

CHAPTER 4

Findings and Discussion

This chapter presents the research findings and is followed by related discussion focusing on the research objectives. This correlation descriptive study was conducted to determine the attitudes, subjective norm, level of perceived behavioral control, and intention towards breastfeeding among Bangladeshi primiparous pregnant women. The findings are presented in six parts:

- Part 1: Demographic characteristics
- Part 2: Attitudes
- Part 3: Subjective norm
- Part 4: Perceive behavioral control
- Part 5: Intention
- Part 6: The relationship of between attitudes, subjective norm, perceived behavioral control and intention

Findings

Part 1: Demographic Characteristics

Characteristics of the samples.

The sample in this study comprised 120 primiparous pregnant women who visited the ANC unit at the Comilla Medical College Hospital, Bangladesh. More than half of the women (60.8%) were aged 20 – 24 years old. Most of them (96.7%) were Islam. All of them were married (100%). More than half of them (53.33%) had an educational level of primary school. In regards to employment, all of them (100%) were housewives. More than half of them (56.7%) had monthly incomes of more than 10,000 BDT (1 USD = 80 Taka, [10,000 = 125 USD]). The majority of family types (95.0%) were nuclear family. The details are shown in Table 1.

Table 1

Number and Percentage of Samples Classified by Age, Religious, Marital Status, Educational Level, Employment, Monthly Income, and Type of Family

Characteristics	Frequency (n = 120)	Percentage (%)
Age (years old)		
20-24	73	60.80
25-29	36	30.00
30-34	11	9.20
(Range = 20-34 years old, \bar{X} = 23.55, SD = 3.63)		
Religion		
Islam	116	96.70
Hinduism	4	3.30
Marital Status		
Married	120	100.00
Educational level		
Primary	64	53.33
Secondary/high school	37	30.84
Bachelor degree	15	12.50
Master degree	4	3.33
Employment		
Housewife	120	100.00
Monthly income		
BDT 3000 - 6000	0	0
BDT 6001 - 10,000	52	43.30
More than 10, 000	68	56.70
Type of family		
Nuclear family	114	95.00
Extended family	6	5.00

Part 2: Attitudes

This part illustrated the attitudes of the sample of 120 primiparous pregnant women. It was found that 54.17% of them showed positive attitudes towards breastfeeding. The details are shown in Table 2.

Table 2

Number and Percentage of Samples Classified by the Level of Attitudes

Attitude	Frequency (n = 120)	Percentage (%)
Positive attitude		
Higher than mean scores	65	54.17
Lower than mean scores	55	45.83
(Range = 248-438, \bar{X} = 325.83, SD = 39.06)		

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Part 3: Subjective Norm

As for the subjective norm of the primiparous pregnant women, 81.70% of them reported that the person whose opinions of breastfeeding they valued were was “your hospital nurse”. More than half of the sample (52.50%) reported “your doctor”, and half of the sample (50%) indicated “the baby’s father”. The details are shown in Table 3.

Table 3

Number and Percentage of Samples Classified by Subjective Norm

Degree of agreement	1		2		3		4		5		6	
Subjective norm	1		2		3		4		5		6	
	n	%	n	%	n	%	n	%	n	%	n	%
The baby’s father	0	0	0	0	14	11.70	46	38.30	60	50	0	0
Your mother	0	0	8	6.70	61	50.80	35	29.20	9	7.50	7	5.80
Your mother-in-law	0	0	37	39.80	61	50.80	16	13.30	4	3.30	2	1.70
Your sister	11	9.20	45	37.50	54	45.00	8	6.70	1	0.80	1	0.80
Your closest female friend	37	30.80	48	40.00	25	20.80	3	2.50	5	4.20	2	1.70
Your doctor	0	0	0	0	1	0.80	31	25.80	63	52.50	25	20.80
Your hospital nurse	0	0	0	0	0	0	2	1.70	20	16.70	98	81.70
Other relatives	6	5.0	18	15.00	81	67.50	10	8.30	5	4.20	0	0
People who are important to you	21	17.50	64	53.30	31	25.8	4	3.30	0	0	0	0

Note. 1 = Do not care at all 2 = Do not care 3 = Care somewhat
 4 = Care 5 = Care much 6 = Care very much

Part 4: Perceived Behavioral Control

As for perceived behavioral control towards breastfeeding of primiparous pregnant women, most of them (79.17%) showed a high level of perceived behavior control. The details are shown in Table 4

Table 4

Number, Percentage, Mean, Standard Deviation and the Level of Perceived Behavioral Control

