) of its labeling?	Please specify		13	
		No							
1.5.	Because the packaging was appealing?	Yes	14						
		No							
1.6.	Because someone advised you to buy it?	Yes-go to 1.6.1	15	1.6.1.	Who advised you to buy it?	a)	A pediatrician	16	
		No				b)	A nurse		
						c)	A dietician		
						d)	A pharmacy employee		
						e)	A doctor		
						f)	A friend		
						g)	A family member		
						h)	Another consumer		
						i)	Other: Please specify		
1.7.	Because you were influenced by an advertisement?	Yes-go to 1.7.1.	17	1.7.1.	Where was it advertised?	a)	In a magazine or journal	18	
		No				b)	In a store leaflet		
						c)	On the internet		
						d)	Other: Please specify		
1.8.	Because it was on promotion or special?	Yes-go to 1.8.1.	19	1.8.1.	How was it promoted?	a)	Buy one get one free	20	
		No				b)	In-store stand or Gondola end		
						c)	Reduced price		
						d)	Other: Please specify		
1.9.	Because your child likes it?	Yes	21						
		No							
1.10.	Because it is reasonably priced?	Yes	22						
		No							
1.11.	Because you always buy it? (I.e. Brand loyalty, or automatic choice, habitual)	Yes	23						
		No							
1.12.	Because it has been on the market for long?	Yes	24						
		No							
1.13.	Because you have seen it being used at a hospital?	Yes	25						
		No							
1.14.	Because it is never out-of-stock?	Yes	26						
		No							
1.15.	For convenience purposes	Yes	27						
		No							
1.16.	Are there any other factors that influenced your choice?	Yes-go to 1.15.1.	28	1.5.1.	Please specify			29	
		No							



## 2. FACTORS THAT HAD THE GREATEST INFLUENCE ON THE DECISION TO PURCHASE

2.1.			30

### 3. SELECTED INFANT FORMULA

3.1	Which brand of infant formula did you select?			31
a)	Please specify:-			
3.2	Is it a starter or follow-up formula?			32
a)	Starter			
b)	Follow-up			
3.3	What is the age of the child/ren you intend giving the infant formula in months?			33
a)	Please specify:-			
3.4	When did you intend to buy this brand?			34
a)	Never			
b)	In-store			
c)	Before entering the store			
d)	Other: Please specify			
3.5	Do you always buy this brand?			35
a)	Yes			
b)	No-go to 3.5.1.			
3.5.1.	Which brand have you previously bought instead of this one (i.e. Brand switching)?			36
a)	Please specify			
b)	Cannot remember			
3.5.2.	For what reason did you not buy the brand that you always buy? (i.e. Reasons for Brand Switching)			37
a)	It was out of stock			
b)	It is not nutritionally good for the baby			
c)	To manage a disease condition			
d)	Its nutrient composition			
e)	Price			
f)	Other, please specify:-			
3.6.	Do you understand the difference between the different types of infant formulas?			38
a)	Yes			
b)	No			
3.7.	Do you feel you had enough information to make the choice that you have just made?			39
a)	Yes- go to 3.8.1.			
b)	No- go to 3.8.2.			
c)	Do not know/Uncertain			
3.8.	Do you consider one infant formula superior than the other?			42
a)	Yes- go to 3.9.1.			
b)	No- go to 3.9.2.			
c)	Do not know/Uncertain			45

#### 4. DEMOGRAPHIC INFORMATION

4.0.	What is your age in years?				46
4.1.	Ethnic group	a)	Black		47
		b)	White		
		c)	Indian		
		d)	Coloured		
4.2.	Highest Education obtained	a)	Lower than Matric		48
		b)	Matric		
		c)	Diploma/Certificate		
		d)	Degree		
		e)	Post-graduate qualification		
4.3.	What is your combined family income per month?	Please specify:-			49
4.4.	Current employment	a)	Unemployed		50
		b)	Full-time job		
		c)	Part-time job		
		d)	Self-employed		
		e)	Student		
4.5.	Occupation	Please specify:-			51
4.6.	Marital Status	a)	Single		52
		b)	Single, part of extended family		
		c)	Married		
		d)	Cohabiting		
		e)	Divorced		
		f)	Widowed		

3.8.1.a)	Who is your source of information when it comes to <b>general Infant Feeding</b> ? Please specify:-			40
b)	Who is your source of information when it comes to the choice of <b>Infant Formula</b> ? Please specify:-			
3.8.2.	Would you prefer to be well-informed in future?			41
3.9.1.	Please specify your reason.			43
3.9.2.	Please specify your reason.			44

