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The milk market in Angola:
Parents Decisions towards Children nutrition

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ABSTRACT

The purpose of this project is to understand the factors that affect Parents' decisions when buying milk or substitutes for their children in Angola. After an extensive research on secondary data of the milk and substitutes market, a qualitative research focused on 30 individual was made in order to understand the reasons and constraints behind parent's consumer behavior. Results confirm that powder milk has a pronounced expression in this market. As for the influences, price and brand recognition are more important for parents than children's preferences and nutritional values. The implications of these conclusions on companies and politics are explored.

Children | Consumer Behavior | Brand power | Milk and substitutes Market | Angola

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1. Introduction

Parents' consumption behavior concerning children's nutrition and well-being can be influenced by multiple reasons. In developed countries parents feel biased by specialists' opinions and by the children's opinion (Stavkova, 2007; Ogba, 2010). However in developing countries making the best decision to the child can be a hard thing to do and the participation of the child is less likely to happen, since the products' availability can be limited and the information is not evenly spread (Niklas, 2001; Taylor, 2004).

It is in the early childhood (age 1-5 years) that food behaviors and preferences are made and dislike for new foods, food jags (favoring only one or two foods) and picky eating can occur (Story, 2002). During this stage, parents and caretakers are responsible for what foods are provided and it is expected a rapid growth, changes in the physical, cognitive, communicative, and social development (McGinnis, 2006). However, it is known that children growth within countries such as Angola is a big concern and still nowadays there are findings of undernutrition: low height for age (22%), low weight for height (13%) and low weight for age (7%) (Fernandes, 2013).

2. Literature Review

In consumer behavior, decisions are influenced by the individuals cognitive abilities, literacy, economic situation, budget allocation (spend living), national culture and role of long-term priorities (Peterson, 2015). Whereas in Portugal the life expectancy is around 79 years, in Angola is 55 (Index Mundi, 2014), due to the lack of health conditions (Sousa-Figueiredo, 2012). This may have a direct impact on the long-term priorities of Angolan population as consumers.

As for children, McNeal states there are 5 stages on children consumer socialization: they start by going to the shop and observing. Then, reaching the 24 months, they start doing some requests: pester power. Further they start actively participating on decisions, around age of 4; the fourth stage is about doing independent purchase accompanied by their parents and finally they become 100% independent purchasers. (McNeal, 1992).

While purchasing with parents, children may have different behaviors towards influencing parents' decisions. This influence depends on product category, age and family communication pattern. Family, peers and media are major agents to develop children's consumer skills, knowledge and attitudes (consumer socialization) (McNeal, 1993; Carlson, 1994).

Children power of influencing parents purchasing behavior has been increasing and decision making is seen as collaborative (Sharma, 2013). This influence increased in 360% over the last 30 years (McNeal, 1998). This influence is seen in almost 50% of purchases. However, different attitudes on the store influence more or less parents' decision: verbal and pointing attitudes are strong influences (between 1 and 3 years old, 36% behave like this), trying to reach the product has medium influence and placing some product on the basket has low impact (Balcarová, 2014). While parents rather go alone shopping as it is easier and faster, children enjoy the process. Children act as influencers, information collectors and initiators of the purchase whereas parents are the decision makers (Nørgaard, 2011; Nørgaard & Brunsø, 2007).

A study regarding cereals purchase in the supermarket, using the direct observation method, concluded that when the child initiated the interaction, 46% demanded the product while 20% requested. Only in 6% of those situations parents suggested another cereals and mostly were refused. When it was the parents initiating, they allowed the child to choose the cereal and bring that one. In addition, it was also seen that younger children choose more than older and conflict almost never happens (Gaumer, 2009).

As for fast moving consumer goods, a study focused on rural places saw that in those markets, brand loyalty is very high and that children have more information regarding the products than parents and so parents rely more on children's opinion (Sharma, 2009).

Lastly, on a study on chocolate milk, parents were influenced by the information on the label and product characteristics: they primarily chose products with natural sweetener and reduced fat as well as added vitamins, minerals and proteins. (Li, 2014).

When talking about the different types of milk that can be given to a child, it has been proved that giving powder milk does not benefit the most when it comes to nutritional values (Hoppe, 2008). Natural milk is free from antibiotics and hormones (Muehlhoff, 2013). Nonetheless, it depends on the specific product as it can include additional nutrients, in any of the categories.

