



Attitudes, Subjective Norms, Perceived Behavioral Control, And Intention Towards Breastfeeding among Bangladeshi Primiparous Pregnant Women

ทัศนคติ บรรทัดฐานกลุ่มอ้างอิง การรับรู้การควบคุมพฤติกรรม และ ความตั้งใจต่อการเลี้ยงบุตรด้วยนมแม่ของสตรีตั้งครรภ์แรกในบังกลาเทศ

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บทคัดย่อ

นมแม่ได้รับการยอมรับจากองค์การอนามัยโลกว่ามีคุณค่าทางโภชนาการต่อการเจริญเติบโตของเด็ก และสร้างภูมิคุ้มกันของร่างกายการวิจัยครั้งนี้เป็นการวิจัยเชิงพรรณนาหาความสัมพันธ์ มีวัตถุประสงค์เพื่อ ศึกษาทัศนคติ บรรทัดฐานกลุ่มอ้างอิง การควบคุมพฤติกรรมตามการรับรู้และความตั้งใจต่อการเลี้ยงบุตรด้วย นมแม่ของสตรีตั้งครรภ์แรกในบังกลาเทศ กลุ่มตัวอย่างเป็นสตรีตั้งครรภ์แรกจำนวน 120 ราย ที่มาฝากครรภ์ โรงพยาบาลวิทยาลัยการแพทย์โคมิลา ประเทศบังกลาเทศ ระหว่างเดือนเมษายน 2558 ถึงเดือน พฤษภาคม 2558 เครื่องมือที่ใช้ในการวิจัยประกอบด้วยแบบสอบถามเรื่องทัศนคติ บรรทัดฐานกลุ่มอ้างอิง การควบคุม พฤติกรรมตามการรับรู้ และความตั้งใจต่อการเลี้ยงบุตรด้วยนมแม่ ซึ่งผู้วิจัยใช้เครื่องมือของ เจนเก้ และทำการ แปลย้อนกลับ หาความเชื่อมั่นโดยค่าสัมประสิทธิ์อัลฟาครอนบาคได้ค่าเท่ากับ .79 วิเคราะห์ข้อมูลโดยใช้สถิติ เชิงพรรณนา ผลการศึกษาพบว่า

กลุ่มตัวอย่างสตรีตั้งครรภ์แรกร้อยละ 54.17 มีคะแนนทัศนคติต้านบวกต่อการเลี้ยงบุตรด้วยนมแม่สูง กว่าค่าเฉลี่ย กลุ่มตัวอย่างสตรีตั้งครรภ์แรกร้อยละ 81.70 ระบุบุคคลที่ตนเองใส่ใจความคิดเห็นต่อการเลี้ยง บุตรด้วยนมแม่ได้แก่ พยาบาลในโรงพยาบาล ร้อยละ 52.50 ระบุแพทย์ และร้อยละ 50 ระบุพ่อของลูก กลุ่ม ตัวอย่างสตรีตั้งครรภ์แรกร้อยละ 79.17 มีการควบคุมพฤติกรรมตามการรับรู้ในระดับสูง กลุ่มตัวอย่างสตรีตั้ง ครรภ์แรกร้อยละ 100 ระบุความตั้งใจต่อการเลี้ยงบุตรด้วยนมแม่ ปัจจัยด้านทัศนคติ บรรทัดฐานกลุ่มอ้างอิง การควบคุมพฤติกรรมตามการรับรู้ไม่สามารถวิเคราะห์หาความสัมพันธ์กับความตั้งใจต่อการเลี้ยงบุตรด้วยนม แม่ได้ เนื่องจากกลุ่มตัวอย่างทั้งหมดเลือกคำตอบความตั้งใจด้วยการเลี้ยงบุตรด้วยนมแม่

ผลการศึกษาครั้งนี้ให้ข้อมูลพื้นฐานว่ากลุ่มตัวอย่างสตรีตั้งครรภ์แรกมีความตั้งใจต่อการเลี้ยงบุตรด้วย นมแม่ ซึ่งควรมีการศึกษาติดตามการริเริ่มการเลี้ยงบุตรด้วยนมแม่ในสตรีตั้งครรภ์กลุ่มนี้ภายหลังคลอดบุตร เพื่อดูว่าความตั้งใจและการเลี้ยงบุตรด้วยนมแม่มีความสัมพันธ์หรือไม่

