

Breast Feeding Culture in Pakistan - A Critical Study

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Abstract

Purpose of current study is to investigate the different trends of breastfeeding in Pakistani culture. Pakistani culture has been divided into three types, rural culture, semi-rural and urban culture. Natures and habits of breastfeeding are changing in these cultures. Author has used quantitative data in this study. Questionnaire has been developed from previous approved studies and conducted a survey in Pakistani culture. Sample size is 90 mothers who are breastfeeding or well aware about the breastfeeding in Pakistan. This is a quantitative study that has found that mothers are trying to breast feed in urban, rural and semi-rural areas. Mothers are facing many issues regarding breastfeeding. These issues are linked with the social problems and most of the mothers have less knowledge about the benefits of breastfeeding. It has found that general public is not feeling good to breastfeed at working place or public places. Current study has recommended some suggestion to the health organizations and Government to increase the breastfeeding trends in Pakistan. Current study will help the government and other health organizations to launch a campaign relevant to the breastfeeding that will increase this trend in Pakistan.

Keywords: Breastfeeding, culture, semi-rural culture.

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INTRODUCTION

Breast feeding is a sole source of nutrition for infant in all over the world. Mothers have different habits in the world regarding breast feeding. Many researchers have investigated the breast feeding practices in Pakistani culture. Previous studies have investigated the breast feeding practices in different countries but there is no any study that discussed about the cultural background of mothers regarding the breast feeding (Dias & Figueiredo, 2014). Current study will provide cultural background and habits of mothers in breast feeding.

Association between dose and its reaction is clearly indicated and same is the case in breast feeding. As long is the period of breast feeding, infants get much more vigor reimbursement and growth (Goyal, Attanasio, & Kozhimannil, 2014). On the other hand it is equally beneficent for mothers who feed their babies because breast feeding minimizes the threat of breast cancer and ovarian cancer (Tuan, Nguyen, Hajebehoy, & Frongillo, 2014). There will be a higher risk of these

diseases as well as of rheumatoid arthritis for those mothers who try to avoid breast feeding.

BACKGROUND

It is evidently found that risk of occurrence and prevalence of some diseases like atherosclerosis, obesity, diabetes and some other chronic diseases is very for infants who are not fed from their mothers as compared to those who enjoy breast feeding. Breast feeding not only makes an impact against these diseases in childhood but also protect from throughout the life (Goyal, Attanasio, & Kozhimannil, 2014). Breast feeding for duration of at least six to twelve months bestows not only babies but also mothers with a finest healthiness and safeguard against diseases.

Mothers who do not follow the practice of breast feeding for suggested time period and schedule will cost themselves and their families deprived health system. In many developed countries major health problems are due to not giving required importance to breast feeding and it is proving a real setback of health system (Goyal, Attanasio, & Kozhimannil, 2014). In

economical view, breast milk can prove to be a really useful product and proper breast feeding can save billions of rupees for a country and this could be a huge amount for developing and small economies like Pakistan (Sarwar, 2002).

Like as blood banks, milk banks are now also in operation in many countries, where milk from donor mothers is stored. In an Intensive Care Unit (ICU), when milk from mother cannot be obtained, an infant can be fed from milk bank for betterment of his health and growth. It will also reduce the health expenditures and risk of diseases (Goyal, Attanasio, & Kozhimannil, 2014). There is no such active milk bank in Pakistan till now, government support and attention from experts and donors will be very important to initiate this kind of facility (Goyal, Attanasio, & Kozhimannil, 2014).

Even almost every woman is gifted with the ability of breast feeding but duration can vary as subject to different physical and mental conditions of different mothers. In this case, cow's milk is mostly used for feeding (Tuan, Nguyen, Hajeeshoy, & Frongillo, 2014). But in some unusual cases man-made milk, often manufactured from soy beans, is also used which is also suitable for children. But in all this process there is a risk of infectivity in manufacturing, storing or in preparing (Goyal, Attanasio, & Kozhimannil, 2014). So parents need to be really careful during all this process. Still powder milk is not much effective for infants. If child is over 12 months, then there is no need to use powdered milk combination, as they can get some mixed diet at this stage (Tuan, Nguyen, Hajeeshoy, & Frongillo, 2014). Use of manufactured diet like powdered milk is an over burden in terms of cost and also some useful resources are wasted.

In 1981, WHO passed a resolution for the international code of marketing and promotion of all products that can be used as replacement of breast feeding (Goyal, Attanasio, & Kozhimannil, 2014). The purpose of this resolution was to encourage breast feeding and to guarantee appropriate utilization of breast milk and also all its alternate products. According to this code, publicity and marketing of all those products which could be used as substitutes of breast feeding is not allowed (Tuan, Nguyen, Hajeeshoy, & Frongillo, 2014). It also states that all products should come with proper labels which must state accurate information about the product and samples should be available for research purposes to the experts.

Problem Statement

Critical investigation of the breast feeding culture in Pakistan.

Research Questions

- What are the practices of breast feedings in urban culture of Pakistan?

- What are the practices of breast feedings in rural culture of Pakistan?
- How breast feeding culture varies from mothers to mothers?

Objectives of the Study

- To investigate the cultural division of Pakistan.
- To review the literature of breast feeding in Pakistan and other countries as well.
- To find the breast feeding practices of mothers in different cultures.
- To recommend the different options of breast feedings to the mothers in Pakistan.

Significance of the Study

Different researchers have investigated the practices of breast feeding in the world, they recommend and guide to the mothers regarding the complete diet of infant. Breast feeding is a complete feed of infant for first year after birth (Sarwar, 2002). Current study is important for the health point of view for infant in Pakistan. Current study should provide a complete review of breast feeding in different cultures of Pakistan. Cultural practices mothers should also be a part of current study (Goyal, Attanasio, & Kozhimannil, 2014). This study will contribute to the literature regarding breast feeding and provide a complete guidance to the mothers for breast feeding to their infants.