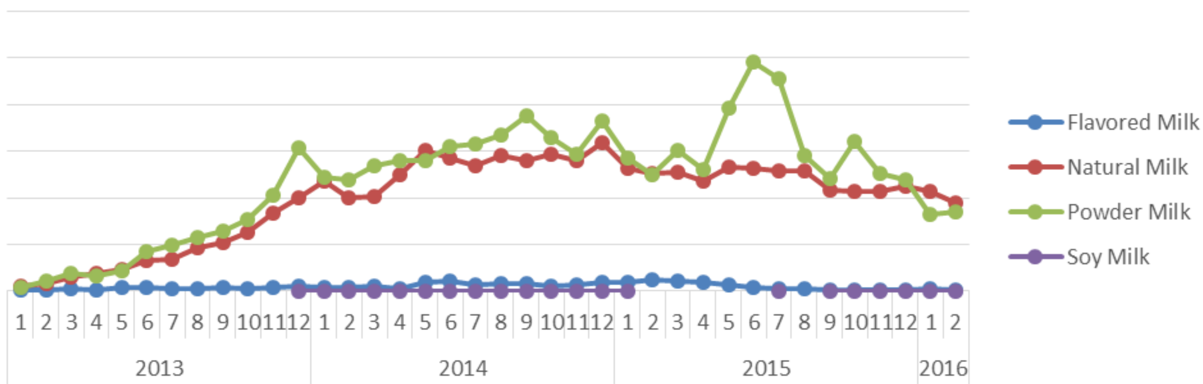
As for milk consumption in Angola, the reasons for the choice between natural milk and substitutes (powder milk) vary from the availability of the product on the market, lactose intolerance, culture and traditional beverages preferences (Habgood, 1998).

3. The Milk and Substitutes Market in Angola

Angola is a country of 24.3 million people, where 27% (6.5 million) live in Luanda (INE Angola, 2014). The market in Angola is very dynamic. It is a country that relies on imports of most products. It is the 79th biggest importer in the world with imports in 2013 amounting 22 billion USD dollars and have been growing on an annual rate of 2.5% (OEC, 2014). Exports are almost only concentrated on oil based products. As a result, it is affected by the availability on the products within the market and therefore issues concerning transportation, licensing and others restrict the amount of product available in the market and milk is no exception.

For this study, the categories considered for the market were natural cow milk (UHT), powder milk, soy milk and flavored milk although the last two have not much significance within the market, as you can see on figure 1.

Fig. 1. Types of Milk in the Market



In 2015 Angola produced 11.5% of the internal consumption of milk. This is a value that has been growing, since in 2012 this value was 5%, and the reasons behind this growth are related to Government financial incentives for national production to be empowered. However, the few national producers still struggle for expression on supermarkets as the amount imported has a strong presence on the supermarkets' shelves.

As for the amount of milk imported, from the 22 billion USD dollars, approximately 0.8% were allocated for milk, which translates into 176 million USD dollars (OEC, 2014). As for the growth, the annual rate is around 0.35%. However, looking only to food products, imports grew 94% between 2013 and 2014 and one of the major contributors was powder milk with a growth of around 100%.

Nevertheless, there can be constraints to the imports of milk or even to elements for the Angolan production of milk. Over the last two years, changes in import's tariffs and licensing restrictions have made it more difficult for companies to import the same quantities as before.

3.1. Players in the Market

As for the players in the market, there are three kinds of internal competitors in this market: national producers, foreign companies that have local plants for packaging and importer businesses.

Firstly, from the national producers, there is only one company that stands as natural milk producer which is Lactiangol. This product represents 40% of the business and it is a company that has been growing, in 2013 10% in the private sector with sales of 35 million USD dollars. In 2014 they produced, on average, 13 thousand liters of milk per day.

With the perspective of a gap in the market, the Angolan agricultural firm Novagrolider is actually investing on this market so that internal supply becomes stronger.

Nestlé is the best example as a foreign company that, due to its importance in the market, invested on a local factory to package the most known brand in the milk powder market: Nido. Although this business includes other milk brands, Nido is the one with greatest expression in the market.

Lastly, the main importers of these categories are, for powder milk, Netherlands (44%), New Zeeland (16%), , Malaysia (11%), Ireland (8,5%), Brazil (7%) while for natural milk Portugal (75%), Belgium (12%), France (4,4%) and others with less expression.

In terms of competition conditions, there are barriers to entry. As seen before for importers the costs of transportation can be decisive and also economies of scale since importing small amounts is not attractive. As for new producers, the limitation of the inputs availability, the other brand's reputation and economies of scale can be decisive for entering the market.

