

Factors Influencing on the Mothers' Brand Choice in Baby Milk Formula: A Study in Vavuniya District, Sri Lanka

Pavithra.S

Abstract

Marketers are very much interested in knowing about the preferences from the existing as well as prospective customers for any product or service. Knowing mothers' brand choice is essential for creating strategies for baby items, especially about their choice on Milk Food Formula, in the market. Using Grounded Theory approach, this study explores how the marketers can gain fresh insights into mothers' behavior of baby milk products in the day-to-day market. By using this methodology, researcher plans to analyze the data from 40 in-depth interviews with a mother who has infants in the research area. This approach allows the development of new knowledge about the mothers' purchase behavior on milk powder brands. The findings of the study might show that mothers are seeking for a better benefit, such as convenience, nutritional content, organic, economical, availability, varied fat content, recommendation(s) from their family doctors and relatives, etc. which are match with their living patterns, cultural norms, as well as their care on infants. Especially they are more concern on brand benefits, which match the needs of the society. This research might help to give an implication to design a unique strategy to the marketers to attract more and more mothers to purchase particular brand in the selected area as well as country at large.

Keywords: Infant, Baby Milk Formula, Mothers Brand Choice Marketers, In-depth-interviews.

1. INTRODUCTION TO THE RESEARCH

Consumers of baby formula always expose to the advertisement that showing how babies become genius after consuming baby milk formula from certain brands. Baby formula companies use a variety of traditional and online media to advertise their products to capture wide target audience. Research shows that consumer's ability to memorize certain brand and to put them in the top of mind as the effect of advertisement disclosure that they could not control when its expose on TV.

Baby formula is used as a substitute for breast milk and is produced with cow milk or other animal milk as well as plant components as the basic ingredients. Compared with milk powder, baby formula removes part of the casein while adding whey protein. It removes most of the saturated fatty acids while adding vegetable oils, lactose and sugar content similar to breast milk. It reduces the content of calcium and minerals to mitigate the burden on a baby's kidneys. Finally, it adds trace elements, vitamins, and certain amino acids, making it more similar to breast milk.

When it comes to babies, things are expensive and companies are always looking to develop the most cutting edge products. Parents are constantly concerned with getting the best products in the market and doing everything right so that their child is safe and sound. But the question is how parents determine which products are the best and which ones are simply claiming to be the best. Parents do this not only because they are extremely concerned about the safety of their child but also since most first time parents generally have no idea what the differences are between products. So these first time parents are going to be easy influenced by whichever medium they are getting their information from. This could be highly logical and fact based information that is indisputable and does not vary depending on the customer.

To establish brand image, advertiser use media as the best method of one-way communication campaign to its audience, television commercials use to visualize product, print advertisement employ to expose more detail information and finally product packaging use to draw consumer attention at the point of purchase.

According to Okazaki et al. (2007) positive image towards brand affect of consumer trust. Moreover, Fishbein and Ajzen (1975) stated that when consumer has positive brand attitude toward product it would increase the consumer purchase intention. Nevertheless empirical research also shown that consumer is sceptical about the claims showed in advertisement. Consumers know that commercials are meant to persuade and believes to be untruthful in general. Moreover, scepticism of health claims is higher when the sources of information are from advertisement (Mazis et al., 2007).

It is a difficult task to identify how consumers perceive the quality of a product. The complex nature of quality perception can be well understood when a product with excellent attributes do not impress the consumers, whereas, a poorly made product impress the consumers as having excellent quality. For buying a certain product the consumer perceived the quality of that product related with the other competitors' product available in the market. As the perception of baby milk formulas depend on some quality attributes marketers or manufacturers should define quality of baby milk formula on the basis of customization.

Baby milk formulas are popular choice because of their convenience. It could share the responsibility. Choosing the right formula for your baby can prove to be a tough decision to make, as baby formulas comes in

different forms. Any mother who is breastfeeding will find that supplementing breast milk with infant formula is the ideal alternative when time comes for them to go back to work or leave the baby under another person's care.