คำสำคัญ: การเลี้ยงบุตรด้วยนมแม่ ความตั้งใจ บังกลาเทศ สตรีตั้งครรภ์แรก

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Abstract

Breastfeeding is a recognized by the World Health Organization as providing high nutritional values for child growth while helping the development of a child's immune system. The aim of this descriptive correlational research was to study attitudes, subjective norms, perceived behavioral control, and intention towards breastfeeding among primiparous pregnant women in Bangladesh. The sample consisted of 120 primiparous pregnant women who visited the ante natal unit at the Comilla Medical College Hospital, Bangladesh, from April 2015 to May 2015. The research instrument was a questionnaire which investigated attitudes, subjective norms, perceived behavioral control, and intention towards breastfeeding. The overall reliability of the questionnaire, using the Cronbach's alpha coefficient, was .79. Data were analyzed using descriptive statistics. The results revealed that 54.17% of the sample showed positive attitudes towards breastfeeding and higher than the mean score. 81.7% reported that persons about whose opinion they cared was their hospital nurse. More than half of the sample (52.50%) reported that their doctor and half of the sample (50%) indicated the baby's father were influential in their intention to breastfeed Seventy-nine point one seven percent of the sample showed high levels of perceived behavior control. The whole sample (100%) demonstrated an intention to breastfeed. Relationship between attitudes, subjective norms, and perceived behavioral control; and intention towards breastfeeding could not be analyzed seen the whole sample indicated an intention to breastfeed.

The findings of this study provide preliminary data suggesting that all samples of primiparous Bangladeshi pregnant women have an intention to breastfeed. Further study is recommended to examine whether there is a correlation between breastfeeding intention and practice.

Key words: Breastfeeding, Intention, Bangladesh, Primiparous pregnant women

Background and Significance of the Research

Problem:

Breastfeeding is a distinctive source of nutrition for growth, development and survival of infants. There are two types of breast feeding, namely partial and exclusive breast feeding (Bonyata, 2011). Partial breastfeeding means an infant receiving not only breastfeeds but also

other foods, such as formula milk or weaning foods (Bonyata, 2011). Lawrence and Lawrence (2011) have categorized breastfeeding into full breastfeeding which exclusive breastfeeding (EBF) is in this category; partial breastfeeding, and token breastfeeding means an infant receives no other liquids or food not even water, during the first six months of life, with the



exception of vitamins, mineral supplements, or medicines (World Health organization [WHO], 2014). The benefits of breastfeeding, in particular EBF, is considering beneficial to the health and wellbeing of infants and mothers (Kramer & Kakuma,2002). Breastfeeding stimulates an infant's immune system and responses to vaccination as well as cognitive benefits (Dorea, 2012). In mothers, breastfeeding is good for their physical health including contraction of the uterus, risk of breast cancer, ovarian cancer and osteoporosis (Baby Friendly Hospital & UNICEF, 2014).

According to literature review showed that national survey from 94 developing countries on breastfeeding revealed that compliance to breastfeeding recommendations was low (Lauer, Betrán, Victora, de Onís, & Barros, 2004) with 55.4% of any type of breastfeeding. In Bangladesh, it was found that infants aged 2-3 months received EBF only 38%, and 23% of infants were given complementary foods before the age of sixth months (Mihirshahi, Lchikawa, Shuaib, Oddy, Ampon, Dibley, Kabir, & Peat, 2007). In addition, the rate of bottle feeding was 30% of infants aged 2-3 months, and the rate of infants aged 4-7 months bottle-fed has almost doubled since 2000 especially in urban areas (National Institute of Research Training Centre, 2005, as cited in Mihirshahi et al, 2007). However the theory of planned behavior (TPB) (Ajzen, 1988) postulated that appropriate behavior arises from intention. The study on breastfeeding promotion in Dhaka, Bangladesh, using peer counselors as the intervention in their third trimester of pregnancy. The emphasizing national survey from on the duration of 5 months (Haider et al., 2000).

National health survey in Australia regarding the rate of breastfeeding, at discharge from the hospital was 81.8%, 62.6% fully or partially breastfed at 3 months, 46.2% fully or partially breastfed at 6 months, and 21.2% receiving some breast milk at 1 year (Donath & Amir, 2000). Ajzen (1988) developed the Theory of Planned Behavior (TPB). It is determined by the interrelated influence of attitudes, subjective norms, and perceived behavioral control. Thomas et al., (2015) studied the relationship of knowledge, attitudes, and self-efficacy in regard to EBF intention among 2400 pregnant women in their third trimester in rural Bangladesh. The study used TPB as a conceptual framework with the Breastfeeding Attrition Prediction Tool (BAPT) by Janke (1994) as the instrument for data collection. It was found that attitudes and self-efficacy were independently associated with EBF intention. Another study in Vietnam, results showed that most pregnant women expressed strong intention toward EBF for six months (Nguyen, Deoisres, & Siriarunrat, 2013). In addition, the study in Ethiopia was showed their intention towards about exclusive breast feeding (Teklehaymanot, Nailu, & Wossen, 2013).

