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THAILAND: IN-HOME ETHNOGRAPHY

Ethnographic Validation of a C-Section Infant Formula Launch

Bangkok | C-Section Mothers

Partnering with Category Leaders in Infant Nutrition

BEYOND DATA:
EMBODIED CONSUMER INSIGHT

For a global nutrition leader, validating a C-section-specific infant formula launch in Thailand required more than traditional qualitative research.

Understanding feeding rituals, hygiene practices, and formula preparation behaviors demanded **real-world** observation within the home environment.

We facilitated in-home ethnographic sessions in Bangkok, enabling global stakeholders to observe:

- Bottle preparation rituals
- Water temperature decisions
- Hygiene handling nuances
- Family influence in feeding
- Packaging interpretation in context

THE BUSINESS CHALLENGE

Launching infant formula product in Thailand

Areas Requiring Deep Insight Prior to Launch

Cultural Receptivity
Understanding digestive health priorities of C-section moms

Competitive Differentiation
Clarifying product's unique value versus gentle formulas

Doctor Endorsement
Decoding doctor influence on C-section specific formulas

Packaging Clarity
Evaluating C-section messaging on-pack

INSIDE THE THAI HOME

Ethnographic Execution in Action

WHAT WE OBSERVED IN-HOME

Boiled water temperature balancing
Mothers combine freshly boiled and room-temperature water to achieve feeding-ready temperature while maintaining preparation routines.

Scoop leveling technique
Scoops are carefully leveled and measured, reflecting a strong emphasis on dosing precision..

Bottle sealing & gentle mixing
Bottles are gently rocked during mixing, aligning with mothers' focus on minimizing air bubbles and digestive discomfort.

Digestive health as performance indicator
Mothers monitor stool color and infant comfort cues as key indicators of formula suitability.

STUDY DESIGN

3 In-Home Ethnographies | Bangkok Metro | Mothers 21-40 | Infants 0-12 Months
C-Section Birth | Current Infant Formula Users

FROM OBSERVATION TO STRATEGIC CLARITY

Strategic Insights & Launch Implications

STRATEGIC TENSIONS IDENTIFIED

Digestive Comfort Drives Decision-Making
Mothers prioritize visible digestive reassurance over scientific or microbiome claims.

C-Section Variant Lacks Clear Differentiation
Perceived benefit overlap with “Gentle” formulas limits urgency to switch.

Doctor Role Is Confirmatory, Not Prescriptive
Healthcare professionals validate formula choices but rarely direct selection of specific variants.

Shelf Communication Does Not Signal Distinct Need-State
The C-section variant is not immediately understood as serving a unique requirement at point of purchase.

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From Field Reality to Launch Confidence

Ready to turn in-home ethnography into confident launch decisions?

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