CHAPTER FOUR
RESULTS

This Chapter presents the result of the study on "Factors Affecting Breastfeeding in the First 6 Months: A Case Study of Bangkok's New Mothers". Questionnaires and a survey method were used for data collection. Sample size for this research study is 400. The data analysis result was separately presented in 4 parts as follows:

4.1 Internal Factors
4.2 Psychological Factors
4.3 External Factors
4.4 Hypothesis Testing

4.1 INTERNAL FACTORS

Table 5. Age.

Age	Number of the respondents	Percentage
Below 30 years old	204	51.0
30-40 years old	196	49.0
Above 40 years old	0	0.0
Total	400	100.0

As detailed in Table 5, the biggest group of respondents, accounting for 51.0 percent are aged below 30 years. Followed by the respondents who are between 30-40 years old, accounting for 49.0 percent.

Table 6. Income

Income	Number of the respondents	Percentage
Under 10,000 Baht	29	7.2
10,000- 20,000 Baht	57	14.2
20,001- 30,000 Baht	108	27.0
30,001-50,000 Baht	139	34.8
Over 50,000 Baht	67	16.8
Total	400	100.0

The results in Table 6 show that the biggest group of respondents in this research have a monthly income of around 30,000–50,000 Baht (accounting for 34.8 percent). Followed by a monthly income of between 20,001- 30,000 Baht (accounting for 27.0 percent), over 50,000 Baht (accounting for 16.8 percent), 10,000-20,000 (accounting for 14.2 percent), and monthly income under 10,000 Baht (accounting for 7.2 percent), respectively.

Table 7. Education

Education	Number of the respondents	Percentage
Lower than Bachelor's degree	100	25.0
Bachelor's degree	271	67.8
Master degree	29	7.2
Higher than Master degree	0	0.0
Total	400	100.0

The result in Table 7 shows that the biggest group of respondents in this research have an education up to Bachelor's Degree level (accounting for 67.8 percent), followed by lower than a Bachelor's Degree (accounting for 25.0 percent), and up to a Master Degree (accounting for 7.2 percent), respectively.

Table 8. Occupation

Income	Number of the respondents	Percentage
Government Employee	80	20.0
Own business	175	43.8
Company Employee	70	17.5
Student	47	11.8
Others	28	7.0
Total	400	100.0

The results in Table 8 show that the biggest group of respondents in this research have their own business (accounting for 43.8 percent), and then company employee were next (accounting for 17.5 percent), followed by government employees (accounting for 20.0 percent), and students (accounting for 11.8 percent), respectively. Other occupations accounted for 7 percent.

Table 9. Breastfeeding for the first 6 months

Breastfeeding for the first 6 months	Number of the respondents	Percentage
Most	206	51.5
Average	165	43.8
Least	29	7.2
Total	400	100.0

As presented in Table 9, the majority of the respondents who breastfed for the first 6 months most, accounted for 51.7 percent. Next were the respondents who breastfed for the first 6 months at an average rate, accounting for 43.8 percent. The last group, the respondents who breastfed for the first 6 months the least, accounted for 7.2 percent.

4.2 PSYCHOLOGICAL FACTORS

Table 10. Pain from Cesarean Sections

Description	$\overline{X}$	S.D.	Degree of agreeableness
1 You have suffered from cesarean sections for more than 1 month	3.38	.791	Neutral
2. You do not want to breastfeed because of cesarean pain	3.73	.863	Agree
3 You think that cesarean pain causes your body to be not suitable for breastfeeding	3.63	.748	Agree
4. Because of cesarean section, you think that you may breastfeed not longer than 6 months.	4.10	.774	Agree
Total	3.71	.608	**Agree**

Based on the observations in Table 10, the respondents' attitude toward pain from Cesarean sections shows that respondent 'agree' ($\overline{X}$ =3.71) that pain from cesarean sections is one barrier to 6 month breastfeeding. When considering this in detail, mostly respondents believed that 'cesarean section' affected their will to breastfeed for six months ($\overline{X}$ =4.10). This is not because they experienced pain from a cesarean section, but they believe that unnatural birth may affect the quantity of breast milk.

Table 11. Sore Nipples

Description	$\overline{X}$	S.D.	Degree of agreeableness
1 You have a bad experience with sore nipples	4.10	.899	Agree
2 Your nipples are sore and bleed	3.70	.997	Agree
3 You think that there are many other ways to feed your baby, such as using the breast pump instead of breastfeeding directly.	4.03	.760	Agree
4 Because of sore nipples, you think that you may breastfeed not longer than 6 months	3.33	.907	Neutral
Total	3.80	.661	**Agree**

Based on the observations in Table 11, the researcher found that 'Sore Nipples'($\bar{X}$ =3.80) affected the 6 month breastfeeding period more than cesarean sections ($\bar{X}$ =3.71). When considering this in detail, the researcher found that bad experience of sore nipples ($\bar{X}$ =4.10) caused new mothers to stop breastfeeding. Moreover, they think that there are many ways to give breast milk without having to experience pain. For example, many new mothers use breast pumps instead.