Attitudes have 3 components including the affective, behavior, and cognitive (McLeod, 2009). The affective component involves a person's feeling/emotions about an object or person. The behavioral component is the way attitudes of a person influences his/her action. The cognitive component involves a person's belief/knowledge about the object. Attitudes towards the behavior are defined as the individual's positive feelings towards breastfeeding. The study among 848 Saudi



Arabian pregnant women showed that they planned to feed their babies both breastfeeding and formula milk (Alwelaie, et al., 2010). Persad and Mensinger (2008) studied attitudes in an inner city university hospital, the result revealed that the women had positive attitudes about breastfeeding. Lastly, Teklehaymanot et al. (2013) conducted the study in Ethiopia among pregnant women; finding showed that 87% of the respondents rated as false for the statement “breast milk and bottle milks are the same” were false. However, 84% mothers had the attitudes that small breasts do not produce enough milk for their infant.

Subjective norms, based on the TPB, are defined as an individual’s perception of whether people important to the individual think behavior should be performed. In this study subjective norm refers to primiparous pregnant women care the opinion of their surrounding persons on giving breastfeeding. Walingo and Mutuli (2014) studied breastfeeding among mothers in Kenya. They found that most influential people for mothers were medical professionals, traditional birth attendants, and significant other also encouraged mothers to practice EBF.

Perceived behavioral control refers to individual’s perceptions of his/her ability to perform a given behavior. According to Khoury, Moazzem, Jarjoura, Carothers, and Hinton (2005) conducted the study in Mississippi, USA. The finding showed that 82.1% of the samples had confidence to breastfeeding even they went to work or school. Another study finding showed that the samples had high levels of perceived behavioral control on EBF (Teklehaymanot et

al. 2013).

From the above review it can be seen that studies conducted in developed and developing countries. The samples comprised primiparous and multiparous pregnant women. There were inconsistent findings of attitudes towards breastfeeding. The subjective norm involved husband, family members, health personnel, and friends. The perceived behavioral control to breastfeeding related to going back to work or school.

Intention was towards both EBF and breastfeeding. In addition, the situation is the ante natal care (ANC) in one urban hospital of Bangladesh showed that there is a shortage of nursing personnel in ANC (Personal communication with a senior staff nurse, May 4, 2015). Szwajcer et al. (2005) studied nutrition awareness among the group of pregnant women hospital does not claim itself to be a baby friendly hospital as recommended by the WHO. The hospital offers ANC every day from 9 a.m. to 2 p.m. except Friday and holiday. There are approximately 20 pregnant women visiting the ANC unit each day and the service is provided only 1 senior nurse. The majority of the women are in their third trimester are approximately 3-5 cases per day. Routine service for pregnant women includes checking blood pressure, measuring height, body weight, and tests the urine for sugar and albumin, measuring fundal height. In addition, health education to pregnant women visiting the ANC unit is offered every working day. The content of health education covers maternal nutrition, breastfeeding and the benefits, immunization, family planning, as well as personal hygiene. Health education is



conducted a group of 5 pregnant women and is run by senior staff nurse of the ANC unit in the morning at 10.00 a.m. once a day. Szwajcer et al. (2005) studied nutrition awareness among the group of pregnant women on the first, second, and third trimester. It was found that the group of pregnant women in their third trimester sought breastfeeding information from friends and other sources. The sample in this study was primiparous pregnant women in their third trimester of pregnancy.

Research Objectives:

1. To describe the attitudes towards breastfeeding among primiparous Bangladeshi pregnant women
2. To describe the subjective norm towards breastfeeding among Bangladeshi primiparous pregnant women
3. To describe the level of perceived behavioral control towards breastfeeding among Bangladeshi primiparous pregnant women
4. To describe the intention towards breastfeeding among Bangladeshi primiparous pregnant women
5. To investigate the relationship between attitudes, subjective norms, perceived behavioral control, and intention towards breastfeeding among Bangladeshi primiparous pregnant women

Conceptual Framework:

The TPB developed by Ajzen (1988) was used to study intention among primiparous pregnant women. TPB consists of 4 components including behavioral intention, attitude, perceived behavioral control, and subjective

norms. In this study, breastfeeding is behavioral intention of primiparous pregnant women toward breastfeeding. The intention is influenced by the women's attitudes about the outcomes of breast feeding including its benefits and barriers. In regard to subjective norms, it is the beliefs of primiparous pregnant women about people in their social life influencing intended breastfeeding behavior. Perceived behavioral control is the confidence of primiparous pregnant women toward breastfeeding. In this study, the relationship between attitudes, subjective norms, perceived behavioral control, and intention to breast feeding were examined.

