

Report
on
Post Launch Study on Micronutrient Powder 'MoniMix'

Submitted to:

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**SUBJECT: SUBMISSION OF REPORT ON POST LAUNCH STUDY ON
MICRONUTRIENT POWDER 'MONIMIX'**

Dear Mr. Khan:

Enclosed please find the report on "Post Launch Study on Micronutrient Powder 'MoniMix". We would like to put our gratitude to you and your colleagues for extending full cooperation to complete this study. We would appreciate your early comments on it.

Please feel free to contact us if you need any further clarification on the submission.

Sincerely,

Managing Director

for
B.Z.

ABBREVIATIONS

AIDS	ACQUIRED IMMUNE DEFICIENCY SYNDROME
BAP	BANGLADESH AIDS PROGRAM
BCC	BEHAVIOR CHANGE COMMUNICATION
BDHS	BANGLADESH DEMOGRAPHIC HEALTH SURVEY
HSC	HIGHER SECONDARY CERTIFICATE
IDA	IRON DEFICIENCY ANEMIA
IEC	INFORMATION EDUCATION AND COMMUNICATION
MFP	MOBILE FILM PROGRAM
ORS	ORAL REHYDRATION SALT
PPS	PROPORTIONATE TO POPULATION SIZE
RFP	REQUEST FOR PROPOSAL
SMC	SOCIAL MARKETING COMPANY
SSC	SECONDARY SCHOOL CERTIFICATE
STD	SEXUALLY TRANSMITTED DISEASE

TABLE OF CONTENTS

Section	Page
EXECUTIVE SUMMARY	vi
CHAPTER ONE.....	1
INTRODUCTION AND METHODOLOGY.....	1
1.1 Overview of SMC.....	1
1.2 Background of the study.....	2
1.3 Purpose of the study	3
1.4 Methodology of the study	4
CHAPTER TWO.....	9
CHARACTERISTICS OF PARENTS/CAREGIVERS OF CURRENT MoniMix USERS.....	9
2.1 Age of respondents	9
2.2 Educational attainment	9
2.3 Occupation of respondents and their spouse	10
2.4 Demographic and family information.....	10
2.5 Monthly income and wealth index.....	11
CHAPTER THREE.....	12
KNOWLEDGE AND PRACTICE ON IDA.....	12
3.1 Knowledge on nutritious food.....	12
3.2 Necessity of nutritious food for children	12
3.3 Knowledge on iron containing food	13
3.4 Knowledge on iron deficiency anemia	14
3.5 Signs and symptoms of anemia.....	14
3.6 Consequences of IDA.....	15
3.7 Preventive measure of anemia	16
3.8 Knowledge on supplementary food	16
3.9 Children ever suffered from anemia and treatment seeking behavior	17
3.10 Treatment prescribed by service providers	17
CHAPTER FOUR	18
KNOWLEDGE AND PRACTICE ON MoniMix	18
4.1 Perception about MoniMix	18
4.2 Sources of information about MoniMix	18
4.3 Reasons for feeding MoniMix to children.....	19
4.4 Purchase pattern of MoniMix	19
4.5 Problems experienced in purchasing MoniMix.....	20
4.6 Using pattern of MoniMix	20
4.7 Knowledge and practice on MoniMix	21
4.8 Knowledge on quantity, course limit and supplementary food for MoniMix	22
4.9 Using time and supplementary food for MoniMix	23
4.10 Changes noticed due to MoniMix use	23

4.11	Satisfaction level of MoniMix	24
4.12	Price sensitivity and future intention to use MoniMix	25
CHAPTER FIVE.....		27
MEDIA HABIT OF RESPONDENTS.....		27
5.1	Electronic media exposure.....	27
5.2	Print media habit	28
CHAPTER SIX.....		30
CHARACTERISTICS OF PARENTS OF POTENTIAL MoniMix USERS		30
6.1	Age of respondents	30
6.2	Educational attainment.....	30
6.3	Occupation	31
6.4	Demographic and family information.....	31
6.5	Monthly income and wealth index.....	32
CHAPTER SEVEN.....		33
KNOWLEDGE ON IDA AMONG PARENTS OF POTENTIAL MoniMix USERS.....		33
7.1	Knowledge on nutritious food	33
7.2	Necessity of nutritious food for children	33
7.3	Knowledge on iron containing food	34
7.4	Knowledge on IDA, signs and symptoms of IDA	35
7.5	Consequences of IDA.....	35
7.6	Preventive measure of anemia	36
7.7	Knowledge on supplementary food	36
7.8	Children ever suffered from anemia and treatment seeking behavior	37
CHAPTER EIGHT.....		38
KNOWLEDGE ON MoniMix AMONG PARENTS OF POTENTIAL MoniMix USERS		38
8.1	MoniMix and its sources of information	38
8.2	Reasons for not feeding MoniMix to children	38
8.3	Future intention to use MoniMix	39
8.4	Reasons for using MoniMix in future	39
8.5	Suggested media to increase awareness on MoniMix.....	39
8.6	Suggested place to make MoniMix available	40
CHAPTER NINE.....		41
MEDIA EXPOSURE OF PARENTS OF POTENTIAL MoniMix USERS		41
9.1	Media habit and exposure of respondents	41
CONCLUSIONS AND RECOMMENDATIONS		42