This research allowed the development of new knowledge about the product benefits purchaser shows on the brand selection and examine exactly these considerations from the mother's perspective, most specially in the Vavuniya market in Sri Lanka. Brand choice refers to the purchase of one brand instead of another where a choice exists. Consumer buying decision eventually is influenced by the number of factors or reasons; this concept of decision making is rooted historically in personal, psychological, demographic, and social concerns of the consumer (Menon, and Menon, 1997).

Understanding the product benefits behind what makes customers decide to purchase baby milk formulas, gives marketers a valuable opportunity to improve their baby milk formula and raise their values.

2. STATEMENT OF THE PROBLEM

In today's fiercely competitive world, it is very important for the marketers to discover and figure out the aspects that are essential to deal with the competitors, changing customer tastes and preferences. The intense competition in terms of product similarity and increased number of competing brands in the market have led the marketers to consider and study the factors that are influential in consumers' brand choice decisions and behaviors

Parent preferences for baby formula have attracted a lot of interest in the literature around the world, especially in Sri Lanka. In recent years, usages of baby milk formulas are increasing due to several reasons. Due to Sri Lankans family policy and the special culture of child support, the parents pay much more attention and spend a lot on baby formula. As a result, imported baby formula brands have become more popular than domestic brands. Because of this, it is very important to research the consumer preference for imported products as compared to domestic products.

In Vavuniya market, consumer behavioral aspects have been changed, due to many marketing developments. Working mothers and even housewives also use this product to reduce their problems in caring babies. It could share the responsibility. Choosing the right formula for your baby can prove to be a tough decision to make, as baby formulas comes in different forms. Any mother who is breastfeeding will find that supplementing breast milk with infant formula is the ideal alternative when time comes for them to go back to work or leave the baby under another person's care.

Studying the factors, which influencing the brand choice help the marketers to, modify their brands. Designing features which match with the needs of the particular context (context specific) give win-win advantages to both to consumers and producers, many researchers, have done research on Factors Attracted New Businesses Towards Jaffna District (Archchutha, Kumaradeepan, . & Karunanithy, 2014) Factors Affecting the Consumers' Choices of Toothpaste in Jaffna (Vaikunthavasan, 2012), factors influencing customer perceived value of services in medical services (Sivanenthira, S, Shivany, 2013), factors influencing the retail store (Chamhuri, & Batt , 2013), measuring the preference dairy brands (Chimboza, and Mutandwa, 2007) But no studies related to factors influencing the brand choice of baby milk formula, particularly in Vavuniya market. Therefore, through the grounded theory methodology this applied research was carried out to get the inside of the users.

3. RESEARCH QUESTION

Based on the research problem of the study the following research question (RQ) is formulated.

What are the factors influencing the brand choices of the baby milk formula in Vavuniya market?

4. REVIEW OF LITERATURE

The brand, in simple words, refers to a name, design, symbol or any feature that differentiates one seller's product and services from that of other sellers. It can be used as a strong strategic weapon and as an ideal differentiator to build a lifetime image in customers' minds. According to Phillips (1988), brand as a whole can be termed as "a trademark that conveys a promise". This promise includes symbolic and functional features which are linked by the market to a brand. Brand in its totality is "the sum of all marketing mix elements", (Keller, 2002, p. 20).

Brand choice actually indicates the consumer's selective choice of particular brand. It shows the preference or demand of a specific brand over the competitors' brand. Karjaluo et al. (2005) conducted a research study on mobile industry in Finland to examine the consumers' choice.