After that resolution, World Health Assembly has passed many resolution regarding feeding and nutrition of children. One of those resolutions, which were presented in 1996, urges the need of professional training in the field of infant's health. Breast feeding is fruitful for infants as well as for mothers in world (Goyal, Attanasio, & Kozhimannil, 2014). Habits and natures of mothers are varied according to the culture, status and education regarding breast feeding. In Pakistan it has found that most of the upper class is more beauty conscious, therefore they preferred artificial diets for their infants (Tuan, Nguyen, Hajeeshoy, & Frongillo, 2014).

LITERATURE REVIEW

Purpose of this chapter is to review the relevant literature and investigate the issue from previous studies. Infant feeding practices of mothers are directly affecting to the health of infants, there are different variables that can change these practices in different cultures at international level (Sarwar, 2002). These variables are parental age, socio economic and cultural factors, personality and education. These factors are directly linked with the breast feeding practices at international level (Sarwar, 2002). During the analysis of above mentioned variables it has found that these variables are important for all countries.

No doubt breast feeding is a normal action for all mothers, but few of them consider it as a unique action in their life. In the view of mothers breast feeding is a struggle to feed their babies and babies should also know about their life. Many mothers think that this is a social behavior to feed their babies through breast. This is an important issue in Europe as well as in Pakistan that most of the mothers are failed to know about the breast feeding to their child.

Culture

It is not easy to understand culture. It tends to various terms like society, competition or more. Sometimes people with many common factors and backgrounds, have to face a lot of differences. Considering this difference, we can say there is no one word definition that describes the word culture. In the same time we enjoy a lot in common and face even

more in differences. If we observe people around us, their feelings, views, beliefs and behaviors; we will be able to understand the culture. From all these things, we pick out the real image of culture. And for all that we reconstruct our perspective of these cultural and social behaviors and transfer all these values to the next generation.

Dimensions of Culture

No matter where and how we live, but it is very important for us to learn and understand all basic principles of social life. Most important things which we must understand are attitudes, ways of thinking, cultural values, social behaviors, association and connection between people and their surroundings and changing trends (Ali *et al.*, 2011). There is a clear contrast in these factors when we compare people from cities & villages, rich & poor, immigrants & emigrants.

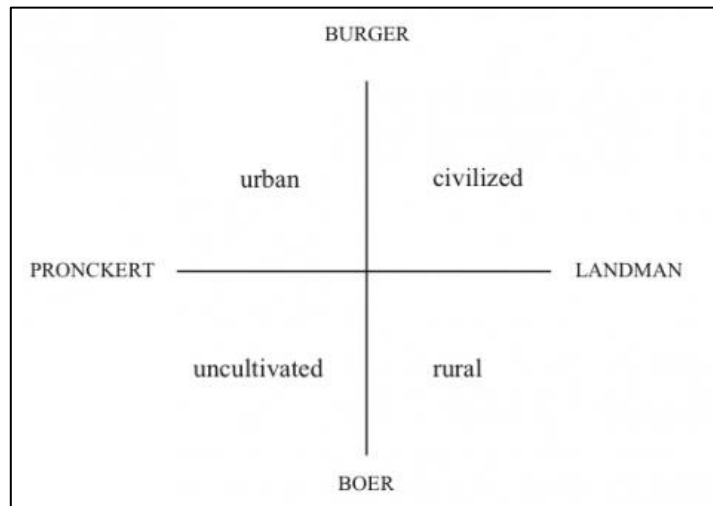


Figure 1

In the process of a continuous socializing methodology amid the seventeenth century, both settings, the urban and the provincial, got to be contributed with importance attributions of advancement and of backwardness, or even of viciousness. Upon investigation, then again, both quality attributions uncover profound debates. For rather than the tight association which open talk credited right away to the present day kin of urbanity and the ideal models of advancement, request and riches gathering, the city and its urban society turned out to be ethical and horrible in the meantime.

The way to cut edge trusts were disappointed or even distorted in the prime area of dynamic development incited counter-talks which hence turned around ID qualities ascribed to the city and to the farmland. Contemporary social talks over the ethics and indecencies of either nation life or city-life can be investigated and examined by reference to a four-poled model of acculturated character space between the urban and the provincial, roused by the model of

present day personality space as talked about by Friedman. The characterizing compelling purposes of this model mirror an astute toward oneself procedure of contemporary social auto-portrayal and they can be backtracked through an abstract investigation.

Rather the positions are calculated perfect sorts built from the viewpoints of an edifying urban society encountering inconsistencies and discriminating part ups: while the guarantees of urban innovation to prompt acculturated and ethical life in the city was reflected in the perfect kind of the Burger, the perfect sort of the Pronckert stood illustrative of the city's conceivable indecencies. Also though the Burger communicated his acculturated ID contrary to the perfect kind of the Boer who he criticized as savage, he could accommodate disillusionments and discontents of urban human progress by romanticizing and identifying with the perfect average cultivated nation tenant, the Hovenier.

In every culture, some factors are always present in large number. They set standards and represent conventions of the culture. In any culture, if mothers are forced to hold all traditions and conventional values, it will drag them to typecasting which will harm the growth (Morisky *et al.*, 2002). To understand the belief held by a mother, no cultural boundaries should be enforced but it should be encouraged to mix them up for betterment of next generation.

Human Nature

While understanding nature of a person, in some regions we term it inherently good, bad or combination of both. Religions are used to define these terms. Like in Islam doings according to Islamic preaching are known as virtues and all offences and violations are described as sins. Normally human nature

tends to sin which we termed as inherently bad (Dompke, 2002).

Social Relationships

Interactions and social associations are always there in socio cultural environments, but it's not that simple. They are considered in a different way and developed in another way (Organization, 2008). Regarding relationships, there is a clear distinction between two totally different cultures in the world. In west, people tend to run away from family life. They attempt and struggle attempt for freedom, liberty, and rareness. In the meanwhile, cultures in east display totally different picture (Dompke, 2002). People sacrifice their privacies, lives, freedom and recognition for family, relations and collectiveness. Even there is no competition between both cultures but still many people have given a preference to one over another.



Figure 2

Relationship with Nature

To explain the association of people with nature, we normally refer it to an assault or a concord. People's behavior towards nature expresses how we use, protect or damage the nature and resources provided by it (Ali, Ali, Imam, & Ayub, 2011).