Methodology

A descriptive correlational study was used. The Sample was chosen using convenience sampling, it was comprised of 120 primiparous pregnant women who visited the in antenatal care unit at the Comilla Medical College Hospital (CMCH), Bangladesh from April, 2015 to May, 2015. The calculation for samples size used Power analysis and was used to determine the sample size in this study with a significance level of .05, a power of .90, and medium effect size of .30 and opens the table (Polit & Hungler, 1999).

The Quality of Research instruments

The research instrument was a questionnaire consisting of two parts: (A) Demographic data form, (B) the Breastfeeding Attrition Prediction Tools (BAPT) by Janke (2008). This was translated from English to Bengali language by researcher (Sperber, 2004). The questionnaire has been previously used with the report of acceptable validity value (Kafulafula, Hutchinson, Gennaro,



Guttmacher, & Kunitawa, 2013; Joshi, Amadi, Meza, Aguirre, & Wilhelm, 2015). Therefore, the validity of the instrument had not been tested in this study. The overall reliability of the BAPT was tested with 15 primiparous pregnant women with the same inclusion criteria of the samples, using the Cronbach's alpha, with the value of .79.

Data Collection

The investigator collected data at the ANC unit, the Comilla Medical College Hospital (CMCH) after receiving the approval of the protection of human subjects from the Research Ethics Committee, Faculty of Nursing, and Chiang Mai University, Thailand, study code FULL-011-2558. Data were analyzed using a computer software program which made descriptive statistical analysis. However, the relationship between attitudes, subjective norm, perceived behavioral control, and intention could not be analyzed due to homogeneity selection of dependent variable (intention to breastfeeding).

Results

This study included 120 samples of primiparous pregnant women who visited ANC unit at the CMCH, Bangladesh. More than half of the samples (60.8%) aged 20- 24 years old. Most of them (96.7%) were Islamic. All of them were married (100 %). More than half of them (53.33%) had an educational level of primary school. All of them (100%) were housewife. More than half of them (56.7%) had monthly income more than 10,000 (BDT) 1US\$ = 80 Taka, (10,000=125US\$). The majority of family types (95.0%) were nuclear family. Fifth four seventeen percent of the samples showed positive

attitudes towards breastfeeding higher than the mean scores.

In regards to subjective norms 81.70% of the samples reported persons whose opinions on breastfeeding they valued were "your hospital nurse". More than half of the samples (52.50%) reported "your doctor", and half of the samples (50%) indicated "the baby's father". All of the samples (100%) intend to use breastfeeding as the primary method of infant feeding with the period of less than 6 months. The rationales of providing breastfeeding included breastfeeding is good for mental development (11.67%), breastfeeding is good for physical health (11.67%), breastfeeding is more useful for baby (9.16%), and there is no alternative mother milk (9.16%).

Discussion

The finding in this study showed that 54.17 % of the sample had positive attitudes towards breastfeeding. The explanation for the findings may be that they visited the ANC unit at the hospital. Thus, they received the information from the senior staff nurse about breastfeeding more than one time, and their attitudes may develop from knowledge (McLeod, 2009). The samples of 50.00%, 36.70%, and 35.80% showed high scores on the items "breastfeeding is more convenient than formula feeding", "breastfeeding is more economical than formula feeding", and "breast milk is more nutritious than infant formula", respectively. The results of the study were similar to the studies of Newby et al. (2014); and Pandey et al., (2015). The result showed that 85% of the samples had the attitudes that breastfeeding was appropriate food for infants.



Another study result showed that samples of pregnant women had good attitudes only to the benefits of colostrum (Pandey et al., 2015).

It was also found that 50.00% of the samples had negative attitudes towards breastfeeding. The samples of 65.80%, 35.80% and 35.00% showed high scores on the items the items “formula feeding allows the mother more freedom”, “breastfeeding is more time consuming than formula feeding”, and “mothers who formula feed get more rest than breast feeding mothers”, respectively. It could be explained that all of the samples were housewife without experience of breastfeeding. It is empirical that breastfeeding must provide breast milk to an infant, and mother may imagine that would not have time to do other things such as household chores. It was similar to the finding that the rate of bottle feeding was 30% of infants aged 2-3 months, and the rate of infants aged 4-7 months bottle-fed has almost doubled since 2000 especially in urban areas of Bangladesh (NIPORT, 2005, as cited in Miharshahi et al, 2007).