According to Mokhlis and Yaakoop (2012) there are countless factors that influence the way a consumer perceives a particular brand and prefers it over the others. Meyer and Kahn (1991) describe that the extensive attention has been paid to understanding the relative influence of the factors which affects the choice of consumers between various substitute brands of products and services that are purchased frequently. Rogers (1995), Tornatzky and Katherine (1982), Mason (1990) and Charlotte (1999) in their studies observed that various factors influence the consumers when they are making a choice among alternate brands. These factors

consist of price, perceiver risk, compatibility, traibility, relative advantage, complexity, image and observability. In this research article, the influence of following factors on brand choice has been measured: price, quality, features, family and friends' recommendations, brand image, innovative features, promotion effectiveness, celebrity endorsement, user friendliness, stylish appearance, post-purchase services.

Individuals who are price conscious are generally not willing to pay higher for the product they consider not worth their value, as mother want to give the best product for their baby we want to test if perceive price will affect the attitude and willingness to pay toward baby formula. Income was found directly related with consumer willingness to pay for a products or service. Higher income indicates the person to be positively willing to pay for an extra price and to pay for superior quality of product. (Misra et al., 1991; Van, Ravenswaay and Hoehn, 1991; Underhill and Figueroa, 1996; Angulo et al., 2005; Govindasamy et al., 2005; Posri et al., 2007). The positive effect of income indicates that consumers with a higher income are willing to pay an extra price and buy these types of food products (Tsakiridou et al., 2006). From the qualitative study, mothers perceived baby formula as expensive product and only buy the affordable brand for the babies. Low price baby formula is preferable as long as the baby likes.

It is every mother natural default instinct to breastfeeding their infants. Every time a baby breastfeed they will get numerous benefit from the milk for the growth and development of baby, such us active enzymes, antibodies. Not only as the source of energy for their first six month of life but also provide active immunity for protection from disease. Breast milk also contains hormones, live cells that will never provide by cow based baby formula (Gartner et al., 2005). However, some mother found it is impossible to exclusively feed their baby with breast milk, one of the reason is she produce little breast milk, death, sickness, disease, separation, physiological problems. Baby formula industries captured this reason and provide the substitution of breast milk with cow-based milk formula (Anne, 2011).

5. RESEARCH METHODOLOGY-A GROUNDED THEORY APPROACH

The preset study focuses on the qualitative methodology, and the grounded theory approach for exploring the product benefits, which influencing brand selection of baby formula.

"Grounded theory refers to a set of systematic inductive methods for conducting qualitative research aimed toward theory development. The term grounded theory denotes dual referents: (a) a method consisting of flexible methodological strategies and (b) the products of this type of inquiry.

The study intends to explore the factors using the grounded theory approach. The development of marketing academic knowledge is built upon the advancements of its research methods. This allows a new inside of consumer behavior to be uncovered, previously hidden from the eyes of researchers. Inspired by the theme of 'Doing more with less', this paper examines the qualitative methodological approach of Grounded Theory (GT) in relation to its benefits for marketing academics and researchers, as well as the milk formula distributors.

Theoretical Sampling, which states that the respondents, from whom the data collection is appropriate to answer the research, question, the research can collect the data. In this research population of the study are the mothers who purchase milk formula brands in Jaffna market. 50 mothers were selected as the theoretical sample size who would give the insights on the phenomenon. (Glaser and Strauss 1967; Goulding 2000).

Table1: Demographic of respondents.

Occupation	Age				Total
	20-24	25-29	30-34	Above 35	
workers	7	14	7	5	15
Non workers	5	6	3	3	25
	12	20	10	8	50

Based on Grounded Theory, in this study, researchers employed the following techniques for concept coding: a) writing memos for every interview summarizing key themes and non-verbal reactions; b) using photographs of brand experience 'maps'; and c) writing a 'researcher diary' that brings together key concepts across all the interviews.

