Mothers’ experiences of using formula milk for infant feeding

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Introduction
"Mothers’ experiences of using formula milk for infant feeding" Many couples across Asia exerted effort to give birth to a baby in 2012, a trend that triggered both a fertility boom and a spending spree for infant formula. In Hong Kong, infant formula is sought after by mainland Chinese worried about food safety, with local parents complaining that they can no longer readily purchase it. The situation has created a unique social context in Hong Kong.

Objectives
The study’s aim is to explore women’s bottle-feeding experience in Hong Kong. The objective is to identify bottle-feeding women’s needs. The research question is: How do Hong Kong women describe their bottle-feeding experience?

Methodology
This study will employ a phenomenological approach to explore Hong Kong women’s experiences of using formula milk for infant feeding. About fifteen women aged 18 and above will be purposively sampled. Unstructured interviews of about one hour will be conducted, with transcripts then analyzed using the interpretative phenomenological analysis approach.

Result
The major limitation of the proposed study is that it will not include fathers’ bottle-feeding experiences or comparison of the study sample with women who breastfeed. However, given the scarcity of research on, and hence incomplete picture of, women’s experiences in this regard, the study’s findings will provide important insights into women’s use of, need for formula milk for infant feeding and the reasons of widespread popularity of formula milk use in Hong Kong.