In determination of subjective norm, finding in this study showed that 81.70% of the samples reported that the persons they cared the opinion on breastfeeding were the item of “your hospital nurse”. More than half of the samples (52.50%) reported the item “your doctor”, and half of the mother (50%) indicated the item “the baby’s father”. The result is supported from the information that all of the samples visit ANC unit. Thus, they received breastfeeding information a senior nurse during the visit. The findings were conformed to the study of Walingo & Mutuli, (2014) who studied breastfeeding among mothers in Kenya. They

found that most influential person on mother’s decision to breastfeeding included medical professionals, traditional birth attendants, and significant others. In addition, the majority of the samples were in nuclear family, and thus, their surrounded persons were mostly husband or a baby’s father.

In regard to perceived behavioral control, finding in this study showed that most of the mothers (79.17%) showed high level of perceived behavioral control. It can be explained that all of samples visit ANC unit and received health education on breastfeeding. The samples of 50.00 % and 62.5% selected the item “I know how to breastfeed”, and “I know I will have enough milk for my baby”. It is empirical that breastfeeding is a natural behavior; hence, they may have an expectation that they could do it. In addition, the finding was similar to the study by Teklehaymanot, Hailu, and Wossen (2013) conducted the study in North Ethiopia the finding showed that they had high levels of perceived behavioral control.

For intention towards breastfeeding, it was found that all samples (100%) showed intention towards breastfeeding with less than 6 months. The result can be explained that the samples received breastfeeding information during the visit to the ANC unit and may recognize the benefits of breastfeeding to themselves and infant. The samples provided the rationales of their intention towards breastfeeding as: good for mental development (11.67%), breastfeeding is good for physical health (11.67%), breastfeeding is more useful for baby (9.16%), and there is no alternative mother milk (9.16%).The result was similar to the study of Chertok, Luo, Culp, &



Mullett (2011); Wang, Lau, Chow, and Chan, (2013). The study results showed that both types of pregnant women had intention to breastfeed. Other Study findings showed that 85.3% of primiparous mother showed breastfeeding intention due to the benefits to both infant and mother.(Chertok, Luo, Culp, and Mullett, 2011). In determination the intention of breastfeeding duration as less than six months, it could be explained that all of the samples receiving breastfeeding information visited the ANC unit. However, the Comilla Medical College Hospital does not claim itself as a baby friendly hospital, and breastfeeding content may not emphasize on the duration of breastfeeding. It was also found the study on breastfeeding promotion in Dhaka, Bangladesh, The recommendation on the duration of EBF of the counseling was five months (Haider, Ashworth, Kabir, & Huttly, 2000). Another explanation based on the review of literature is that 23% of infants in Bangladesh are given complementary foods before the age of sixth months. In addition, the rate of bottle feeding were high with 30% of infants aged 2-3 months, and the rate of infants aged 4-7 months bottle-fed has almost doubled since 2000 especially in urban areas (Niport, 2005 as cited in Miharshahi et al, 2007).

The dependent variable, intention towards breastfeeding, showed homogeneity with all mothers selecting to breastfeed less than six months. The researcher analyzed the data by using the computerized program SPSS version 13. It was found that the program rejected to analyze the correlation of attitudes, subjective norms, and perceived behavioral control to

intention data were collected from the samples at the hospital. All of the samples were exposed to the information of breastfeeding during their visit the ANC unit. Thus, the homogenous selection of breastfeeding among the samples was the result also the program could not perform the test because this was not variation in data.

Limitation of the Study

This descriptive correlational research was to study attitudes, subjective norm, perceived behavioral control, and intention towards breastfeeding among Bangladeshi primiparous pregnant women. Studies of samples were during pregnancy which most of them spent first visit to the ANC unit at their third trimester of pregnancy. The third trimester of pregnancy requires visiting the ANC every week. Thus, they may expose to the information of breastfeeding every day during the visit. There may be a possibility that data collection by the researcher and the visitation of pregnant women was in the same period. Thus, there is homogenous in selection of intention to breastfeeding.

Implication and Recommendation

The findings of the study have several significant implications for nursing practice. The study result showed that primiparous pregnant women cared the opinion of nurse, doctor, and baby's father. It would be benefits for a senior nurse to emphasize on duration of breastfeeding in a health education. In addition, nurse may develop a plan to involve husband involve in a health education.



Recommendations for Further Study

Based on the findings of this study, recommendation for future study should focus on repeating the study with more samples size. Another study may focus on multiparous pregnant women.

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