6. DATA ANALYSIS AND FINDINGS

Interview data were translated and transcribed into the table to make conclusion to the research question. Researchers categorized the theme and highlighted which give the same meaning to explore the factors influencing brand choice of baby milk formula products. Data coding methods, insights of the mothers were analyzed, then 10 categories were found. Table 2 shows the coding of data for making concepts as well. From the first coding, first order categories were found, and from the second coding, and third coding second and third order categorized were found. The researchers found 10 factors, which influence the brand choice of milk formula brands, those factors are Nutritional Content, Forms, Cost, Birth Weight, Ingredients, Age, Label, Allergies, Iron Fortified, and Availability.

Milk Formula is really good for babies from birth to 6 month but you also have to check if your baby likes it or

not. My baby is formula fed and I have been giving his only same milk formula. His growth is proper I didn't face any problem with milk formula.

The baby formula which one I am using for my baby always helpful as it contains important vitamins and nutrients essential for baby growth and development. My pediatrician had always asked me to give it whenever I am not available to feed. Milk do not contain these nutrients and also much harder for the baby to digest. Also if you have noticed all these breast milk substitutes contain the same ingredients but differ in cost price. So, I suggest you go for Lactogen, which is economical, healthy as well as tasty too. It is also trusted for years.

Any mother who is breastfeeding will find that supplementing breast milk with infant formula is the ideal alternative when time comes for them to go back to work or leave the baby under another person's care. It is important to consider your financial capability before deciding the type of baby formula you want for your baby. The most economical type of formula is the homemade baby formula. If you are not in a position to purchase baby formulas from the shop, a healthy well nourished homemade baby formula can fill that void.

My kids love milk formula which I am using. They drink it every day as a treat, even though it's actually good for them. They think it's a milkshake! Great source of nutrients they may not get throughout the day and my pediatrician continues to support the findings with great health reports. Easy to mix, works well in Baby, excellent transition formula to milk, provides one of the highest vitamin and nutrient.

Some infant formulas are enriched with iron, calcium and vitamins which in case of breast milk depend on the dietary intake of the mother. This helps combat anemia in babies. This way the mother's dependence on her diet is reduced. Intake of excessive protein for an infant could contribute to obesity. Baby formulas have different protein content; some are usually much higher than others. 10 Grams of protein per day is the right amount for infants aged between 0-6 months. Ensure that you look at the packaging for the protein content and choose a formula that has the according protein count per 100 ml.

I have used this formula for both of my babies. It is the best one out there in my opinion. I had one very hungry baby and it was sufficient enough to keep his tummy full and my second had slight reflux but this was gentle enough on his tummy. I have two big healthy boys and would only use this formula. Easy to prepare (one scoop per 30 ml water), comes with scoop. Baby has no problems, enjoys formula and is gaining weight. I am doing mixed feeding (breastfeeding and formula) and baby is happy to accept both breast milk and milk formula.

As mentioned earlier, baby formula comes in different forms. There are a number of different brands that are officially authorized and meet the required standards. Baby formula comes in two forms; ready to use formulas and powders.

I was a struggle in the first few weeks of my oldest son's life. I had no idea how much he was eating when I nursed him (not enough, since he lost weight). With formula, I knew exactly how many ounces he was getting every time we fed him. While this might not be a necessity, it offered peace of mind at a time when I needed it most. It is easy to prepare! It helps to get the baby to sleep a little longer as they will feel pretty full. You'd notice that your baby would drink a lot more formula than just regular breast milk so this will keep them fairly full and will help them sleep longer.

The ready to use formulas are highly recommended for newborns. You can buy the best formula for breastfed babies, but if it is too early, it might cause problems. This is because they are easy to digest and are usually made out of cow's milk. They are also recommended because you can continue giving this type of formula to your baby after you introduce solid foods. However, if a particular brand disagrees with your baby's digestion, you can always try another one. These type of formula is in powder form and comes in little packets and requires to be mixed with water before you can feed the baby. Though it is considered economical, this type of formula is not recommended for infants under 6 months unless it has been prescribed by a doctor. Soya based formula, which are available on the market, too, are usually given to babies who are allergic to cow's milk.