Time

A culture is always observed and described in aspect of its history, current situation or its progress or presence in near future. Describing history means admiration and respect towards past people and their achievements (Organization, 2008). Current description tells the measures and proceedings of the day. And highlighting future futures gives us plans, preparations and developments.

Activity

Things "going on" or "being done" are considered as activities. Some cultures call attention to

"going on" which emphasizes expansion of an individual. Some cultures stress "being done" which calls for success of others (Ali *et al.*, 2011). Some other cultures emphasize on combination of both "going on" are "being done".

Other Dimensions

There are some other dimensions which need us to pay attention. One of them is complications and difficulties of defining possible number of associations. Another important thing is set standards and allowed divergence and flexibility in these standards. In countries like Pakistan, increasing distances due to social status, class, social and religious groups is also an important dimension (Ali *et al.*, 2011).

The activity of Breastfeeding

Sometimes we don't even consider breast feeding an action as its own. That's why mothers get frustrated and ask that when they are feeding they

babies, are they doing anything or not (Wright, 2007). If during the period of breast feeding mother has to perform all duties which she perform when she is not feeding, then feeding a baby will be felt as an extra burden. This will lessen her interest in breast feeding for other activities (Winter and Chevrier, 2008).

Along with other facts, cultural environment is an obvious factor which transfers the trend and information about breast feeding. In different analysis among the mothers in Pakistan, conducted through questionnaires and surveys, results show that mothers is very much concern about the effectiveness of the breast feeding process (Ali, Ali, Imam, & Ayub, 2011). They want to know that how much this is important for babies. Other thing which bothers them is the duration of the breast feeding period. But study shows one thing clearly, that mothers only have as much knowledge as they got from their mothers (Morisky *et al.*, 2002). A same kind of study in Europe shows that mothers got knowledge about breast feeding from nutritionist or midwives. Many mothers from different regions state that they searched about it on internet and got all the knowledge from different websites (Greene, Kreider and Mayer, 2005). It was also found that searchers were much educated and they were feeding their babies with a lot more attention and with a proper schedule.

In some other resolutions and declarations, at different times and on different places, WHO and UNICEF urged different health institutions and also governments to develop and apply their respective policies regarding breast feeding (Dias and Figueiredo, 2014). Health ministries and governments were urged to set goals and objectives and keep a focused monitoring to better results. They suggested governments to form committees which should include members from governmental and non-governmental institutions and other social workers which are actively working for betterment of health system (Tuan, Nguyen, Hajeebhoy, & Frongillo, 2014). These people should work to make sure that all that code regarding breast feeding is fully in applied and all required facilities all available.

For successful breast feeding, ten steps of international code should be put into practice. For this purpose WHO and UNICEF have established an international program named, Baby Friendly Hospital Initiative (BFHI). They also recommended all countries that they should support and maintain health services for babies and mothers; either they are provided by government or being run privately, so that these are developed to be affable for infants (Goyal, Attanasio and Kozhimannil, 2014). They also urged governments to expand maternity services, make them available everywhere and baby friendly.

There are many things which develop or contract the trend of breast feeding. Most importantly,

mothers should be insured that they are doing some really important job. We must tell them they are not only feeding for health and growth of their babies but also protecting themselves against many diseases (Goyal, Attanasio and Kozhimannil, 2014). Behaviors of mothers towards breast feeding change with many factors (Metcalf, 2011). It changes with the variance in culture. Linguistic differences also make impact. It is observed that some young mothers do not like to breast feed and if they are not properly educated then this rate further decrease (Tuan, Nguyen, Hajeebhoy, & Frongillo, 2014). It is also observed that fat and plump women do not pay much attention to breast feeding schedule and in their case breast feeding period is too short (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002). Working women and especially those who start working soon after delivery case, are also less likely to breast feed and they use to quit feeding early.

Breast feeding is considered as innate and habitual for mothers in some parts of the world. It is thought to be a duty of mother; that's why it gets less attention. During a journey or in public places like Railway Station, Airport, Hospital, School or playground, some mothers really look uncomfortable while breast feeding and some others even don't like to do that (Inam and Ramzanali, 1997). Things like this affect the behavior of a mother. Sometime breast feeding feels them as an extra burden. Proper knowledge and guidance is required to change these behaviors (Inam and Ramzanali, 1997). We need to support mothers and help them out to understand the importance of this process. Social and educational support will definitely play an important role for successful breast feeding.

At the same time some techniques, to enhance successful breast feeding, will be effective in some parts of the world but not that much in some others. In the same way education and knowledge regarding breast feeding may work somewhere very well and may be not that much effective in other areas (Tuan *et al.*, 2014). So it is needed that mothers should be provided with support on individual bases as well. As we can see environment in Pakistan is completely different as compared to Europe, USA and Australia. So it is important to target Mothers area wise and provide them support according to local differences (Watsona *et al.*, 2002).

Working women face real problems when they are not facilitated with reasonable maternity leave. Even sometimes they are not allowed to take unpaid leaves. If mother has to get back to work very early, schedule of breast feeding will be disturbed and sometimes discontinued. Health of children and their growth will suffer a lot (Wright, 2007). In 2000, a convention was organized by ILO for the purpose of Maternity Protection which has allowed mothers the

right of a paid maternity leave of 14 weeks. They also permit them with daily one or two paid breaks for breast feeding (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002). But it is observed that many women do not get maternity leave, neither paid nor unpaid. In countries like Pakistan there is not much success found in breast feeding in workplaces (Asim *et al.*, 2010). Serious attention of related government department is needed to facilitate mothers with this kind of important duty.

Breast feeding differences were also found on regional differences. Frequency and trend of breast feeding change region by region (Dias and Figueiredo, 2014). And even in Pakistan, it changes from province to province and also there is a big difference between trends of cities and villages. In villages there is no proper knowledge available, so no schedule of feeding is followed (Winter and Chevrier, 2008). But duration of breast feeding period is much longer than that in cities.