## **ADDENDUM B: CONSENT FORM FOR PARTICIPANTS (I.E. MOTHERS AND/OR CAREGIVERS)**



### **Consent Form for Mothers and/or Caregivers**

#### **AUTHORISATION TO PARTICIPATE IN A RESEARCH PROJECT**

##### **TITLE OF THE STUDY**

Factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants

##### **1) THE NATURE AND PURPOSE OF THIS STUDY**

This study is conducted mainly to find out the factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants. I would therefore like to ask you a few questions about why you intend to purchase the infant formula you just selected off the shelf.

##### **2) EXPLANATION OF PROCEDURES TO BE FOLLOWED**

This study involves answering some questions with regard to your reasons for choosing the brand of infant formula you just did.

##### **3) RISK AND DISCOMFORT INVOLVED**

There are no risks involved in participating in this study, and it will only take up to five minutes of your time. You are encouraged to answer truthfully as there are no wrong or right answers.

##### **4) POSSIBLE BENEFITS OF THIS STUDY**

The findings of this study will contribute to understanding consumer behaviour and therefore help institutions such as the Department of Health in the planning nutrition of education programmes in the field of infant feeding.

##### **5) If you do not want to partake in this study, you are entitled to decline.**

##### **6) You may at any time withdraw from this study.**

##### **7) INFORMATION.** If you have any questions concerning this study, you should contact: Ms. Tshikovhi MP, Tel: 082 429 3900.

##### **8) CONFIDENTIALITY AND ANONYMITY**

All records obtained whilst in this study will be regarded as confidential, and your information will not be traceable. The results will be presented and published in such a fashion that participants remain unidentifiable.

##### **9) CONSENT TO PARTICIPATE IN THIS STUDY**

The implication of completing the questionnaire is that informed consent has been obtained from you. Thus any information derived from answering the questionnaire may be used for e.g. publication, by the person in charge.

## **ADDENDUM C: CONSENT FORMS FOR THE STORES AND PHARMACY WHERE DATA WERE COLLECTED**



### **Consent Form for the Store Management**

#### **AUTHORISATION TO USE YOUR STORE AS A POINT OF DATA COLLECTION FOR THE RESEARCH PROJECT**

**Name of Store:** \_\_\_\_\_

#### **TITLE OF THE STUDY**

Factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants

##### **1) THE NATURE AND PURPOSE OF THIS STUDY**

This study is conducted mainly to find out the factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants. I would therefore like to ask some of your customers a few questions about why they intend to purchase the infant formulas they have selected off the shelf.

##### **2) EXPLANATION OF PROCEDURES TO BE FOLLOWED**

This study involves the answering of questions by the mothers and/or caregivers with regard to the reasons for choosing the brand of infant formula they would have chosen. The researcher will stand on the infant formula aisle waiting for the mothers and/or caregivers to pick an infant formula from the shelf. Every customer who takes an infant formula off the shelf with the intention of buying will be asked questions by the researcher.

##### **3) RISK AND DISCOMFORT INVOLVED**

There are no risks involved in mothers and/or caregivers participating in this study, and it will only take up to five minutes of their time. They will be encouraged to answer truthfully as there are no wrong or right answers.

##### **4) POSSIBLE BENEFITS OF THIS STUDY**

The findings of this study will contribute to understanding consumer behaviour and therefore help institutions such as The Department of Health in the planning nutrition education programmes in the field of infant feeding.

**5) If you do not want the customers in your store to partake in this study, you are entitled to decline.**

**6) The customers may at any time withdraw from this study.**

**7) INFORMATION.** If you have any questions concerning this study, you should contact:  
Ms. Tshikovhi MP, Tel: 082 429 3900.

##### **8) CONFIDENTIALITY AND ANONYMITY**

All records obtained whilst in this study will be regarded as confidential, and the information provided by the customers will not be traceable. The results will be presented and published in such a fashion that participants remain unidentifiable.

##### **9) CONSENT TO PARTICIPATE IN THIS STUDY**

The implication of completing the questionnaire is that informed consent has been obtained from you. Thus any information derived from answering the questionnaire may be used for e.g. publication, by the person in charge.

