The Influence of Breastfeeding Attitude and Subjective Norm on Intention to
Exclusive Breastfeeding of Mothers in Dhaka, Bangladesh

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**ABSTRACT**

The exclusive breastfeeding (EBF) rate in Bangladesh is still very low. Based on Ajzen’s Theory of Reasoned Action, breastfeeding attitude and subjective norm are important factors that may impact on the intention to EBF of mothers. This descriptive study aimed to examine the extent to which breastfeeding attitude and subjective norm influence their intention to EBF of mothers in Bangladesh. The complete set of data from 65 mothers was used in the data analysis. Data were collected using: 1) a Demographic Data Questionnaire; 2) a Breastfeeding Attitude Questionnaire; 3) a Subjective Norm Questionnaire; and 4) the Intention to EBF Scale. Content validity was checked by three experts and back translation was done. The Cronbach’s alpha coefficients of the second and third questionnaire were .94 and .96, respectively. The test-retest reliability coefficient of the forth questionnaire was .85. Descriptive and inferential statistics were used for analyzing the demographic data and a hierarchical multiple regression was used to analyze the study variables. The findings indicated that there was a statistically significant positive and moderate
relationship between breastfeeding attitude and the intention to EBF \( (r=.50, p=.000) \). However, no relationship between subjective norm and the intention to EBF was found \( (r=-.08, p=.26) \). A hierarchical multiple regression revealed that breastfeeding attitude and subjective norm together explained 27\% of the variance in the intention to EBF of the mothers. The regression coefficient of the breastfeeding attitudes was .52 \( (r=4.78, p=.000) \) whereas that of subjective norm was -.15 \( (r=-1.38, p=.173) \). The findings provided information that could be used in a further intervention study to increase the rate of EBF in Bangladesh.