Start of the process of breast feeding, is also dependent upon diversity and variance of cultures. Other factors like education, religion, age of mother, are not making that much impact in this sense. Some analysis has shown that duration of breast feeding period, sensitivity for feeding, care for baby's nutrition and motherly behaviors are related to the cultural values and cultural background (Asim *et al.*, 2010). Every day jobs, responsibilities, behaviors of friend and family members and education level are other factors which determine a mother's approach towards breast feeding.

The World Health Organization and the World Bank have pulled together measurements from different nations to structure a picture of what breastfeeding looks like over the globe (however they've needed to settle for generally matched time periods in the middle of nations), and to note drifts long of time individuals breastfeed for. It is critical to note when taking a gander at the details that they are demonstrative just – there can be various years between information gathering in the middle of nations, and examination technique differs broadly (organizationalculturefacts.com, 2011).

Over the world, UNICEF reports not as much as half (only 42 percent) of babies are put to the breast inside one hour of conception, and provincial midpoints range from a high of 56 percent crosswise over Eastern and Southern Africa to a low of 39 percent in South Asia. They report extensive contrasts in breastfeeding start among moms both crosswise over and inside locales (Watsona, Lysonski, Gillana, & Raymorec, 2002). Case in point, in South Asia, youngsters conceived in the wealthiest family units are more inclined to be breastfed inside one hour of conception than those in the poorest families (Metcalf, 2011). In

any case, the inverse is valid in the Middle East and North Africa, East Asia, the Pacific countries, Latin America and the Caribbean, where wealthier families pick container encouraging in front of breast.

At a worldwide level, measuring rates of breastfeeding is not generally basic. On the other hand, a helpful list set up together by non-benefit association and enrolled philanthropy Save the Children, the Breastfeeding Policy Scorecard for Developed Countries, makes rankings in view of help offered for breastfeeding in the industrialized world (Tuan, Nguyen, Hajebehoy, & Frongillo, 2014). These incorporate issues, for example, maternity leave laws, right to every day breastfeeding breaks, rate of healing facilities that are infant inviting, condition of approach backing for the International Code of Marketing of Breast milk Substitutes and breastfeeding practices (Sarwar, 2002). So where does Pakistan fit in? Tragically, we are at number 96 – just barely over the base of the rundown, which is the US at 36.

That is to some degree astonishing: truth is told, with such a high extent of infants at any rate being breastfed sooner or later you would think we could improve. The reason we do as such seriously is down to our authority Department of Health strategy. As per Save the Children, that gets a score of only 4.8 out of 10. Adding to our low general score is the way that Pakistan mums have no privilege to every day nursing breaks – something just six different nations in the rundown of 36 neglect countries (Ali, Ali, Imam, & Ayub, 2011).

Cultural Basis of Breastfeeding

Trend of breast feeding largely relates to build up of a culture. According to the differences found in cultures, breast feeding trends are affected a lot. Impact of personal behaviors and values has not made much impact on this. Breast feeding to babies is part of social values in a culture, in another one; it is not (Morisky *et al.*, 2002). "How and when to feed babies", is part of training which is given to a daughter from a mother in some cultures like we have in Pakistan.

When babies grow, they grow with the experience nutrition and feeding they get in early days of their lives. They observe everything they play with or they live with. Sometimes we try new approaches for breast feeding, but it is very difficult to patch up or replace the way of feeding with newer one (Ess, 2008). It always results in many complications and mix up the concepts. With the change in ages, location or language there will always be a clear change in breast feeding methodology (Watsona, Lysonski, Gillana, & Raymorec, 2002). Attitude towards breast feeding and its manners are always structured with the construction of cultural values and socio cultural behaviors.

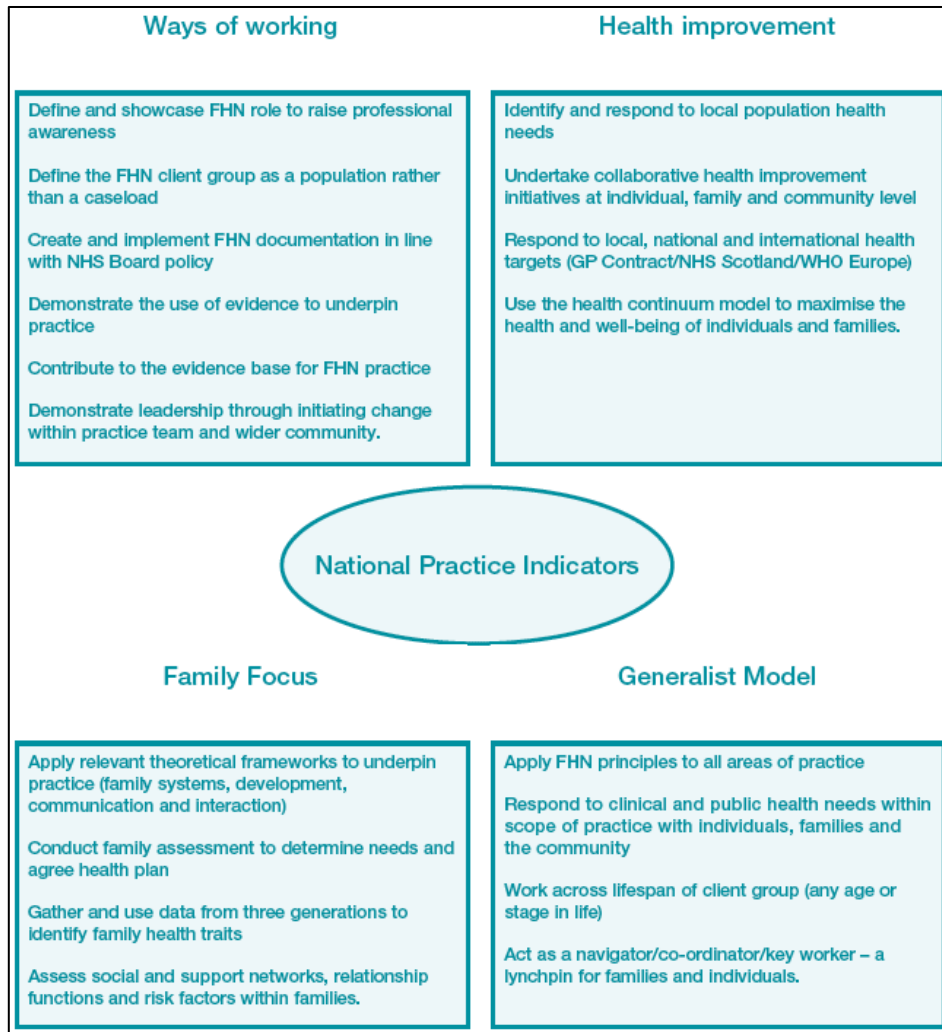


Figure 3
(organizationalculturefacts.com, 2011)