\_\_\_\_\_  
Store Manager's name

\_\_\_\_\_  
Store Manager's signature

\_\_\_\_\_  
Store Stamp:

## Consent Form for the Store Management

### AUTHORISATION TO USE YOUR STORE AS A POINT OF DATA COLLECTION FOR THE RESEARCH PROJECT

Name of Store: Dischem Centurion

#### TITLE OF THE STUDY

Factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants

#### 1) THE NATURE AND PURPOSE OF THIS STUDY

This study is conducted mainly to find out the factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants. I would therefore like to ask some of your customers a few questions about why they intend to purchase the infant formulas they have selected off the shelf.

#### 2) EXPLANATION OF PROCEDURES TO BE FOLLOWED

This study involves the answering of questions by the mothers and/or caregivers with regard to the reasons for choosing the brand of infant formula they would have chosen. The researcher will stand on the infant formula aisle waiting for the mothers and/or caregivers to pick an infant formula from the shelf. Every customer who takes an infant formula off the shelf with the intention of buying will be asked questions by the researcher.

#### 3) RISK AND DISCOMFORT INVOLVED

There are no risks involved in mothers and/or caregivers participating in this study, and it will only take up to five minutes of their time. They will be encouraged to answer truthfully as there are no wrong or right answers.

#### 4) POSSIBLE BENEFITS OF THIS STUDY

The findings of this study will contribute to understanding consumer behaviour and therefore help institutions such as The Department of Health in the planning nutrition education programmes in the field of infant feeding.

5) If you do not want the customers in your store to partake in this study, you are entitled to decline.

6) The customers may at any time withdraw from this study.

7) **INFORMATION.** If you have any questions concerning this study, you should contact: Ms. Tshikovhi MP, Tel: 082 429 3900.

#### 8) CONFIDENTIALITY AND ANONYMITY

All records obtained whilst in this study will be regarded as confidential, and the information provided by the customers will not be traceable. The results will be presented and published in such a fashion that participants remain unidentifiable.

#### 9) CONSENT TO PARTICIPATE IN THIS STUDY

The implication of completing the questionnaire is that informed consent has been obtained from you. Thus any information derived from answering the questionnaire may be used for e.g. publication, by the person in charge.

S. P. P. P.  
Store Manager's name  
**DIS-CH**  
CENTURION APTEEK  
POSBUS 11837  
CENTURION, 0046  
TEL: (012) 663 9363  
Store Stamp:

X. P. P. P.  
Store Manager's signature



## Consent Form for the Store Management

### AUTHORISATION TO USE YOUR STORE AS A POINT OF DATA COLLECTION FOR THE RESEARCH PROJECT

Name of Store:

PICK N PAY CENTURION SUPERMARKET

#### TITLE OF THE STUDY

Factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants

#### 1) THE NATURE AND PURPOSE OF THIS STUDY

This study is conducted mainly to find out the factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants. I would therefore like to ask some of your customers a few questions about why they intend to purchase the infant formulas they have selected off the shelf.

#### 2) EXPLANATION OF PROCEDURES TO BE FOLLOWED

This study involves the answering of questions by the mothers and/or caregivers with regard to the reasons for choosing the brand of infant formula they would have chosen. The researcher will stand on the infant formula aisle waiting for the mothers and/or caregivers to pick an infant formula from the shelf. Every customer who takes an infant formula off the shelf with the intention of buying will be asked questions by the researcher.

#### 3) RISK AND DISCOMFORT INVOLVED

There are no risks involved in mothers and/or caregivers participating in this study, and it will only take up to five minutes of their time. They will be encouraged to answer truthfully as there are no wrong or right answers.

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5) If you do not want the customers in your store to partake in this study, you are entitled to decline.

6) The customers may at any time withdraw from this study.

7) INFORMATION.

should contact:

If you have any questions concerning this study, you  
Ms. Tshikovhi MP, Tel: 082 429 3900.

#### 8) CONFIDENTIALITY AND ANONYMITY

All records obtained whilst in this study will be regarded as confidential, and the information provided by the customers will not be traceable. The results will be presented and published in such a fashion that participants remain unidentifiable.

#### 9) CONSENT TO PARTICIPATE IN THIS STUDY

The implication of completing the questionnaire is that informed consent has been obtained from you. Thus any information derived from answering the questionnaire may be used for e.g. publication, by the person in charge.