Table 12. Diseases

Description	$\overline{X}$	**S.D.**	Degree of agreeableness
1 You have a disease that affect your breastfeeding	2.75	1.025	Neutral
2 You worry that your diseases will transfer to your baby through breastfeeding	2.86	1.045	Neutral
Total	2.81	.835	**Neutral**

Based on the observation in Table 12, the respondents' attitude toward diseases, the researcher found that disease is not the main reason for stopping or avoiding the 6 month breastfeeding period, since many respondents do not agree with this question ($\bar{X}$ =2.81). It may be because they do not have any diseases at the moment.

4.3 External Factors

Table 13. Hospital/Nurse support

Description	$\overline{X}$	S.D.	Degree of agreement
1.The hospital gave you proper information about breastfeeding	4.16	.809	Agree
2 The hospital staff are well-trained on how to breastfeed	3.90	.907	Agree
3 The hospital has full-time nurses to consult with about breastfeeding problems	3.63	.863	Agree
4 The hospital gave you free formula samples to take home	2.94	1.045	Neutral
Total	3.66	.633	Agree

Based on the observations in Table 13, the respondents' attitudes toward Hospital/Nurse support, the respondents agree with the factors mentioned ($\bar{X}$ =3.66). When considering this in detail, the researcher found that most respondents received the necessary information on how to breastfeed from their hospital (X =4.16). The hospital staff are well-trained and helpful ($\bar{X}$ =3.90).

Table 14. Social support

Description	$\bar{X}$	S.D.	Degree of agreement
1 Working laws support your breastfeeding	2.66	1.074	Neutral
2 When out in the community, the venues in your local area are breastfeeding friendly	3.98	.861	Agree
3 People think that breastfeeding is good and they support your actions	4.18	.807	Agree
4 Your workplace provides lactation breaks during the work day	3.84	.930	Agree
5 The products supporting breastfeeding such as breast pump machine, nursing bras and nursing shirts etc. are easy to get at a reasonable price	3.93	.898	Agree
Total	3.72	.634	Agree

Based on the observations in Table 14, the respondents place importance on the Social Support factor ($\bar{X}$ =3.72) more than the Hospital Support factor ($\bar{X}$ =3.66). When considering this in detail, the researcher found that social support of breastfeeding such as considerate words, caring, etc. is important to new mothers when they are breastfeeding. However, the researcher found that some new mothers worry about employment law , as they do not think that it supports the breastfeeding behavior ($\bar{X}$ =2.66), since it allows only 3 months of maternity leave after delivery. This forces new mothers to go back to work earlier.

Table 15. Family support

Description	$\overline{X}$	S.D.	Degree of agreement
1 Your family supports 6 months breastfeeding	3.93	.737	agree
2 Your family has enough knowledge about breastfeeding and its benefit	2.83	1.008	Neutral
3 No one disturbs you during nursing	3.46	.911	Agree
4 Your family suggest you to take a break by feeding baby with formula	3.43	1.060	Agree
5 Your family suggest/provide you the proper nutrition for the quality of milk production	3.00	.999	Neutral
Total	3.33	637	Neutral

Family support is also important for a new mother when breastfeeding but not much. The observations in Table 15 show that they feel neutral about their family support. ($\bar{X}$ =3.33). Most of their family support 6 months breastfeeding ($\bar{X}$ =3.93).

Table 16. Promotion of milk brands

Description	$\overline{X}$	S.D.	Degree of agreement
1 You think that 'cow milk' is another option	3.85	.861	Agree
2 You are interested in milk brand promotions such as buy one get one, free samples or discounts	3.67	.930	Agree
3 You believe that whatever the milk consumed, it leads to the same results	2.71	1.000	Neutral
4 You think that milk brands are more convenient in your daily life	3.36	.983	Neutral
5 You think that only breastfeeding is not enough nutrition for the baby	3.04	1.002	Neutral
Total	3.32	.628	Neutral

Based on the observations in Table 16, the respondents' attitudes towards the promotion of milk brands is at a neutral level ($\bar{X}$ =3.32). This is a positive development because some new mothers do not believe that 'cow milk' is their first choice ($\bar{X}$ =3.85). Even though sometimes they are interested in the milk brand promotion ($\bar{X}$ =3.67), they know what is the best choice for their babies.

4.4 HYPOTHESES TESTING

Hypothesis 1 There is a relationship between Internal Factors: Age, Income, Education and Occupation and 6 months Breastfeeding.

H_o: There is no relationship between the internal factors: age, income, education and occupation and 6 months breastfeeding.

H_a: There is a relationship between the internal factors: age, income, education and occupation and 6 months breastfeeding.