CONTENTS OF TABLES

Section	Page
Table 1: Proportional distribution of respondents by division.....	6
Table 2: Proportional distribution of respondents by division according to user type.....	6
Table 3: Background characteristics of respondents (in percent)	9
Table 4: Occupation of respondents and their spouse (in percent)	10
Table 5: Distribution of demographic and family characteristics (in percent)	10
Table 6: Monthly income and wealth index distribution (in percent)	11
Table 7: Knowledge regarding signs and symptoms of anemia (in percent).....	15
Table 8: Knowledge regarding consequences of anemia (in percent)	15
Table 9: Knowledge of the respondents regarding prevention ways of IDA (in percent)	16
Table 10: Knowledge of the respondents regarding supplementary food (in percent)	16
Table 11: Suffering from IDA and treatment seeking behavior of children (in percent)	17
Table 12: Services provided by service providers (in percent)	17
Table 13: Knowledge of the respondents about MoniMix (in percent)	18
Table 14: Respondents' knowledge about the sources of MoniMix (in percent)	18
Table 15: Reasons for feeding MoniMix to the children (in percent)	19
Table 16: Purchase pattern of MoniMix (in packet)	20
Table 17: Using pattern of MoniMix (in percent)	21
Table 18: Knowledge and practice on MoniMix (in percent)	22
Table 19: Knowledge on quantity, course limit and supplementary food for MoniMix (in percent)	22
Table 20: Knowledge regarding using time and supplementary food for MoniMix (in percent)	23
Table 21: Changes observed of the children after having MoniMix (in percent)	24
Table 22: Satisfaction level of the respondents on MoniMix (in percent)	25
Table 23: Distribution of price sensitivity and future intention to use MoniMix (in percent)	26
Table 24: Electronic media exposure of the respondents (in percent)	27
Table 25: Print media exposure of the respondents (in percent)	28
Table 26: Background characteristics of respondents (in percent)	30
Table 27: Background characteristics of respondents (in percent)	31
Table 28: Distribution of demographic and family characteristics (in percent)	31
Table 29: Monthly income and wealth index distribution (in percent).....	32
Table 30: Knowledge regarding signs and symptoms of IDA (in percent)	35
Table 31: Knowledge regarding consequences of IDA (in percent).....	36
Table 32: Knowledge of the respondents regarding prevention ways of IDA (in percent)	36
Table 33: Knowledge of the respondents regarding supplementary food (in percent)	37
Table 34: Knowledge of the respondents about MoniMix brand (in percent)	38
Table 35: Reasons for not feeding MoniMix to the children (in percent)	38
Table 36: Future intention to use MoniMix (in percent).....	39
Table 37: Reasons for using MoniMix in future (in percent)	39
Table 38: Suggested media to increase awareness on MoniMix (in percent).....	40
Table 39: Suggested place to make MoniMix available (in percent)	40
Table 40: Media exposure of respondents.....	41

CONTENTS OF FIGURES

Section	Page
Figure 1: Knowledge regarding nutritious food (in percent)	12
Figure 2: Knowledge regarding importance of taking nutritious food for children (in percent)	13
Figure 3: Knowledge regarding iron containing foods (in percent)	14
Figure 4: Knowledge regarding IDA (in percent)	14
Figure 6: Knowledge regarding nutritious food (in percent)	33
Figure 7: Knowledge regarding importance of taking nutritious food for children (in percent)	34
Figure 8: Knowledge regarding iron containing food (in percent)	34
Figure 9: Reported treatment seeking behavior of children by the respondents (in percent)	37

EXECUTIVE SUMMARY

A) BACKGROUND OF THE STUDY

In Bangladesh about 64 percent of the children aged 6-23 months and 42 percent aged 24-59 months suffer from Iron Deficiency Anemia (IDA). SMC has launched Micronutrient program in Bangladesh in 2008 to address malnutrition among under five children specifically Iron Deficiency Anemia (IDA) through in-home food fortification of complementary food with multiple micronutrient powder, MoniMix®. The overall objective of the study was to find out the level of current knowledge, attitude and practice of the caregivers and parents of under five children of Bangladesh on MoniMix. This study also emphasized to get initial feedback on this newly launched product and potential areas of improvement of its marketing approaches. Considering the information requirement, the main thrust of the study was quantitative and face-to-face interviews have been applied for the study. As per RFP provided by SMC current users and potential users (parent of under five years children) from both urban and rural setting across the six divisions were the target respondents for the study. Current users were the parents of MoniMix users children of under five years and potential users were those parents with children under five years who have not given MoniMix to their children. The total sample size for the study were 2463; where 1167 were the parent/caregivers of MoniMix users and other 1296 were the parents/caregivers of potential MoniMix users. Interviews were conducted through using structured questionnaire.

B) FINDINGS FROM PARENTS/CAREGIVERS OF CURRENT MoniMix USERS

Background Characteristics of Parents/Caregivers of Current MoniMix Users

Average age of the respondents was 30 years. Four percent respondents were illiterate and 9 percent had informal education. Majority respondents (34%) attended class 6-10 followed by completed SSC (15%) and primary education (12%). On the other hand, educational attainment of spouse was quite high where 28 percent completed graduate/master degree, 10 percent HSC and 14 percent SSC level. Majority of the respondents were the mothers and about 88 percent of the respondents were housewife and rests were mostly salaried employee. On the other hand, majority of the spouse were businessman (33%) followed by private service holder (17%) and farmer (12%). About three-fourth of the respondents reside in a nuclear/single family and average number of the family members for the study sample was five. It was found that about 14 percent of the respondents were involved in earning activities and average monthly family income of the urban respondents was taka 18,978 and rural respondents was taka 10,075. Overall, the proportion of wealth indexes was high among the respondents of Dhaka and

