

**Q23. Why do you prefer this package? What aspects are most appealing to you personally?**

	Tumbler			
	Total	type A	type B	type C
<b>n=</b>	<b>51</b>	<b>18</b>	<b>6</b>	<b>16</b>
Appealing baby picture/baby picture helps you to know that it's a product for babies	27%	78%	0%	0%
Appealing colors/colorful/like the colors used (GENERAL)	24%	17%	33%	31%
Clear layout/uncluttered layout/simple design	20%	17%	50%	13%
I like it the best/appealing packaging (GENERAL)	18%	6%	33%	31%
Picture of ingredients on the cover/able to see what flavor it is	14%	11%	17%	13%
Packaging is eye catching/catches your attention	12%	6%	0%	13%
Large lettering/appealing large font used	10%	0%	17%	13%
Mentions for a healthy tummy/easy digestion for babies	8%	11%	0%	0%
Has a friendly look to it/playful look/child friendly	6%	6%	17%	0%
Appealing pictures/like the pictures used (GENERAL)	4%	0%	0%	13%
Natural ingredients used/healthy food	2%	0%	0%	6%
Appealing pastel colors/like the light purple color/gentle colors	2%	0%	0%	0%
New/different	2%	0%	0%	0%
Modern look	2%	6%	0%	0%
Mentions that the product is rich in immuno-nutrients/good for the immune system	0%	0%	0%	0%
Pictures make the product look delicious/looks good	0%	0%	0%	0%
Natural looking/conveys 'natural' message	0%	0%	0%	0%
Other	2%	0%	0%	6%
None/nothing	0%	0%	0%	0%