Cultural Dimensions of Breastfeeding

As we discussed cultural dimensions, presence of breast feeding dimensions also cannot be ignored. In a mother’s point of view, there are many different extents of breast feeding in each and every different culture. Even if she is thinking about another culture from which she is not originated (Asim, Mahmood, Sohail, Anjum, & Nazir, 2010).

Nurslings, Nature

Nature of infants in normally analyzed in terms of good or bad. Sometimes they are also looked as mixture of these natures. But a mother has always a belief that she is controlling the nature of her baby otherwise he/she would definitely go towards bad nature which he/she has got inherently (Metcalf, 2011).

Mother-nursling relationship

Properly analyzing the relationship between the nursling and mother, we can observe that nursling is completely depending on the mother. They are vied as a pair, but sometimes one of them or even both of them

are willing to have some freedom or self-determination (Ali, Ali, Imam, & Ayub, 2011). Working women are more likely considered in this category, who more often find some slot to get away from their babies.

Relationship with breastfeeding:

Most the mothers do feed their babies. But at times, some mothers think that they are controlled and conquered because only they have to do it again and again. Mothers think that they are not doing it willingly but they are forced to do so (Sarwar, 2002). In this case father or doctor is more likely required to discuss and encourage the mother so that they feel self –confidence and self-reliance.

Anything mother thinks about the process of breast feeding is going to make a serious impact on the progress and growth of the baby. If a doctor or nutrition specialist speaks to mother and guides her about it, the result could be very encouraging for learning and growth of the baby (Winter & Chevri er, 2008).

The timing of breastfeeding:

A complete breast feeding time table/ feeding plan/ program/ schedule can be developed and maintained. This plan will illustrate when, how long and how much baby will be fed from breasts. It will mention number feedings per day, duration of single feeding and gap between two feedings (Inam & Ramzanali, 1997). If there is no such plan, then it will wholly be dependent upon “chance” which mother gets or “need” when the child feels. That will cause erratic feeding and baby will get less attention as well. These things can seriously affect the growth of an infant.

The activity of breastfeeding: Sometimes we don't even consider breast feeding an action as its own. That's why mothers get frustrated and ask that when they are feeding they babies, are they doing anything or not. If during the period of breast feeding mother has to perform all duties which she perform when she is not feeding, then feeding a baby will be felt as an extra burden. This will lessen her interest in breast feeding for other activities (Ess, 2008).

Issues in breastfeeding

Utilized moms normally find that coming back to work is a noteworthy boundary to breastfeeding.

Ladies regularly confront resoluteness in their work hours and areas and an absence of protection for breastfeeding or communicating milk, have no spot to store communicated breast milk, are not able to discover kid care offices at or close to the working environment, face fears over occupation frailty, and have constrained maternity leave advantages (Dias & Figueiredo, 2014). In 2009, the Society for Human Resource Management reported that just 25 percent of organizations overviewed had lactation programs or made extraordinary facilities for breastfeeding.

Little organizations (less than 100 representatives) are the least extent liable to have lactation projects, and whether the working environment is vast or little, babies are by and large not permitted to be there (Agyeman-Budu & Welvaert, 2006). Numerous moms experience weight from collaborators and bosses not to take breaks to express bosom drain and existing breaks regularly don't permit sufficient time for statement. At the point when moms who don't have a private office at work don't have a spot to breastfeed or express bosom milk, they may turn to utilizing the restroom for these reasons, a methodology that is unhygienic and connected with untimely weaning (Balle & Re'gnier, 2007).

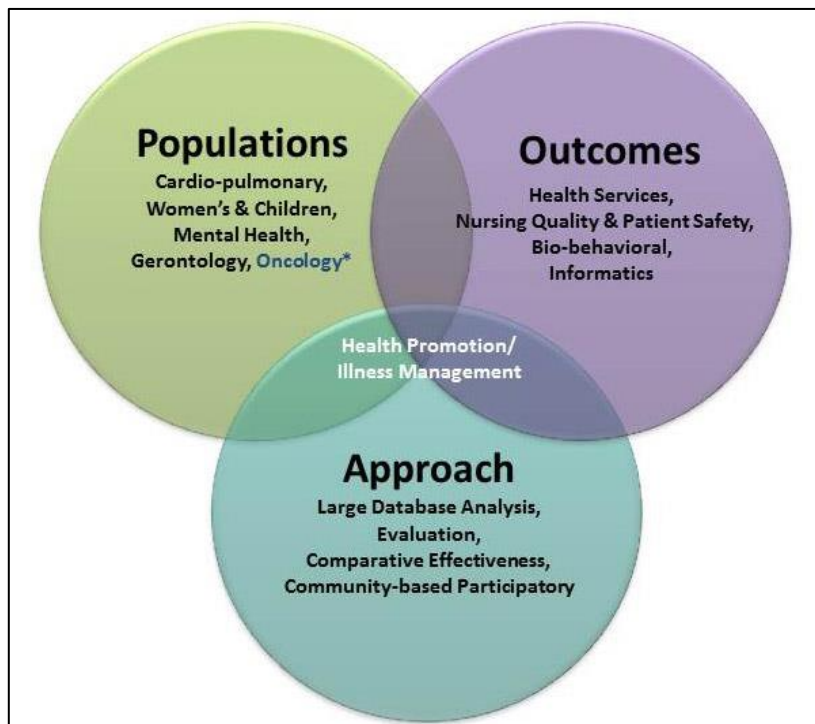


Figure 4

Absence of maternity leave can likewise be a huge hindrance to breastfeeding. Studies demonstrate that ladies aiming to come back to work inside a year after labor are less inclined to launch breastfeeding, and moms who work full-time have a tendency to breastfeed for shorter terms than do low maintenance or unemployed moms. Ladies with longer maternity leaves

are more prone to join breastfeeding and livelihood (Asim, Mahmood, Sohail, Anjum, & Nazir, 2010).

