

Parents' Attitude, Behavior and the Factors Affecting Their Selection of Milk Products for Pre-school Children

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The purposes of this study were to investigate the attitude and behavior of parents upon selecting milk products for their pre-school children as well as the factors that influence the selection. This survey research was conducted by self-administered questionnaires in the 37 parents of pre-school children. The data was statistically analyzed by program SPSS. The results revealed that 86 subjects (28%) still use the infant formula and 210 subjects (68.4%) use the follow-up formula. Of these, 78 (25.4%) were the flavored and 126 (41%) were unflavored types. 236 subjects use the drinking milk together and the mean age to start using the drinking milk was 24 months of age. Three most important factors that affect the selection in both powder milk and drinking milk are FDA certification, the manufactured or expiry date, the nutrition values on food label, respectively. Level of education of parents significantly affects the selection of products ($p < .05$). Also, parents' attitude significantly affects their choices of the sweetened and fresh milks due to the taste, the favor of children, the prevention of sweet addict habit and the causation of caries ($p < 0.01$)

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