Store Manager's name

Store Manager's signature

Store Stamp:



## Consent Form for the Store Management

### AUTHORISATION TO USE YOUR STORE AS A POINT OF DATA COLLECTION FOR THE RESEARCH PROJECT

Name of Store: Pick 'n Pay Centurion Lifestyle Centre

#### TITLE OF THE STUDY

Factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants

#### 1) THE NATURE AND PURPOSE OF THIS STUDY

This study is conducted mainly to find out the factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants. I would therefore like to ask some of your customers a few questions about why they intend to purchase the infant formulas they have selected off the shelf.

#### 2) EXPLANATION OF PROCEDURES TO BE FOLLOWED

This study involves the answering of questions by the mothers and/or caregivers with regard to the reasons for choosing the brand of infant formula they would have chosen. The researcher will stand on the infant formula aisle waiting for the mothers and/or caregivers to pick an infant formula from the shelf. Every customer who takes an infant formula off the shelf with the intention of buying will be asked questions by the researcher.

#### 3) RISK AND DISCOMFORT INVOLVED

There are no risks involved in mothers and/or caregivers participating in this study, and it will only take up to five minutes of their time. They will be encouraged to answer truthfully as there are no wrong or right answers.

#### 4) POSSIBLE BENEFITS OF THIS STUDY

The findings of this study will contribute to understanding consumer behaviour and therefore help institutions such as The Department of Health in the planning nutrition education programmes in the field of infant feeding.

5) If you do not want the customers in your store to partake in this study, you are entitled to decline.

6) The customers may at any time withdraw from this study.

7) **INFORMATION.** If you have any questions concerning this study, you should contact: Ms. Tshikovhi MP, Tel: 082 429 3900.

#### 8) CONFIDENTIALITY AND ANONYMITY

All records obtained whilst in this study will be regarded as confidential, and the information provided by the customers will not be traceable. The results will be presented and published in such a fashion that participants remain unidentifiable.

#### 9) CONSENT TO PARTICIPATE IN THIS STUDY

The implication of completing the questionnaire is that informed consent has been obtained from you. Thus any information derived from answering the questionnaire may be used for e.g. publication, by the person in charge.

[Signature]  
Store Manager's name

S. Visser  
Store Manager's signature

Store Stamp:



## Consent Form for the Store Management

### AUTHORISATION TO USE YOUR STORE AS A POINT OF DATA COLLECTION FOR THE RESEARCH PROJECT

Name of Store:

ATT-LYN (Shoprite Ateridgeville).

#### TITLE OF THE STUDY

Factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants

#### 1) THE NATURE AND PURPOSE OF THIS STUDY

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#### 3) RISK AND DISCOMFORT INVOLVED

There are no risks involved in mothers and/or caregivers participating in this study, and it will only take up to five minutes of their time. They will be encouraged to answer truthfully as there are no wrong or right answers.

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5) If you do not want the customers in your store to partake in this study, you are entitled to decline.

6) The customers may at any time withdraw from this study.

7) INFORMATION.

should contact:

If you have any questions concerning this study, you  
Ms. Tshikovhi MP, Tel: 082 429 3900.

#### 8) CONFIDENTIALITY AND ANONYMITY

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#### 9) CONSENT TO PARTICIPATE IN THIS STUDY

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Moses

Store Manager's name

Store Manager's signature

Store Stamp:



## Consent Form for the Store Management

### AUTHORISATION TO USE YOUR STORE AS A POINT OF DATA COLLECTION FOR THE RESEARCH PROJECT

Name of Store:

Shop R17B @ Quagga Centre

#### TITLE OF THE STUDY

Factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants

#### 1) THE NATURE AND PURPOSE OF THIS STUDY

This study is conducted mainly to find out the factors that influence mothers and/or caregivers to purchase specific brands of infant formulas for their infants. I would therefore like to ask some of your customers a few questions about why they intend to purchase the infant formulas they have selected off the shelf.

#### 2) EXPLANATION OF PROCEDURES TO BE FOLLOWED

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**7) INFORMATION.**

should contact:

If you have any questions concerning this study, you  
Ms. Tshikovhi MP, Tel: 082 429 3900.

