

ABSTRACT

This research aims to investigate the factors affecting breastfeeding during the first 6 months after delivery, including the benefits, the key barrier factors and how to promote proper breastfeeding behavior.

The study was designed as a quantitative research with emphasis on using deductive conception in scientific method to test the theory by the collection of quantitative data. The population was specified as new mothers, who gave birth in the year 2008. The researcher employed the non-probability convenience sampling method of submitting questionnaires to 400 new mothers who were patients at some of Bangkok's main hospitals.

The findings showed that social factors are the most important factors affecting the 6 month breastfeeding behavior and that overall supportive external environment is crucial to its success. This can be facilitated by the government taking steps in the right direction, for example, by providing specific breastfeeding areas in public places and adjusting working regulations accordingly to provide adequate support. Finally, the study showed that various marketing and communication channels, specifically "below the line advertising", should be utilized to promote breastfeeding behavior.