3.2. Marketing Approach

In what concerns advertising milk in Angola, as most items are imported by traders, there is no focus on promoting this type of product by brand or characteristics so finding a TV ad or a billboard is very unlikely. Marketing is mainly dedicated on price communication hence retailers' promotional flyers including milk are the most probable.

Even so, there are some exceptions and Nestlé created a TV ad for Nido's milk in Angola. The main idea that the advertisement tries to provide for children is that drinking this powder milk is already involved on their daily routine among other healthy steps like washing hands and brushing teeth. As for parents, it is mentioned the nutrients included and it implies that this product helps growing well, giving strength and the right nutrition. The final logo says “your love, their future”, emphasizing the importance on giving the right nutrition for children now to guarantee their future.

Some example of Angolan retailers’ flyers and pictures of Nido’s advertisement can be observed on Appendix 1.

Regarding the products range in the market, the national main producer, Lactiangol, is present since 1994. As for importers, during Angola’s civil war (ended in 2002), the only retail business running was *Pão de Açúcar*, that never stopped selling Mimosa milk. As for Nestlé (Nido, Nan and others), it is present in this market for over 50 years (before independence). In this way, there is evidence that the range is already large for at least 20 years which allows companies to create marketing beliefs and consumers to stablish their preferences.

4. Research Question and Methodology

Taking into consideration the country and market conditions, this research was focused on finding the variables that most affect Parents’ decision making to what concerns buying milk or its substitutes for their children in Angola.

In this way, the study used a mix of methodologies to take the insights needed: a qualitative research focused on individual interviews with parents of children between 1 and 5 years, to understand which are the key reasons and constraints to make the best choice for a child good nutrition. In addition, a quantitative study of the milk and substitutes market in order to know the evolution of availability and consumption of this kind of products.

For the interviews, based on the Laddering methodology (Malhotra, 2009), there was a focus on finding the reasoning behind the parents' behavior so that we could create a hierarchical list of the reasons that most influence the purchasing between milk and its substitutes for children. However, to understand that behavior, different characteristics were studied:

Personal data – For context, it is important to understand if the parent answering is a male or female, their age, education level, income, where they live and where the child spends most time of their days;

Family Characterization - How many children the family has and their ages.

Children Nutrition habits - It was asked to be described the food given to the child on a normal day in order to understand if milk was spontaneously and naturally referred.

Children shopping habits - If the child goes on grocery or other kind of shopping with their parents.

Milk consumption - It was asked if the child drinks milk and, if so, which kind of milk (powder or natural) and the reasons behind these choices;

Decision process for buying milk and loyalty - In this area, two different things were seen: the brand bought most frequently and the importance of loyalty and who makes the decision of which milk is going to be bought and which variables weight more on the decision process.

The structured guideline that was created for the interviews can be consulted on Appendix 2.

5. The Market's Behavior

Built on a data base from 302 grocery stores in Luanda, spread among different neighbors (partially represented on Appendix 3), sales to the final consumers were analyzed over the last 4 years (2013 until February 2016) in order to understand the consuming patterns of Angolan population. Note that, to certify that the volume analysis was accurate and all data was on the same measure, powder milk quantities were converted to liters on the order of 100 Lt for 13 Kg of powder milk.