In an overview of 712 moms, every week of maternity leave expanded the term of breastfeeding by just about one-half week. Employments that have less adaptability and require long detachments of mother

and child further convolute breastfeeding (Ali, Ali, Imam, & Ayub, 2011). Time-based compensation laborers face distinctive difficulties than salaried specialists, as the previous regularly have less control over their timetables, and their pay may be lessened on the off chance that they take breaks to express breast milk (Watsona, Lysonski, Gillana, & Raymorec, 2002).

Along with other facts, cultural environment is an obvious factor which transfers the trend and information about breast feeding. In different analysis among the mothers in Pakistan, conducted through questionnaires and surveys, results show that mothers are very much concern about the effectiveness of the breast feeding process. They want to know that how much this is important for babies (Sarwar, 2002). Other thing which bothers them is the duration of the breast feeding period. But study shows one thing clearly, that mothers only have as much knowledge as they got from their mothers.

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Start of the process of breast feeding, is also dependent upon diversity and variance of cultures. Other factors like education, religion, age of mother, are not making that much impact in this sense. Some analysis has shown that duration of breast feeding period, sensitivity for feeding, care for baby's nutrition and motherly behaviors are related to the cultural values and cultural background (Ali, Ali, Imam, & Ayub, 2011). Every day jobs, responsibilities, behaviors of friend and family members and education level are other factors which determine a mother's approach towards breast feeding.

Breastfeeding in Islamic religion

In a few societies and time periods, it has been standard for babies to be breast fed by a non-permanent mother (in some cases called a "medical caretaker house keeper" or "milk mother"). In old Arabia, it was

basic for city families to send their babies to a non-permanent mother in the desert, where it was viewed as a healthier living environment. The Prophet Muhammad himself was tended to in early stages by both his mom and a temporary mother named Halima. Islam perceives the criticalness of breastfeeding to the development and advancement of a youngster, and the extraordinary bond that grows between a nursing lady and a child.

A lady who generously nurture a youngster (more than five times before the age of two years) turns into a "milk mother" to the tyke, which is an association with exceptional rights under Islamic law. The suckled kid is perceived as a full kin to the temporary mother's other youngsters, and as a mahram to the lady. Assenting moms in Muslim nations infrequently attempt to satisfy this nursing prerequisite, with the goal that the received tyke can be all the more effortlessly coordinated into the crew.

Attentive Muslim ladies dress unobtrusively openly, and when nursing for the most part attempt to keep up this humility with apparel, covers or scarves which cover the midsection. Notwithstanding, in private or amongst other ladies, it may appear bizarre to some individuals that Muslim ladies by and large medical caretaker their children transparently. Nursing a kid is viewed as a characteristic piece of mothering and is not seen as a vulgar or sexual act in the smallest. In outline, breastfeeding offers numerous profits to both mother and kid. Islam helps the logical perspective that breast milk offers the best sustenance for a baby, and prescribes that nursing proceed to the youngster's second birthday.

Benefits of Breastfeeding to mother and child

Breast milk is a one of a kind mix of supplements crucial to a youngster's wellbeing, and can't be copied by any research facility equation. It gives various wellbeing points of interest starting during childbirth and proceeding all through a youngster's life. Truth be told, countless wellbeing issues today's youngsters face may be diminished, or even avoided, by breastfeeding the newborn child only for at any rate the initial six months of life. The more drawn out the mother breastfeeds, the more probable her kid will get the medical advantages of breastfeeding.

The American Academy of Pediatrics (AAP) prescribes that moms breastfeed for at any rate the first year of a tyke's life and proceed until they both feel they are prepared to stop. In the initial six months, the infant ought to be supported solely by bosom milk. The moderate presentation of iron-enhanced sustenance's may supplement the breastfeeding in the second 50% of the first year. Bosom milk without supplements amid the initial six months lessens the likelihood of sustenance sully because of corrupted water or

hunger as a consequence of over-weakened recipe. In this manner, the tyke ought to be breast fed without the obstruction of water, sugar water, juices, or recipes; unless a particular medicinal condition demonstrates something else. The AAP affirms that breast milk has the ideal parity of supplements for the baby. It is independent from anyone else enough sustenance for pretty nearly the initial six months of life and ought to take after as the youngster's staple all through the first year.

Pakistani mothers are considered as illiterate and they have lower education level about their health (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002). After a comparison between urban and rural areas mothers it has found that rural mothers are more conscious in breast feedings. Mothers from semi-rural areas are also conscious about their breast feedings (Ali, Ali, Imam, & Ayub, 2011). Another research has found that most of the Pakistani mothers are depending on the breast feeding for first one to two hours. Ethnic groups in Pakistan are also considered as a population that is another factor that can affect to the breast feeding (Asim, Mahmood, Sohail, Anjum, & Nazir, 2010).

Importance of breast feeding is very high for infants in the world. breast feeding provide a complete infant nutritions at early stage that can defend the child from early diseases. Weaning should not start before 4 months of age that is an important point in breast

feeding(Inam & Ramzanali, 1997). Child should depend only on breast feeding for first four to six months. Nutrinists recommend mix diet for the infants after six months of age, that may fulfill the need of child at this stage(Ali, Ali, Imam, & Ayub, 2011).

Breast feeding patterns and behaviors of mothers are different according to the culture and education of mothers. Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering (2002) have found that education of people affect to the breast feeding practices in Pakistan, they argued that mothers are breast feedingproperly but 53000 childrens are died annually due to the delay of breast feeding in Pakistan(Inam & Ramzanali, 1997). Medical research found that mothers can save their child with first hour breast feeding after birth. This feed can create ammuny in the body of infant that can make them strong and healthy. Cultural values of Pakistan are affecting to the breast feeding practices.