Table 17. The results of the hypothesis 1 test

Variables	Correlation Coefficient		
	Spearman Correlation	Sig.(2-tailed)	n
Age	.-.039	. 438	400
Income	-.145	. 004 **	400
Education	.175	. 000 **	400
Occupation	.003	. 949	400

**Significance level at .01

The results of the hypothesis 1 test are shown in Table 17. For the internal factors, age, the result indicates that value Sig. (2-tailed) is 0.438, which is more than the significant level (.01). Therefore, the researcher rejects H_a and retain H_o, which implies that there is no relationship between age and 6 month breastfeeding.

For the internal factors, income, the result indicates that value Sig. (2-tailed) is 0.004, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retain H_a, which implies that there is a relationship between income and 6 month breastfeeding. Additionally, the Spearman Correlation (-.145) reflects a low negative relationship between education and 6 month breastfeeding.

For the internal factors, education, the result indicates that value Sig. (2-tailed) is 0.000, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retains H_a, which implies that there is a relationship between education and 6 month Breastfeeding. Additionally, the Spearman Correlation (.175) reflects a low positive relationship between education and 6 month breastfeeding.

For the internal factor of occupation, the result indicates that value Sig. (2-tailed) is 0.949, which is more than the significant level (.01). Therefore, the researcher rejects H_a and retains H_o, which implies that there is no relationship between occupation and 6 month breastfeeding.

From Hypothesis 1, the result shows that there are only 2 factors that affect 6 months breastfeeding: income and education.

Hypothesis 2: There is a relationship between Psychology Factors: Pain from cesarean section, Sore nipples, Diseases and 6 months Breastfeeding.

H_o : There is no relationship between psychological factors, i.e., pain from a cesarean section, sore nipples, diseases and 6 month breastfeeding.

H_a: There is a relationship between psychological factors, i.e., pain from a cesarean section, sore nipples, diseases and 6 month breastfeeding.

Table 18. The results of the hypothesis 2 test

Variables	Correlation Coefficient		
	Pearson Correlation	Sig.(1-tailed)	n
Pain from cesarean section	.421	. 000**	400
Sore nipples	.397	. 000 **	400
Diseases	.286	. 000 **	400

**Significance level at .01

The results of the Hypothesis 2 test are shown in table 18. For the psychological factors, pain from a cesarean section , the result indicates that value Sig. (2-tailed) is 0.000, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retain H_a, which implies that there is a relationship between pain from a cesarean section and 6 month breastfeeding. Additionally, the Pearson Correlation (.421) reflects an average positive relationship between pain from cesarean section and 6 month breastfeeding.

For the psychological factor, sore nipples, the result indicates that value Sig. (2-tailed) is 0.000, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retain H_a, which implies that there is a relationship between the psychological factor of sore nipples and 6 month breastfeeding. Additionally, the Pearson Correlation (.397) reflects a low positive relationship between sore nipples and 6 month breastfeeding.

For the psychological factor of diseases, the result indicates that value Sig. (2-tailed) is 0.000, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retains H_a, which implies that there is a relationship between the psychological factor of diseases and 6 month breastfeeding. Additionally, the Pearson Correlation (.286) reflects a low positive relationship between diseases and 6 month breastfeeding.

The results for Hypothesis 2 show that all psychological factors affect 6 months breastfeeding behavior.

Hypothesis 3: There is a relationship between the external factors of hospital/nurses, society, family , promotion of milk brands and 6 month breastfeeding.

H_o: There is no relationship between the external factors of hospital/nurses, society, family, promotion of milk brands and 6 month breastfeeding.

H_a: There is a relationship between the external factors of hospital/nurses, society, family, promotion of milk brands and 6 month breastfeeding.

Table 19. The result of hypothesis 3 test

Variables	Correlation Coefficient		
	Pearson Correlation	Sig.(1-tailed)	n
Hospital/Nurses	.240	. 000**	400
Social	.301	. 000 **	400
Family	.331	. 000 **	400
Promotion of milk brands	.329	. 000 **	400

**Significance level at .01

The results of the Hypothesis 3, test shows that the hospital/nurses factor value Sig. (2-tailed) is 0.000, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retains H_a, which implies that there is a relationship between the hospital/nurses factor and 6 month breastfeeding.

For the external factors of society, the result indicates that value Sig. (2-tailed) is 0.000, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retains H_a, which implies that there is a relationship between the external factor of society and 6 month breastfeeding.

For the external factor of family, the result indicates that value Sig. (2-tailed) is 0.000, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retains H_a, which implies that there is a relationship between the external factor of family and 6 months breastfeeding.

For the external factor of promotion of milk brands, the result indicates that value Sig. (2-tailed) is 0.000, which is less than the significant level (.01). Therefore, the researcher rejects H_0 and retains H_a, which implies that there is a relationship between the external factor of promotion of milk brands and 6 months breastfeeding.

The result shows that all external factors have a relationship with the 6 month breastfeeding behavior of new mothers.