Fig. 2 . Sales in Lt

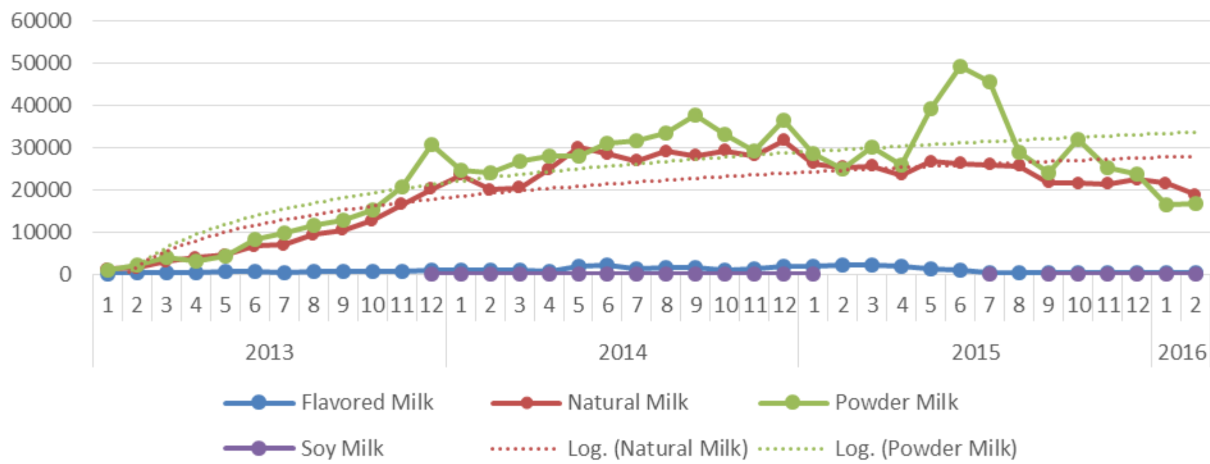


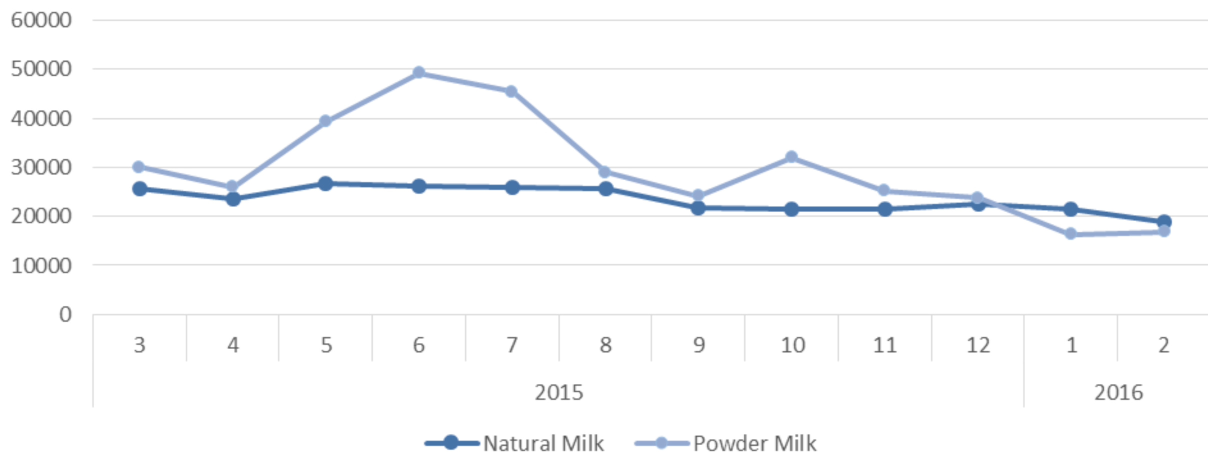
Table 1 - Average quantity (liter) per month

Year	Flavored Milk		Natural Milk		Powder Milk		Soy Milk		Total
2013	573	3%	8 091	43%	10 333	54%	2	0,01%	18 999
2014	1 315	2%	26 709	46%	30 298	52%	5	0,01%	58 327
2015	1 053	2%	24 352	43%	31 474	55%	16	0,03%	56 895
2016	323	1%	20 154	54%	16 605	45%	22	0,06%	37 104
2013 - 2016	946	2%	19 740	45%	23 644	53%	10	0,02%	44 340
2014 - 2016	1 118	2%	25 117	45%	29 788	53%	10	0,02%	56 033

Considering the liters sold in this last few years in figure 2 – evolution- and table 1 - average, flavored and soy milk do not show to be products that will grow in the market and that have much significance, with an average of 1 118 and 10 liters per month respectively. As for powder and natural milk, both have a similar behavior despite some variations due to specific occasions that will be explored further one. The powder milk sales are always above the natural milks until the beginning of 2016, although the difference is only about 5 thousand liters on average. As for the tendency, calculating a logarithmic trend line for adjustment of the fast variations, it can be concluded that both categories will keep growing as well as powder will still sell more than natural milk.

Regarding the average sales per month, except for powder and soy milk that keep growing every year (2013 to 2015), the others have a slight cutback from 2014 to 2015. As for the overall average, the one including 2013 to 2016 is influenced by the fact that from 2013 to 2014 the amount of grocery stores doubled so the amount of sales is expected to grow significantly as well. However, considering only 2014 onwards, where the number of stores analyzed each year is the same, natural milk sells 25 thousand litters per month and powder milk approximately 30. If divided per store, it turns into 83 and 99 liters respectively.

