

Appendix 3: Theory of Planned Behaviour Variables

All variables measured on a scale of 1 – 5.

Attitude:

1. How beneficial do you think it would be to exclusively breastfeed your baby for 16 weeks? ('not at all' to 'extremely')
2. How beneficial do you think it would be to introduce your baby to other forms of feeding during the first 16 weeks? ('not at all' to 'extremely')
3. How much you would like to breastfeed until your baby is 16 weeks old? ('definitely would like' to 'definitely would not like')
4. How much do you care about whether you breast feed until the baby is 16 weeks old? ('not very much' to 'much as possible')

Social Norm:

5. How much would you try to breast feed until the baby is 16 weeks old over the next month in order to please your partner/ relative? ('not very much' to 'much as possible')
6. Do you think your partner/family feels you should breast feed until your baby is 16 weeks old? ('definitely should' to 'definitely should not')

Perceived behavioural control

7. How confident are you that you will breastfeed until your baby is 16 weeks old? ('not at all confident' to 'extremely confident')
8. How difficult will it be for you to breastfeed until your baby is 16 weeks old? ('not at all difficult' to 'extremely difficult')
9. How much control do you feel you have over whether you will breastfeed until your baby is 16 weeks old? ('no control at all' to 'complete control')

Intention

10. Do you intend to try to breast feed until the baby is 16 weeks old? ('definitely yes' to 'definitely no')
11. Do you plan to breast feed until the baby is 16 weeks old? ('definitely yes' to 'definitely no')
12. At this moment are you likely to breast feed until the baby is 16 weeks old? ('definitely yes' to 'definitely no')
13. Are you likely to breast feed until the baby is 16 weeks old? ('definitely yes' to 'definitely no')