#### 8) CONFIDENTIALITY AND ANONYMITY

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#### 9) CONSENT TO PARTICIPATE IN THIS STUDY

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Michael

Store Manager's name

**OPRITE QUAGGA CENTRE 7094**

**317 QUAGGA ROAD**

**PRETORIA WEST**

**0183**

Store Stamp:

[Signature]  
Store Manager's signature

**ADDENDUM D: OTHER FACTORS WHICH INFLUENCED THE PARTICIPANTS' DECISION TO PURCHASE (n=96)**

1. "It comes in a 1, 8 kg can".
2. "The baby gains weight better when on this milk as compared to his brother who was on a different milk".
3. "It is for the baby's development".
4. "My own reading".
5. "I have to go back to school and I want the baby to get used to formula. I do not have sufficient milk".
6. "My sister and friends used it for their babies and the babies did well on it. Good report from family and friends".
7. "It is healthier for the baby and my baby never got sick on it".
8. "It does not turn sour quickly if left in a bottle".
9. "If something is good, people talk about it a lot and one ends up buying it".
10. "It is a well-known brand".
11. "The dietician recommended that it is good for hungrier babies".
12. "The baby is going to be weaned-off the breast".
13. "Nan causes constipation, whereas other milks may not cause it".
14. "It is easy to find".
15. "I just wanted to try something new that could help the constipation resolve".
16. "S26 Promil 2 is a good milk. Nan is too rich, it can cause reflux".
17. "Experience has taught me that Nan is the best and my mother fed me Nan as a baby".
18. "It is tried and tested; my babies were raised on it".
19. "It is the most best used milk".
20. "I was influenced by the advertisement of other Nestle products on TV".
21. "To supplement breastmilk".
22. "I am on antibiotics, and they give my baby diarrhoea".
23. "A lot of people say it is good. S26 Promil 2 is lighter than Nan 2. Nan 2 constipates my baby".
24. "The child gains weight on Novolac AR".
25. "Our family used Lactogen".
26. "The baby's eczema has disappeared, and the tolerance is good".
27. "The baby did not tolerate S26 1".
28. "The baby was not satisfied on Nan 1".
29. "I has to go back to work".
30. "The baby was not getting full on breastmilk".
31. "It is nutritionally complete; it has all the nutrients that my baby needs".
32. "I needed a soya formula for diarrhoea prevention".
33. "Nan is a good brand".
34. "I am a vegetarian, so should my baby".
35. "I did not like breastfeeding my baby. Nan 1 is the best and the first choice if breastmilk cannot be done. S26 is too rich and can cause constipation".

**ADDENDUM D: OTHER FACTORS WHICH INFLUENCED THE PARTICIPANTS' DECISION TO PURCHASE (n=96)**  
(contd...)

36. "My milk supply has decreased".
37. "I have good experience with Nan 2. My first born used it and tolerated it very well".
38. "According to word-of-mouth it is sweeter than other milks".
39. "I just tried it, and the baby tolerated it well and grows well on it".
40. "Nan is too rich and it has caused the baby increased respiratory tract secretions".
41. "Because Infacare AR has helped with reflux before".
42. "It is heavier than Nan and it satisfies the baby's hunger".
43. "The baby tolerates it well. It digests well and it is a good milk".
44. "Nan HA is not Halaal because it has been in contact with pork enzymes".
45. "To use it as a transitional feed".
46. "Nan HA 2 is thicker; the baby only agrees to drink Nan HA 1".
47. "It is good for my baby and my baby grows well on it".
48. "My older children did well on Nan 1".
49. "I got the information from the internet".
50. "Family members have used it before".
51. "To supplement breastmilk because it is said that babies need more nutrients after 6 months, breastmilk alone is not enough".
52. "The baby has stopped breastfeeding and I have also been told that Nan is the best".
53. "It is nutritionally adequate and the baby gains weight on it".
54. "I just tried it out and it worked".
55. "It is good milk".
56. "The baby has not got any problems with Nan".
57. "My baby does not want to breastfeed".
58. "I trust Purity. It is a good brand".
59. "It is a highly recommended and trusted brand".
60. "S26 Gold Promil 2 is the best".
61. "I have stopped breastfeeding".
62. "Nan HA 2 is out-of-stock".
63. "Because it is closest to mother's milk".
64. "The baby was never breastfed".
65. "I had it as a child and it is the only goat's milk on the market".
66. "This is the only brand I know".
67. "S26 Promil 2 was out-of-stock".
68. "Of all milks the milks I have tried, this is the one I chose to use".
69. "It keeps the baby fuller for a longer period".
70. "I am on medication that contraindicates breastfeeding".
71. "It is the closest to human milk. I had a choice between Aspen and Nestle' and I cannot use Nestle' products because of the Lactogen recall".
72. "It is good quality milk imported from France".
73. "My sister used it for her baby".
74. "Because it comes in a box".
75. "Novolac has a wider range".
76. "It does not have lactose".
77. "The baby did not like Nan 1".