Fig. 3 . Sales in Lt - 2015 to 2016



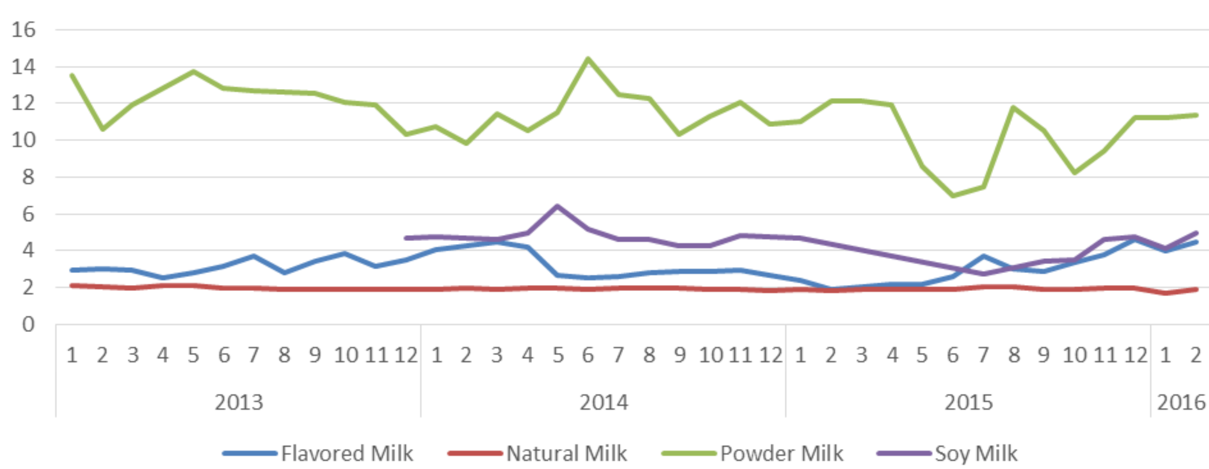
Looking more carefully at the last year, three different cycles can be identified, detached when sales of powder and natural milk are almost the same. The first one is between May and June of 2015. The month with more significant difference had a gap of about 23 thousand liters. This sequence can be explained by the Government's interdiction on licensing for imports as it delayed company's shipments to Angola.

The second stage, in October 2015, had a minor impact on the differential on types of milk, in the order of 10.5 thousand liters. Since this was the beginning of summer, that may be the reason behind that choice as there are storage concerns. In addition, in August of this year, the Kwanza (Angolan currency) started depreciating and that may affected Angolan people concerning their spending.

Finally, the year of 2016 started with the opposite behavior from consumers as powder milk sold less 5 thousand liters than natural milk. This performance illustrates the crisis that is being lived in Angola. Since companies cannot take out their money, they are not able to pay suppliers and refill their stock and, in consequence, there are lack of raw materials to be imported or even product to be sent. This encouraged stores to increase prices on products and people started making choices based on the cost it represented.

Pricing can be determined by different factors: manufacturing and transportation costs, market position and competition (Besanko, 2012). All of these influences are discussed along the study so, considering sales from the grocery stores, the final prices and their evolution are now the focus. For this analysis, the devaluation of the kwanza regarding the USD dollar was considered.

Fig. 4 - Average Price (per unit - Kg/Lt)

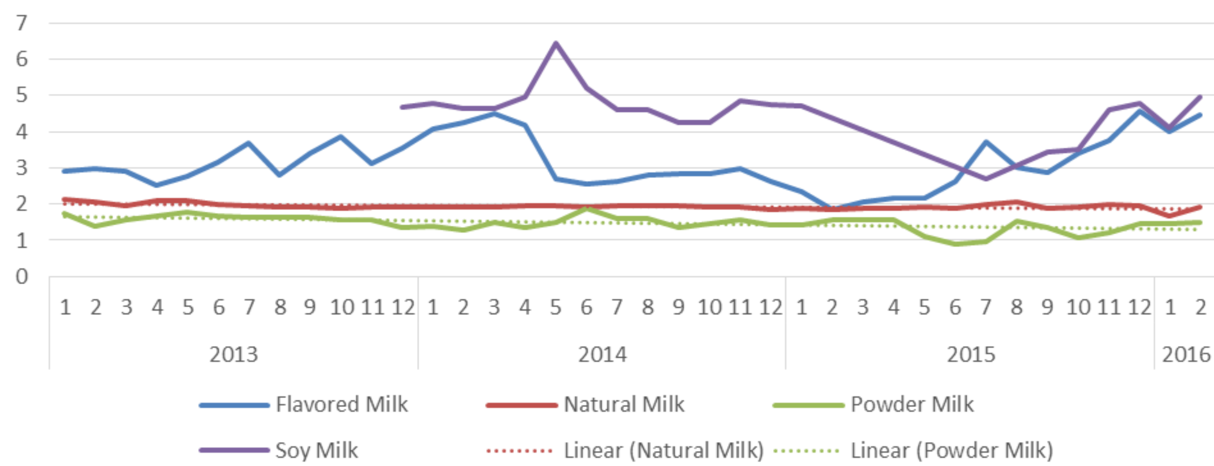


Looking at the price for Kg (powder milk) and liter (all the others), the difference is significant. Whereas a kilogram of powder milk costs, on average, 11$, a liter of natural milk is 2$. As for the flavored milk, 3$ and soy milk about 4$.