Perceived Behavioral Control	Frequency (n=120)	Percent (%)
Maximum	95	79.17
Middle	25	20.83
Minimum	0	0

(Range = 43.34-60.00, \bar{X} = 47.65, SD = 4.90)

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Part 5: Intention

All of the women in the sample (100%) intended to use breastfeeding as the primary method of infant feeding with the period of less than 6 months. None of them selected formula feeding. 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%). For more details of the rationales of providing breastfeeding, please see the appendix. The details are shown in Table 5:

Table 5
Number, Percentage of Intention Towards Breastfeeding

Intention towards breastfeeding	Frequency (n = 120)	Percentage (%)
1. What is the primary method of infant feeding are you going to use with your new baby?		
Breastfeeding	120	100.00
Formula feeding	0	0.00
2. How long do you intend to breastfeed?		
Less than 6 moths	120	100.00
More than 6 months	0	0.00
3. What will be the main reasons you chose to breastfeed?		
Breastfeeding is good for baby health	1	0.83
Breastfeeding is good for mental development	14	11.67
Breastfeeding is very nutritious	2	1.67
Growth and development for baby	6	5.00
To prevent pneumonia	7	5.83
Breastfeeding is good for brain	2	1.67
To make bond between mother and baby	8	6.67
Breastfeeding is more useful for baby	11	9.16
Breastfeeding is good for physical health	14	11.67

Table 5 (continued)

Intention towards breastfeeding	Frequency (n = 120)	Percentage (%)
There is no alternative mother milk	11	9.16
To increase the body weight for baby	1	0.83
There is no sick if the baby feed exclusively	2	1.67
To prevent diarrhea	9	7.5
There is no expenditure of breastfeeding	1	0.83
There is a relationship between mother and baby	6	5.00
To increase immunity of the baby	4	3.33
Breastfeeding is natural	3	2.5
Breastfeeding is more useful than formula milk	3	2.5
Breastfeeding is a keep right weight	1	0.83
Breastfeeding is minimize the allergy	1	0.83
There is no weight gain for breastfeeding regularly	1	0.83
There is no constipation to feed breastfeeding	1	0.83
Breastfeeding acts as an immunization	3	2.5
Colostrum acts first immunization for baby	1	0.83
Breastfeeding is more strongly for baby	2	1.67
If you breastfeed to prevent gastrointestinal problem	2	1.67
If you breastfeed to prevent respiratory distress	1	0.83
Breastfeeding is very useful for baby	1	0.83
Breastfeeding is healthy for baby	1	0.83
Total	120	100.00

Discussion of the Study

This correlational descriptive study aimed at exploring attitudes, subjective norm, perceived behavioral control, and intention towards breastfeeding among Bangladeshi primiparous pregnant women. Data were discussed based on the objectives of the study as follows:

Objective number 1: To describe the attitudes on breastfeeding among Bangladeshi primiparous pregnant women

Research question: What are the attitudes on breastfeeding among Bangladeshi primiparous pregnant women?

The findings in this study showed that 54.17% of the women in the sample had positive attitudes towards breastfeeding. An explanation for this finding 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 might have developed from knowledge (McLeod, 2009). The study showed that 50.00%, 36.70%, and 35.80% of the women had 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. These results of the study were similar to the study of Newby et al. (2014) conducted the study in Queensland, Australia. This study explored attitudes about breastfeeding among 277 women in their first pregnancy. The results showed that 85% of the participants had the attitude that breastfeeding was appropriate food for infants. It is also similar to the study by Malini et al. (2008) among 100 primiparous pregnant women at an inner city prenatal clinic. Overall, the sample showed a positive attitude towards breastfeeding. Another study was among 256 women (128 pairs)—primiparous pregnant women aged ranging from 23 to 31 years old in their third trimester of pregnancy and their mother/mother-in-law. The results of the study showed that the pregnant women in the sample had good attitudes only to the benefits of colostrum (Pandey et al., 2015).

Objective number 2: To describe the subjective norm towards breastfeeding among Bangladeshi primiparous pregnant women

Research question: Who are the subject norms towards breastfeeding among Bangladeshi primiparous pregnant women?

The findings in this study showed that 81.70% of the women in the sample reported that the person 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 mothers (50%) indicated “the baby’s father”. These results were supported from the information that all of the women in the sample had visited the ANC unit. Thus, they received breastfeeding information from a senior nurse during the visit. The findings were similar to the study of Walingo and Mutuli (2014) who studied about breastfeeding among mothers in Kenya. They found that the most influential people on a mother’s decision to breastfeed included medical professionals, traditional birth attendants, and significant others. In addition, the majority of the participants were in a nuclear family, and thus, their surrounded persons were mostly husbands or the baby’s father. This result was similar to the study of Nguyen et al. (2013), who conducted a study in Vietnam to determine the subjective norm among 180 primiparous and multiparous pregnant women towards EBF. The subjective norm in the study was family members including husbands, parents and parents-in-law; friends and/or colleagues; and health care providers including nurses, midwives, and obstetricians.