**ADDENDUM E: PURCHASED INFANT FORMULAS CATEGORIZED ACCORDING TO NAME OF THE MANUFACTURER**

Nestle' (52%)			Aspen (22%)			Abbott (13%)			Novolac (10%)			Purity (2%)			G-FIX (1%)			Chevita (Alpi) (1%)		
	n	%		n	%		n	%		n	%		n	%		n	%		n	%
Nan 2	32	16.0	S26 Gold 1	15	7.5	Isomil 2	21	10.5	Novolac 1	1	0.5	Purity 2	4	2.0	G-FIX	1	0.5	Alpi	1	0.5
Nan 1	22	11.0	Infacare Soya 1	1	0.5	Isomil 1	5	2.5	Novolac AC 2	1	0.5									
Lactogen 2	13	6.50	Infasoy 1	1	0.5				Novolac IT 2	1	0.5									
Nan HA 1	13	6.50	S26 LF	1	0.5				Novolac SD	1	0.5									
Alfare'	1	0.5	S26 Promil 2	8	4.0				Novolac AR 1	6	3.0									
Lactogen 1	7	3.5	S26 Promil Gold 2	6	3.0				Novolac AR 2	5	2.5									
Nan Pelargon	7	3.5	Infacare 2	3	1.5				Novolac IT 1	3	1.5									
Nan Lactose Free	5	2.5	Infasoy 2	3	1.5				Novolac 2	2	1.0									
Nan HA	4	2.0	Infacare1	2	1.0															
			Infacare Soya 2	2	1.0															
			S26 1	2	1.0															
TOTAL	104	52		44	22		26	13		20	10		4	2.0		1	0.5		1	0.5

**ADDENDUM F: THE REASONS FOR SWITCHING INFANT FORMULA BRANDS, AND THE BRANDS THAT WERE USED BEFORE THE SWITCH OCCURRED**

Switched from (n=50)	Switched to (i.e. The chosen brand at point of purchase)	Reason for switching brands
Breastmilk	Infasoy 2	First-time buyer
	Isomil 2	Mother on medication
	Lactogen 1	First-time buyer
	Nan 1	First-time buyer
	Nan 1	First-time buyer
	Nan 1	First-time buyer
	Nan 1	Lack of satiety on breastmilk
	Nan 2	First-time buyer
	Nan 2	To wean the baby off breastmilk
	Nan HA 1	First-time buyer
	Nan HA 1	First-time buyer
	Nan Pelargon	To give the baby extra feeds
	Novolac 1	Insufficient breastmilk production
	S26 Gold Promil 2	Insufficient breastmilk production
	S26 Promil 2	First-time buyer
Cannot remember	S26 Gold 1	Constipation
Infacare 1	Novolac AR 1	Reflux
Lactogen 1	Nan 2	The baby lost some weight
	Nan 2	Allergy management
	Isomil 1	Constipation
Nan 1	Infasoy 1	Allergy management
	Isomil 1	Allergy management
	Isomil 1	Allergy management
	Lactogen 1	Vomiting
	Lactogen 1	Lack of satiety
	Lactogen 1	Constipation
	Nan HA 1	Constipation
	Novolac AR 1	Vomiting
	Novolac AR 1	Reflux
	S26 Gold 1	Constipation
	S26 Gold 1	Constipation



**ADDENDUM F: THE REASONS FOR SWITCHING INFANT FORMULA BRANDS, AND THE BRANDS THAT WERE USED BEFORE THE SWITCH OCCURRED (contd....)**

Switched from (n=50)	Switched to (i.e. The chosen brand at point of purchase)	Reason for switching brands
Nan 2	Nan Pelargon	Reflux and inflammation
	Isomil 1	Constipation and nappy rash
	Purity 2	Out-of-stock
Nan HA 1	Nan 1	Price
	Isomil 1	The baby had diarrhoea while on it
	S26 Gold Promil 2	The baby refuses to drink Nan HA
	Novolac IT 1	Constipation
Nan HA 2	Lactogen 2	Out-of-stock
Nan Pelargon	Nan 2	Constipation
Novolac AC 1	Novolac IT 1	Constipation
Novolac AR 2	G-FIX	Diarrhoea
Novolac IT 2	S26 Gold Promil 2	Out_stock
Nutramigen 1	Novolac AR 2	Reflux
S26 1	Lactogen 1	Constipation
	Nan 1	
	Infacare Soya 1	Lactose intolerance
	S26 LF	Transitional feed
S26 Gold 1	Nan HA 1	Constipation
S26 Promil 2	Novolac IT 2	Constipation