As for the behavior across the timeline, the natural milk shoes a strong stability, considering that is a basic product, the changes in cost or availability in the market do not affect the final price. This means that the only changes are caused by the fluctuation of the Kwanza's exchange rate.

On the other hand, the powder milk's price per kg is not as stable. In June 2015 it had the lowest price within the four years, 7$, while it achieved its highest in the same period in 2014 of 14$, the double. Looking at the last months, due the current economic situation in the country, the tendency is for all prices to grow.

Fig. 5 - Average Price (per liter)



Despite the previous analysis, when the price per liter is calculated for the powder milk, the behavior is altered. In this situation, the powder milk becomes the cheapest choice. The difference between its price and natural milk is decimal. When the difference is in its highest is about 90 cents and in lowest of 10 to 20 cents. Looking at the trend, it shows to continue this way.

In addition, while soy and flavored milk are characterized by their variability with a growing leaning, both natural and powder milk show stability in the short and long-run.

Taking this into account, this market can be considered as a monopolistic competition since it has many sellers but the products can be differentiated (Bensako, 2012).

In summary, the milk market in Angola is characterized by powder milk having greater expression than natural milk. Historically this choice could be explained by the lack of home conditions to store natural milk. However, nowadays that is no longer an explanation for most cases and so the reasons behind that difference in consumption can vary from product availability to price changes or even a cultural preference. When making a choice concerning a child's nutrition, the motivations towards consumer behavior may differ.

6. Interviews' Results

6.1. Family Characterization

From the 30 interviewees, 83% were female. The average age was of 27 and the mode was 24 years. From these, 61% live in Luanda while the remaining live on smaller provinces around Luanda. In what concerns family composition, families have on average about 2 children although 52% of the interviewed only have 1 child. As for the ages of those children, the average is of 3 years while the mode was of 5 years (30%) so a significant part of the answers corresponds to older children which can evidence different behaviors from younger.

As for income, the average per person is 39800 Kwanza which means about 215 euros per month. In 78% cases both parents are currently working and their study level is considerably high as 40% have high school level and other 31% have a degree.

Considering that most parents work, the place and people with which children spend their day may influence their nutritional behaviors. From the interviewed parents, 57% of their children spend the day with another acquainted, from cousins to older brothers/sisters, and only 22% are already at school / kindergarten. The remaining are guarded by parents or a care taker.

6.2. Children Nutrition and Shopping Habits

When asked about the feeding habits of their children, only 1 in 4 mentioned milk spontaneously as part of their daily nutrition as well as other baby foods. Half of the children already eats like their family thus a varied alimentation, which is due to reasons such as:

"I have to take care of many so I make the same for everyone" (5 children, youngest with 2 years).

Finally, a few (13%) answered that what they choose for their children to eat is healthy food:

"(...) my concern is that I give the best for my baby to be healthy and grow strong".

In what concerns the participation of the children on the purchasing decisions, 65% attend the family's grocery shopping whereas 61% participate on other shopping like books, clothes and others. From those who do not attend grocery shopping, 75% attend the other type (books, clothes and others). When asked why,

"On the grocery he is more demanding, starts asking for sweets and other things he wants while on the shopping center he is less participant" (Mother of a 5 year-old boy).

6.3. Children's Milk Consumption

As for Children's consumption of milk, only 4% did not include this type product on their nutritional habits and the reasons behind that decision were the children's dislike of that product.

There was no evidence of allergy cases. From the 96% of children that consume milk, 64% prefer powder milk over natural milk while the remaining 36% consume natural milk.

The reasons behind that choice vary from the children's preference, the easiness of the product's usage and the nutritional value for the child. From those who choose natural milk, 63% are due to the easiness while 25% recognize that it is the best type of product for their child's healthiness and growth. However, those who prefer powder milk have more disperse reasons: 29% believe it is an easier product to use, 21% choose regarding their child preference and 7% consider this as a more nutritional product. As for unlikely reasons, powder milk is used in case of medical order or lack of breast milk.