Objective number 3: To describe the level of perceived behavioral control towards breastfeeding among Bangladeshi primiparous pregnant women

Research question: What is the level of perceived behavioral control towards breastfeeding among Bangladeshi primiparous pregnant women?

The findings in this study showed that most of the mothers (79.17%) showed a high level of perceived behavioral control. It can be explained that all of the women in the sample had visited the ANC unit and received health education on breastfeeding. Fifty percent of the samples selected “I know how to breastfeed”, and 62.5% chose “I know I will have enough milk for my baby”. It is empirical that breastfeeding is a

natural behavior; hence, they may have had the expectation that they could do it. In addition, the findings were similar to a study by Teklehaymanot et al. (2013), who conducted the study in a community based on a cross-sectional study to assess the perceived behavioral control on EBF among 709 pregnant women in Medebay Zana District, North West of Tigray, North Ethiopia. The findings showed that they had high levels of perceived behavioral control.

Objective number 4: To describe the intention towards breastfeeding among Bangladeshi primiparous pregnant women

Research question: What is the intention towards breastfeeding for infants among Bangladeshi primiparous pregnant women?

The findings in this study showed that all of the women in the sample (100%) showed intention to breastfeed for less than 6 months. This result can be explained that the participants had received breastfeeding information during their visits to the ANC unit and may have recognized the benefits of breastfeeding to them and their infants. The participants provided the rationales of their intention towards breastfeeding as follows: good for mental development (11.67%), breastfeeding is good for physical health breastfeeding (11.67%), breastfeeding is more useful for the baby (9.16%), and there is no alternative mother milk (9.16%). The result was similar to the study of Chertok, Luo, Culp, and Mullett (2011) which analyzed the population-based data of West Virginia, USA, to examine prenatal intention to breastfeed among rural pregnant women (primiparous or multiparous; at least 20 weeks of gestation of pregnancy). The study results showed that both types of pregnant women had the intention to breastfeed. In another study, Wang et al. (2013) explored the breastfeeding intention among 2098 primiparous pregnant women (older than 25 years) in the second and third trimester in antenatal clinics of five regional hospitals in Hong Kong. Self-administered questionnaires were used to measure breastfeeding intention. Study findings showed that 85.3% of the primiparous mothers showed breastfeeding intention due to the benefits to both infant and mother.

In regard to why the intention of breastfeeding duration was less than six months, it could be explained that all of the women had received breastfeeding information

during their visit at the ANC unit. However, the Comilla Medical College Hospital does not claim to be a baby-friendly hospital, and breastfeeding content may not have emphasized the duration of breastfeeding. There was also a study on breastfeeding promotion in Dhaka, Bangladesh, using peer counselors as the intervention by home-based counseling visits to 363 pregnant women in their third trimester of pregnancy. The recommendation on the duration of EBF of the counseling was 5 months (Haider et al., 2000). Another explanation is based on the review of literature; it showed that 23% of infants in Bangladesh were given complementary foods before the age of six months (National Institute of Population Research and Training; 2005 as cited in Miharshahi et al., 2007). In addition, the rate of bottle feeding was high at 30% of infants aged 2 – 3 months, and the rate of infants aged 4 – 7 months bottle-fed had almost doubled since 2000, especially in urban areas (National Institute of Population Research and Training, 2005 as cited in Miharshahi et al., 2007).

Objective number 5: To investigate the relationship between attitudes, subjective norm, perceived behavioral control, and intention towards breastfeeding among Bangladeshi primiparous pregnant women

Research question: Is there any relationship between attitudes, subjective norm, perceived behavioral control, and intention towards breastfeeding among Bangladeshi primiparous pregnant women?

The dependent variable, intention towards breastfeeding, showed homogenous selection of breastfeeding for less than six months. The researcher analyzed the data by using the statistical computerized program. It was found that the program was unable to analyze the correlation of attitudes, subjective norm, and perceived behavioral control to intention. It can be explained that the data were collected from the participants at the hospital. All of the women in the sample were exposed to breastfeeding information during their visit the ANC unit. Thus, the homogenous selection of breastfeeding among the women in the sample was the result.