**ADDENDUM G: REASONS THAT THE PARTICIPANTS GAVE FOR MENTIONING THAT THEY CONSIDER ONE INFANT FORMULA SUPERIOR THAT THE OTHER**

1. "Nan causes constipation, whereas other milks may not cause it".
2. "There has to be a difference, but I do not know exactly what it is".
3. "I consider nutrient composition the most important. With Lactogen the baby used to have a lot of secretions on the respiratory tract, and their amounts have reduced with S26 Gold".
4. "Purity is the preferred brand and it works well".
5. "Taste and nutrient composition".
6. "Because it sells faster".
7. "The higher the price, the better the quality. If it is a therapeutic formula, it is good, for example Nan is better than Lactogen. and Nestle' products are better than Infacare products".
8. "It is superior that the other milks if it is recommended by hospital staff".
9. "The manufacturer, Nestle' products are superior to other products".
10. "If the baby tolerates it, it is good milk".
11. "Whatever milk that makes the baby grows better on is the best".
12. "All the babies in our family liked S26. If the baby likes the milk, it means is a good one".
13. "Whatever milk that the baby tolerates better is the best. Nan 1 is very rich, whereas S26 Gold 1 is just okay".
14. "Recommendation by a health care professional".
15. "Nutrient composition. If it has iron, omega three and six fatty acids, it is the best milk".
16. "Nutrient composition. The presence of vitamins makes Lactogen superior to other milks".
17. "If the baby sleeps through the night, indicates that the milk is a good one".
18. "New milks are not natural. They have a lot of additives, in that way they make babies sick. Old milks like Lactogen are more natural. "
19. "It depends on the taste of the baby."
20. "When compare the milks, the one that has enough iron and not too much fat is good".
21. "If it gives good results, it is superior".
22. "Word-of-mouth, S26 is the best".
23. "Novolac is better than S26 and Nan. If the baby tolerates the milk well, it is a good one".
24. "S26 is the best; the nutrients are higher than in the other milks".
25. "The higher the price, the better the quality. If it is similar to breastmilk, for example Nan Pelargon has a sour taste similar to that of breastmilk".
26. "The higher the price, the better the quality. Recommendation by a Paediatrician. Infasoy is better".

**ADDENDUM G: REASONS THAT THE PARTICIPANTS GAVE FOR MENTIONING THAT THEY CONSIDER ONE INFANT FORMULA SUPERIOR THAT THE OTHER (contd...)**

27. "If it has been on the market for long, the manufacturer is experienced. It is our family tradition to buy Nan".
28. "The milk's nutrient composition".
29. "Alpi, because first baby tolerated it well".
30. "Nan 1, because my sister uses it".
31. "Good past experience with S26. My kids did well on it".
32. "Nan 1 because it is good for my baby".
33. "S26, because it is good for my son".
34. "Nan 2, because it is good for the health of my baby".
35. "Nan is a good milk. A lot of people prefer it for their babies".
36. "Nan is a familiar and the most preferred brand".
37. "Nan is preferred by most moms, the higher the price, the better and the quality".
38. "S26 Promil 2. The higher the price, the better the quality".
39. "Nan, because most kids tolerate it".
40. "Purity, because it is well balance it terms of nutrients when compared to other baby milks".
41. "S26 Gold, it is said to be closer to mother's milk".
42. "S26 Gold, because it is the closest to breastmilk or natural milk".
43. "Nan 2, because it is closer to breastmilk".
44. "Nan HA, because it is the closest to breastmilk".
45. "Novolac, the range has milks for all conditions".
46. "S26, because of the good results and that my sister brought up her children on it".
47. "Novolac, because it solved our friends' problems".
48. "Nan HA2, because it is hypoallergenic. You will never know when your baby has allergies".
49. "Nan, because it works well for my baby".
50. "Any milk with DHA and ARA because they are good for brain development".
51. "S26 Gold because it has DHA and ARA".
52. "S26 Gold because it has DHA and ARA".
53. "Nan 1, because the Paediatrician recommends it".
54. "Nan, because it is the nearest to breastmilk and because of the special ingredients it contains".
55. "It is the best if it does not make babies fat".
56. "It is the only good brand I know about".
57. "Lactogen 2, because it works well for my baby. I like Nestle products".
58. "S26 Gold, because my children are healthy on it".
59. "Infacare, because it works for my baby".
60. "Novolac, because it has the precursors of all the necessary omega oils, i.e. DHA and ARA. The baby tolerates it better. It smells better. It has a yellowish colour similar to that of breastmilk, indicating that it is closer to breastmilk. Novolac has a wide range, where you can switch the milks around".
61. "Nan HA, because it is hypoallergenic and that it is used in hospitals".