When discussing the possibility of choosing between a powder or natural milk, all other factors constant like quantity, price and nutritional values, 44% of parents chose natural milk, 50% because *"it is what I always buy"* while 37.5% because *"it is the best for them"* and the remaining for the reason that it is easier to use. Secondly, 33% of parents chose powder milk and the reasons behind that are, once again, more variable, since nutritional value (17%), *"I don't have to put it on the refrigerator or anything, you just open, use it and it is still good"* (17%), children preference (17%) and others. The remaining 17% parents chose to stay with the same type of milk due to brand loyalty. From those 17%, 75% give to their children natural milk: *"I would keep giving her what she likes."*

6.4. Decision Process and Loyalty

In what concerns the process of buying milk, the decision makers are only among parents and children, which is, there is no evidence of other influencers for the choice except the one case of medical order. In 62% cases, it is the mother who chooses which milk is going to buy. Further, in only 10% both parents discuss the decision, and on another 10% the child makes that decision:

"(when it comes to our child) as we both make grocery shopping, we make those decisions together"

To study the factors that weight on this decision, there was a focus on 4 main elements: Price, Brand, Children preference and Nutrients on the label. Price is a very extreme factor as it is, in most cases, the most weighted factor (41%) or either the least or not considered (41%). As for brand, it is the one that is always considered as the first (41%) or second (59%) most weighted factor. It is never chosen as the third or fourth factor. Children preference's is seen as the third factor in 59% cases and the nutrients on the label were chosen as the fourth choice in 55%. When looking at these factors (children's preferences and nutrients on the labels) on other weights, choosing as first or second reason almost never happens. In that sense, in an overall analysis, price and brand are both equally first factors, the most frequent second factor is brand, the third children preference and fourth the nutrients on the label. On this study, there was given the choice for parents to suggest other factors that they could consider as important. However, there was no suggestion given.

When comparing this weight distribution between powder and natural milk, both show the same behavior previously mentioned except for natural milk where brand is considered most times as the second more weighted factor (75% times).

The brands that are most popular among parents are, for powder milk consumers, Nido (79% chooses this brand). However, for natural milk, 75% choose mimosa and the remaining 25% choose Lactiangol. When asked if they were loyal to the brand, 48% parents said:

"No, I use different brands depending on what is on the store".

From that percentage, 64% consume powder milk while 36% use natural milk. As for the ones that are loyal to the brand, 55% use Nido's milk.

From the 18 brands presented (Figure 6), consumers recognized on average 11 of those. The ones that are less popular are brands such as Terra Nostra, Matinal and Primor. Although these brands are well known for Portuguese consumers, very few companies import them in Angola and in small volumes. Concerning availability to try new brands, 65% of parents did not show curiosity to try anything new. When asked why, "I am happy with what I buy". From those, 36% already new more than 11 brands so the disposition to try new products can have an inverse relation with the market's knowledge.

Fig 6. – Milk brands for Interviews

7. Conclusions

Combining both analyses, parents' interviews and the market, we can conclude that choosing powder milk over natural milk is a general choice, also seen in case of children's nutrition. While in the overall market we can consider price as a big influencer, as the price per liter from a powder milk is more competitive than others, when parents had to choose regardless price, quantity and nutrients, powder milk was still a greater choice than natural milk. This reveals a cultural bias towards this product.

The choice of powder milk can also be analyzed on the perspective of a marketing driven behavior. However, as advertisement does not have great expression on Angolan marketing activities, the influence from marketing is not relevant.

Regarding consumer behavior, when choosing milk, mutually parents and children participate on the decision. In most cases, the mother is the decision maker leaving the remaining as influencers. As for the factors that most weight on this decision, price varies as the most or the least important, regardless the type of milk. Brand has always a high weight on the choice with the children's preference right after. The less weighted factor is the nutritional information on the label. This order of factors is almost independent of the type of milk as the behavior is very similar. Nonetheless, price has greater impact than brand more often when choosing a natural milk.

Looking at the answers on the interviews, some show that not always what is seen as a belief matches the behavior, namely when talking about loyalty to the brand. When asked directly less than 50% consider themselves loyal towards a brand. However, when seen as a factor for buying milk, brand has a significant weight on the decision.

To end with, these results can have an impact on different aspects in Angola. The lack of consideration on nutritional value's importance for children's health seen on parents can arise a political issue in the sense that there still is lack of information on health in this type of countries.