My kids love this drink. We call it "pink drink" and have been buying it for the last 3 years. My kids are not super picky eaters... But I feel like they aren't always getting the nutrients they need. With milk formula I feel good knowing that it is packed full of nutrients, and the kids love the taste. They have never fallen below on their growth charts. I will continue to give them pink drink as long as they will drink it. It does get pretty expensive And since it's for my children's health & nutrition, I don't mind the spending.

There are 2 major controversial ingredients that can be found in baby formula. DHA (Omega-3) and ARA (Omega-6) are ingredients that are considered the best kinds of fatty acids for infants. These two ingredients are known for brain and nerve development. Naturally DHA and ARA are found in breast milk, fish oils and eggs. However, added DHA and ARA is usually processed with the toxic hexane. Manufacturers claim that only small amounts can be found in the formula, however, you should think about whether or not you want to feed it to your baby.

Failing to breastfeed successfully felt like I was failing as a mother. And that wasn't true at all. Breastfeeding had been sold to me as something "good" mothers do—and when I was physically unable to do it with my first son, I felt like I'd failed my baby, failed my husband and failed my own beliefs. It took a lot of reading and support from my spouse to get past that feeling. No mother should

be made to feel like a bad mother for choosing the method that works best for her.

Understanding The Labeling Is Also Important because formula manufacturers are basically trying to sell you the exact same product, they are keen to be the first on the market with any new ingredients which research suggests are important in breast milk (or might help with your baby's health or development). It can become pretty confusing to work out what all the claims on the labels mean, so here are some of the most common.

When choosing infant formula, meeting the right quality standards and nutritional needs for the baby is key. Below are the 10 most important things to consider when buying baby formula.

1. Nutritional Content

The nutritional content for the first six months of a baby's life should be carefully administered.

○ Protein Content

Intake of excessive protein for an infant could contribute to obesity. Baby formulas have different protein content; some are usually much higher than others. 10 Grams of protein per day is the right amount for infants aged between 0-6 months. Ensure that you look at the packaging for the protein content and choose a formula that has the according protein count per 100 ml.

○ Carbohydrates

Carbohydrates are the main energy source for each and every infant because they are essential for proper growth and development. Giving the right amounts of carbohydrates will help to maintain a healthy body weight and offer the most favorable growth for the infant. 95 Grams of carbohydrates per day is enough for the baby.

2. Forms

As mentioned earlier, baby formula comes in different forms. There are a number of different brands that are officially authorized and meet the required standards. Baby formula comes in two forms; ready to use formulas and powders.

○ Ready to Use Formula

The ready to use formulas are highly recommended for newborns. You can buy the best formula for breastfed babies, but if it is too early, it might cause problems. This is because they are easy to digest and are usually made out of cow's milk. They are also recommended because you can continue giving this type of formula to your baby after you introduce solid foods. However, if a particular brand disagrees with your baby's digestion, you can always try another one.

○ Powders

This type of formula is in powder form and comes in little packets and requires to be mixed with water before you can feed the baby. Though it is considered economical, this type of formula is not recommended for infants under 6 months unless it has been prescribed by a doctor. Soya based formula, which are available on the market, too, are usually given to babies who are allergic to cow's milk.

3. Financial Status

It is important to consider your financial capability before deciding the type of baby formula you want for your baby. The most economical type of formula is the homemade baby formula. If you are not in a position to purchase baby formulas from the shop, a healthy well nourished homemade baby formula can fill that void.

4. Child's Birth Weight

Some children are usually born with low birth weight which is mostly less than 2.5 kilograms at birth. In most cases this happens with twins or premature babies. A nutritious diet can help your child grow steadily and choosing nutrient enriched formulas will be of much help to the baby's health. However, always be cautious with formula as it may lead to obesity if given in excessive amounts.