In 2000, the Millennium Development Goals (MDGs) set 15-year focuses for critical upgrades in survival, prosperity and advancement for the world's most helpless populaces. Much advance has been made, yet in 2008, a milestone arrangement of papers distributed in The Lancet diary attracted worldwide consideration regarding the requirement for a reestablished concentrate on enhancing sustenance keeping in mind the end goal to accomplish the MDGs (Tuan, Nguyen,Hajeebhooy, & Frongillo, 2014).

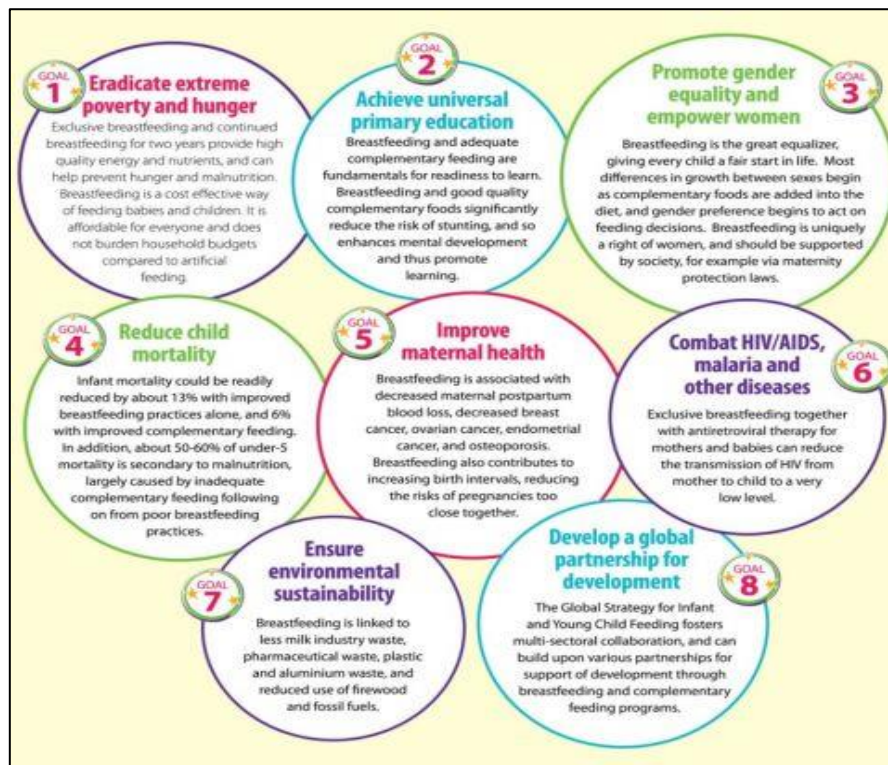


Figure 5 (Dompke, 2002)

In spite of the fact that nourishment is an express focus of MDG 1, it supports a large portion of the others. Specifically, great nourishment amid the initial 1000 days of a kid's life (from origination to second birthday) establishes a framework forever long solid development and improvement (Agyeman-Budu & Welvaert, 2006). Building human advancement limit is the way to accomplishing the majority of the MDGs, yet a great many youngsters keep on having their physical and cognitive potential bargained by poor sustenance (Balle & Re'gnier, 2007).

With only one year left on the MDGs, its fitting that World Breastfeeding Week 2014, celebrated from August 1–7, spotlights on the significance of breastfeeding to attaining to worldwide advancement

targets. Here's the way breastfeeding adds to each of the MDGs:

Albeit numerous, if not most, babies as far and wide as possible experience some breastfeeding, there is far to go to attaining to elite breastfeeding for all, a discriminating part of ideal sustenance in the initial 1000 days (Grøndahl, Hall-Lord, Karlsson, Appelgren, & Wilde-Larsson, 2013). Restrictive breastfeeding (an eating methodology of bosom drain just with no different fluids or solids-not by any means water) for the initial six months of a youngster's life is a standout amongst the most essential intercessions to guarantee a kid's survival, solid development and improvement (Hult & Lukas, 2005).