In addition, parents focus on price and brand has two direct effects on the market. For distributors (retailers and traders), it is a matter of price, so price war and negotiation are key for good results. Hence, they need to be informed on the spot about competitors' and suppliers' prices which can be difficult to monitor. As for the brand, milk producers' efforts will be on building a strong and reliable brand that give confidence for parents to rely on this brand for their children. This will affect new players entering the market as a smaller brand will have more difficulties. Also, it will give more power to producers over distributors which may affect the price. Lastly, on a marketing perspective, it implies a greater expression on advertisement activities by producers in order to transmit the values their product has for children, similarly as Nestlé's commercial.

8. Limitations and Future Research

The main limitation of this study is the number of interviews. Considering the size of the country, it would be more significant to have a greater representation of the population. As for the methodology, by using parent's interviews, the results are influenced by the adult's decision and reasoning of what is said which not always matches the behavior. Adults may answer what they think it is correct or morally accepted instead of what they do in reality. In addition, when it comes to studying children as consumers, using parents as a channel, some behaviors can be lost.

As for future research, considering scale and location, this study was focused on Luanda due to physical and logistic issues but it would be interesting to study this across Angola and understand the differences between big cities and the small villages. In addition, studying the same in Portugal could arise the differences between developing and developed countries.

Finally, the interviews results' could be analyzed with the perspective of segmenting parents as representatives of children's consuming behavior and use it to apply on marketing approaches for milk producers and sellers in Angola.

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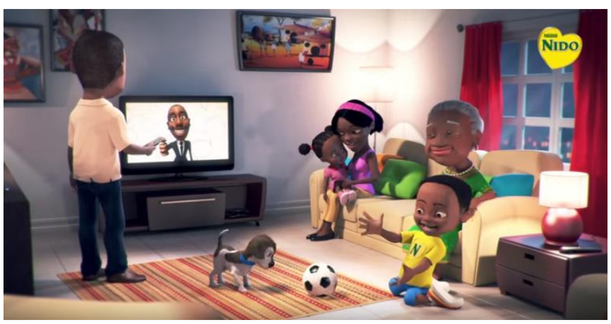
Appendix 1 – Marketing figures

Flyers

Nido’s Commercial (taken from video)



Appendix 2 – Interview's Guideline

Entrevista - Leite para crianças em Angola

O meu nome é Joana Galvão. Tenho 23 anos e estou a tirar um mestrado em Gestão na universidade Nova de Lisboa. Trabalho para a empresa Mega há 3 anos como analista e por isso tenho grande interesse no mercado Angolano. Para terminar o meu mestrado, no âmbito da área de Marketing, estou a fazer um estudo do consumo de leite das crianças em Angola para o qual gostaria de solicitar a sua colaboração.

1 – Dados Pessoais

Género/Sexo Idade Local onde reside

Qual o seu nível de rendimento? O seu(sua) conjûge trabalha?

Você estudou? Se sim, até que nível? E o seu(sua) conjûge? Se sim, até que nível?

2 - Caracterização Familiar

Tem filhos? Quantos? Que idade têm?

3 – Alimentação Criança

O que costuma dar ao seu filho?

4 – Consumo Leite

O seu filho costuma beber leite? Se não, alguma razão pela qual ele não bebe leite?

Se sim, que tipo de leite lhe dá?

Porquê essa escolha?

5 – Marcas de Leite

Qual a marca de leite que dá ao seu filho?

Compra sempre essa marca ou vai variando?

Tenho aqui uma lista de marcas de leite vendido em Angola. Pode dizer-me quantas conhece?

Das que não conhece, há alguma que desperte curiosidade em experimentar?

6 – Processo Decisão de compra de leite

Quem é que decide o leite que compra?

Pode ordenar, por ordem de importância, os critérios que tem em conta quando escolhe este alimento para o seu filho (1 – mais importante a 5 – menos importante):

	Preço
	Marca
	Preferência criança
	Tipo de nutrientes destacados na embalagem
	Outro:

7 – Teste de novo produto de Leite

Se tivesse um leite em pó e um leite natural lado a lado que teriam o mesmo preço, a mesma quantidade e os mesmos nutrientes qual compraria para o seu filho?

Porquê?

8 - Outros dados sócio-demográficos

O seu filho vai consigo às compras para a casa (mercearia)?

E para outras compras (roupa, artigos de casa, livros, etc)

Onde fica o seu filho durante o dia? (escola, casa própria com pai/mãe, empregada ou familiar)

Appendix 3 – Luanda's Map – Grocery stores' location