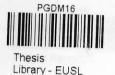
A STUDY ON INFANT FEEDING PRACTICES OF MOTHERS IN THE BATTICALOA DISTRICT

BY'

ARUMUGAM VIJAYAKUMAR

Registration Number: EU/05/PGDM/39





A Project Report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka as a partial fulfillment of the requirements of the Postgraduate Diploma in Management.

> Postgraduate Diploma in Management Programme Faculty of Commerce and Management Eastern University, Sri Lanka

> > April 2007

PROCESSED Mis in Library, EUSI

ABSTRACT

Even though Breast-feeding is the best for the baby, mother follow different feeding practices for their babies. The wrong feeding practices lead the baby to illness and unhealthy condition. This wrong feeding practices by some mothers in Batticaloa district have been observed and it is a series issues which made the researcher to choose this topic

Objectives of this study is to find out the factors which contribute to the wrong feeding practices and how much those factors influence the feeding practices of mother is Batticaloa district.

The following factors are being considered as the variable which influences the feeding practices of mothers in Batticaloa District. Age of the mothers, social and educational background, knowledge gain from media, Attitudes and beliefs, Degree of knowledge on nutrition, External sources.

Data collection was made by questionnaire, interviews observation at clinic centers in selected four towns, Batticaloa Kathankuddy Valaicheni and Kaluwanchikudi. Questions were asked to mothers with help of midwifes and MOHS at the above mentioned four areas.

The method of Data analysis was done in a way that shows clear picture about which factors affect feeding practices strongly and which factors do not affect strongly the feeding practices.

It has been concluded that age of the Mothers, Social and educational Background and attitude and believes and degree of knowledge and nutrition strongly affect the feeding practices of the mothers in Batticaloa District. And External sources and knowledge gain from media influence the mothers weakly in infant feeding practices. Finally as recommendations, the FCMP usage has to be stopped for the infants who are below one year of age. Mothers have to be educated on proper feeding practices and Nutritional knowledge of Mothers should be enhanced and their feeding practices have to be closely watched and improved by respective authorities.

ii

TABLE OF CONTENTS

	Page No.
Acknowledgement	i
Abstract	ii
Abbreviation	iii
Table of Contents	iv
List of Figures	
List of Tables	
Chapter 01	
1:1 Background of study	01
1.2 Problem Statement	09
1.3 Research questions	09
1.4 Objective	10
1.5 Significance of the Study	10
1.6. Scope of the study	11
Chapter 02	
2.1 Introduction	12
2.2 Importance of Breast Feeding	12
2.3 Benefits of breast-feeding in developing countries	
(AAP-American journal of clinical Nutrition)	13
2.4 Breast-feeding practices in Sri Lanka	14
2.5 Exclusive Breast-Feeding	14
2.6 The Baby – Friendly hospital program	15
2.7 Ten Steps to Successful Breast-Feeding (WHO 1989)	16
2.8 Breast Milk substitutes (International Code of Marketing	
WHO Geneva 1981).	17
2.9 Protecting Breast Feeding from IF and FCMP	17
2.10 WHO code of marketing of Breast milk substitutes.	18
2.11 Sri Lanka Code Promotion Of Breast	ъ.
Feeding and Marketing of Breast Milk Substitutes in	
Sri Lanka (Ministry of Plan Implementation 1983).	19
2.10 Information Search	19

2.11 Types of Consumer Search Activities	20
2.12 Pre Purchase Search	20
2.13 Ongoing Search	20
2.14 Internal Search	21
2.15 External Search	21
2.16 Influence of Family and Friends	21
2.17 Types and Sources of Information	21
2.18 Market conditions	22
2.19 Buying Strategies	22
2.20 Summary	24

Chapter 03

3.1 Introduction	25
3.2 Conceptual Framework	25
3.2.1 Age of the Mother	26
3.2.2 Social & Educational Background	26
3.2.3 Knowledge gain from Media	27
3.2.4 Attitudes & Beliefs	27
3.2.5 Degree of Knowledge on Nutrition	28
3.2.6 External Sources:	28
3.3 Operationalization	29
3.4 Summary	29

Chapter 04

4.1 Introduction		30
4.2 Study Setting, Design & Method of Survey		30
4.3 Sampling		31
4.4 Data Collection		34
4.5 Methods of Measurements		34
4.5.1 Age of the Mothers	ø	34
4.5.2 Social & Educational Background		34
4.5.3 Knowledge gain from Media		35
4.5.4 Attitudes and Beliefs36		
4.5.5 Degree of knowledge on Nutrition		36

4.5.6 External Sources	37
4.6 Method of Data analysis	37
4.7 Summary	37

Chapter 05

5.1 Introduction	38
5.2 Analysis of Reliability and Validity of the Instruments.	38
5.2.1 Age of Mothers	39
5.2.2 Educational Level	41
5.2.3 Job Category of Mothers	43
5.2.4 Family Income of the Mothers	45
5.2.5 Breast Feed Periods	47
5.2.6 Brand Name of Alternative Milk	49
5.2.7 The Type of Alternative Milk Selected.	51
5.2.8 The Rational Behind is Choosing Infant Formulas.	53
5.2.9 Who Advice to Select an Infant Formula.	55
5.3 Summary	56
Chapter 06	
6.0 Discussion	58
6.1 Introduction	58
6.2 There are six research independent variable	
which positively as well as negatively affect the	
feeding practices of mothers. As the independent	
variables are discussed one by one.	59
6.3 Summary	61
Chapter 07	
7.1Introduction:	63
7.2 Conclusion	63
7.3Recommendation	63

7.4 In this section what are the limitation in the Studies are being discussed.

68