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Mothers’ Perception of Breast Feeding and Bottle Feeding

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The main factors influencing a mother’s feeding choices are:
• The culture around them (if their family and friends have chosen breast or bottle feeding)
• Strength of support systems
• Known benefits of breastfeeding
• Personal choice
• Saving money
• Body image
• The convenience factor of bottle feeding
• Anxiety over breastfeeding
• Lack of support
• Whether they need to return to work or not

Results:

What We Learned
There are many different factors that influence a mother’s decision on whether to breast or bottle feed their infant.