5. Ingredients Included in the Formula

There are 2 major controversial ingredients that can be found in baby formula. DHA (Omega-3) and ARA (Omega-6) are ingredients that are considered the best kinds of fatty acids for infants. These two ingredients are known for brain and nerve development. Naturally DHA and ARA are found in breast milk, fish oils and eggs. However, added DHA and ARA is usually processed with the toxic hexane. Manufacturers claim that only small amounts can be found in the formula, however, you should think about whether or not you want to feed it to your baby.

6. The Baby's Age

This factor is usually overlooked by many mothers. It is important to consider a baby formula that will fit your baby according to his/her age. It is advisable to introduce ready to use formulas to infants less than 6 months old. Whether the baby is fully formula fed or mixed fed, you need to use the right breast milk substitute until 12 months of age. Infants of up to 6 months usually use the same type of baby formula which contains 10 grams of proteins and 95 grams of carbohydrates every day. From 6-12 months you can use a higher amount of proteins and carbohydrates too.

7. Understanding the Label

Manufacturers and sellers are keen on making new products for baby formulas, because they want to make profit. There might appear formulas in the market, which seem to be an improvement to the previous products, but

more than often the ingredients are usually the same or just slightly altered.

8. Allergies

Allergies are known to be genetic; therefore your baby is most likely to have the same allergies that came up in your family before. In such cases doctors advice hydrolyzed formula which is easy to digest and less likely to give your baby an allergic reaction.

9. Iron Fortified

This applies to babies who are not breastfed at all because of various reasons best known to the mother. All babies who are not breastfed should get formulas with iron until they are one year old because it helps boost iron levels in their blood thus preventing anemia.

10. Availability

It is not advisable to keep on using different types of baby formula; therefore sticking to a specific one is advisable. Changing baby formula might interfere with the baby's digestion and can cause allergies. After choosing the best formula for your baby, make sure you maintain high standards of hygiene, which includes washing your hands before handling your baby's formula. The feeding bottle should be rinsed with hot water before mixing powder or liquid concentrates for baby's formulas.

7. CONCLUSION

The study reveals that children play a very important role within each family. Sri Lankan parents traditionally want to provide the best condition for their children. That is why they chose the best milk formula according to their considerations for their children. In this case, it is necessary for producers and contributors to improve product quality and communicate such issue to their customers.

According to the survey, it is seen that mothers acknowledge the role of breast feeding. They know that, breast feeding for the first few years of life is very important. It protects children from illness, provides ideal, safe and economical sources of nutrients. However, more and more women due to work pressure have to choose formula milk for their children. It is necessary to provide them educating about good nutrition, early childhood nutritional needs and brain development. It is an ideal chance for milk producers for advertising their products. In order to building company's brand, they have not only invested in advertising and promotion but also in sponsor educational program or introduced nutrition consultation rooms in pediatric hospitals, where health care professionals provide parents with essential nutrition information and techniques for feeding their children (Abbott, 2012).

Especially mothers more concern on brand benefits, which match the needs of the society. This research has an implication to design a unique strategy to attract the mothers to purchase particular brand in specific context. This research can test the identified factors in future through quantitative methodology.

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Table 2

<i>In vivo codes</i>	<i>First order categories</i>	<i>Second order theme</i>
Nutrition Nutriment Food Diet Subsistence Organic Support	Nutrition	Nutritional Content
Types Classification Mode Formula Variety	Forms	Forms
Money Condition Position background Prestige Lifestyle	Financial Condition	Cost
heaviness weightiness Heavy Pounds	Weight	Child's Birth Weight
Elements Components Content Composition Insides Items	Ingredients	Ingredients Included in the Formula
Year Month Cycle Period	Age	The Baby's Age
Accept Absorb Recognize Follow Knowledge	Understand	Understanding the Label
Like Disliking Favor Taste Genetic disorder	Allergies	Allergies
Convenience Ready to Catch Availableness Presence Easy to get At the market	Availability	Availability