**ADDENDUM G: REASONS THAT THE PARTICIPANTS GAVE FOR  
MENTIONING THAT THEY CONSIDER ONE INFANT  
FORMULA SUPERIOR THAT THE OTHER (contd...)**

The reasons that the participants gave for mentioning that they consider one infant formula superior that the other (continued).

- 62. "Isomil, because my baby tolerates it well".
- 63. "Novolac, because it has a wider range, and that my baby tolerates it well".
- 64. "Nan range because it has an HA".
- 65. "S26 Gold, it has a yellowish colour, indicating that it is a richer better milk".

**ADDENDUM H: REASONS THE PARTICIPANTS GAVE FOR MENTIONING THAT THEY DO NOT CONSIDER THAT THERE IS ONE INFANT FORMULA SUPERIOR THAT THE OTHER**

1. "It depends on the needs of the baby".
2. "There are different milks for different needs .Babies have different needs, which is the reason why there are different types of milks".
3. "All milks are the same, it is all milk".
4. "I don't know".
5. "All milks are the same, the just have different brand names".
6. "The companies won't put anything on the market that is not good for babies".
7. "It does not matter what the baby is taking, the infant formulas basically have the same essential nutrients".
8. "Babies are different, one baby will tolerate another milk and another baby tolerate the other".
9. "The nutrient composition is the same".
10. "For normal babies, all formulas are the same, and for sick babies they are different, for example allergies call for a specialized formula".
11. "All milks are the same; there are different milks because babies are different".
12. "All milks are good, and it mainly depends on the needs of the baby".
13. "All milks are good. Every brand has got its positive aspects".
14. "All milks are the same; it depends on the needs of the baby".
15. "All milks are proven to be good for infant consumption".
16. "It is all milk".
17. "All milks are good. Manufacturers will not make something that will harm babies. There are different milks because are different and have different needs".
18. "They are all the same. I have tried most of them and the baby was reacting the same way with all of them".
19. "My Paediatrician says that the difference is only the name, the milks are all the same".
20. "I am not familiar with the milks".
21. "I have never tried other milks".
22. "They are the same; they all have the same vitamins and minerals".
23. "My baby used both S26 1 and S26 Gold 1, and there has not been a difference".
24. "Babies are unique and have different needs; one has to search until they find the one that their baby tolerates".
25. "I am only using Nan HA; I do not have information about the other infant formulas".
26. "It depends on the needs of the baby. All the milks are the same, except milks for special conditions".
27. "It depends on the needs of the baby. Mothers know that babies are not the same, and therefore there has to be a milk for each need".

**ADDENDUM H: REASONS THE PARTICIPANTS GAVE FOR MENTIONING THAT THEY DO NOT CONSIDER THAT THERE IS ONE INFANT FORMULA SUPERIOR THAT THE OTHER (contd....)**

Reasons the participants gave for mentioning that they do not consider that there is one infant formula superior that the other (continued).

28. "It depends on the needs of the baby. Whatever the baby tolerates is better".
29. "All the milks are the same, unless the baby has a disease, for example allergies, then one has to change to another milk".
30. "I have never tried other milks. I would say Nan 2 because my baby tolerates it well".
31. "It is the choice of the baby".
32. "Babies react differently to different milks".
33. "It depends on what the baby prefers".
34. "It depends on who recommends the baby milk".
35. "All milks are the same; it depends on what the baby tolerates".
36. "I'm not familiar with the milks in South Africa".
37. "It depends on what the mother prefers and also on the needs of the baby".
38. "All the milks are the same because I got the same results with all of them".
39. "It depends on the needs of the baby, because there are different milks for different needs".
40. "The mother's preference. Whatever the mother prefers is superior".
41. "Because there is no infant formula that is the same as breastmilk".
42. "I have no experience with infant formulas".
43. "All the milks are well-balanced and it depends on the needs of the baby".
44. "I have tried almost all the milks and they did not work well for my baby".