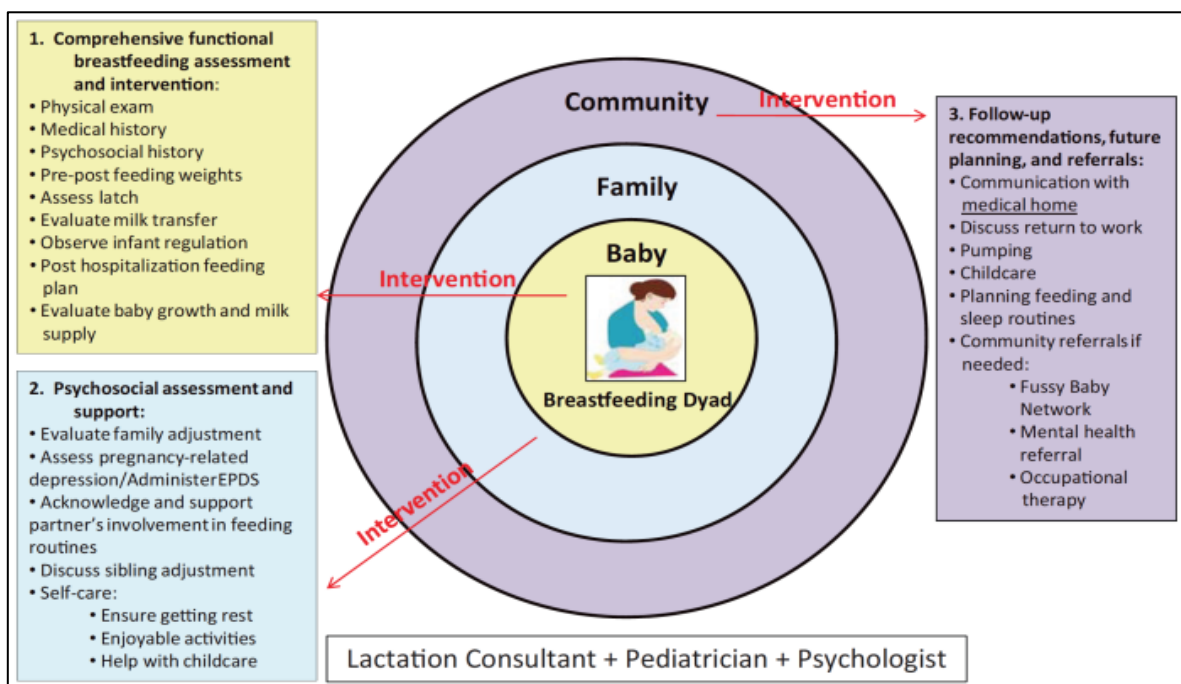


Figure 6

Breastfeeding launch and the time of the first month after conception for the mother and newborn child can frequently be entangled by medicinal and psychosocial difficulties which may be troublesome for lactation pros alone to address (Tuan, Nguyen, Hajeebhoy, & Frongillo, 2014). In a distributed article in March 2014 in the Journal of Human Lactation, we depict a coordinated psychological wellness approach which we have instituted the 'Trifecta Approach' as a model of breastfeeding administration. The lactation specialist and I take the itemized history on mother and infant together, and attempt to incorporate a preand post- bolstering weight and help with hook and situating (Dias & Figueiredo, 2014).

Since breastfeeding regularly gets the accuse if the infant is not developing admirably, we every so often need to acquire other lab studies (e.g. Vitamin D levels) or heartbeat oximetry observing (e.g. low

oxygen levels because of snorty breathing helped identify an inherent laryngeal issue that obliged surgery) (Ali, Ali, Imam, & Ayub, 2011).

Every now and again referred to issues with breastfeeding incorporate sore areolas, engorged bosoms, mastitis, spilling drain, torment, and inability to lock on by the newborn child. Ladies who experience these issues at an opportune time are more averse to keep on breastfeeding unless they get proficient help. Exploration has observed that moms build their breastfeeding arrangements with respect to past encounters, and determination of these issues may influence their future choices about sustaining. Worry about lacking drain supply is an alternate oftentimes referred to purpose behind right on time weaning of the newborn child (Balle & Re'gnier, 2007).

One national study on sustaining practices found that around 50 percent of moms referred to lacking drain supply as their explanation behind ceasing breastfeeding. Having a poor drain supply can come about because of occasional sustaining or poor breastfeeding procedures, yet absence of trust in breastfeeding or not understanding the typical physiology of lactation can prompt the impression of a lacking drain supply when actually the amount is sufficient to support the infant (Agyeman-Budu & Welvaert, 2006).

Ladies report accepting clash counsel from clinicians about how to tackle issues with breastfeeding in Pakistan. Effective start relies on upon encounters in the healing facility and in addition access to direction on lactation from breastfeeding specialists, especially in the early baby blues period. Most issues, if recognized and treated early, require not represent a risk to the continuation of effective breastfeeding (Dias & Figueiredo, 2014).

Bosom milk is for nothing out of pocket and all around accessible, even in exceptionally asset compelled settings, yet less than 40% of babies in the creating scene are only breastfed (Hecimovich & Volet, 2011). The purposes behind this incorporate the normal conviction that breastfeeding is insufficient to fulfill a developing baby; social practices, for example, those that oblige babies to be "rinsed" with particular nourishments; forceful promoting of newborn child equation; an absence of skilled breastfeeding instructors; and substantial workloads for moms, including lacking maternity leave procurement (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002).

RESEARCH METHODOLOGY

Selection of correct research method is very important decision for all researchers because this decision may increase the validity of research and improve the results from all aspects. This research is based on the quantitative data that may support to the research of current problem (Asim, Mahmood, Sohail, Anjum, & Nazir, 2010). Different factors are considered in this study which is important in cultures of breast feeding. Author includes all cultural factors in the study and discusses it in detail. Furthermore study includes primary and secondary sources which are playing their roles in a research.

According to the research objectives author has used research techniques (Dias & Figueiredo, 2014). Major focus of current study is to develop real findings that can be applicable in Pakistani culture. All types' communities and mothers can use these findings for guidance and applications. This is a major part of the study to apply the results in real sense of Pakistani culture (Inam & Ramzanali, 1997). Such research techniques are important which are supporting to the

exact and applicable research, furthermore that can achieve the research objectives.

Philosophy of the Research

Philosophy of the research is an important part of methodology. Few researchers worked on the broader areas to narrow areas and many researchers discussed a narrow problem in the research than they discussed it in the light of broader research (Hurn, 2011). In current research author focused on the broader problem of the society of all classes. Therefore inductive research philosophy is used in this study. Deep research literature has been studied and included regarding the cultures of Pakistan and this literature is included in all social classes (Hunter & Schmidt, 1990). Inductive research philosophy is observed a simple research problem and investigates it from literature with the secondary sources (Johnson & Onwuegbuzie, 2004).

Positivism is a philosophy of research that is based on the assumptions and it is not based on the real problem but logically problems may exist. This research philosophy may be used in the development of theories and increase the support through assumptions (Tuan, Nguyen, Hajebehoy, & Frongillo, 2014). Realism research philosophy is based on the real problems that are truly relevant to the current problem. Many previous researchers have discussed it in the light of medical terms and health care. Breast feeding habits and natures are varied from mothers to mothers and cultures to cultures (Dawson, 2002). Realism research philosophy is really applicable in current research that is used by the author in current study. Furthermore author support to the problem with different types of social theories that can discuss the problem in correct way (Goyal, Attanasio, & Kozhimannil, 2014).

Research Design

Research design is important from all aspects that support to the cultural factors in breast feeding practices. Focus of current study is to improve the literature with extra findings and develop a study that may be applied in the real Pakistani culture (Goyal, Attanasio, & Kozhimannil, 2014). Therefore applied research is conducted in this problem, furthermore major focal point of current study in the quantitative and primary data that may be collected from mothers of different cultures. Many previous researchers investigated about the breast feeding impacts on the mother health as well as the health of infants (Goyal, Attanasio, & Kozhimannil, 2014). Secondary data of other countries may also be a part of current study that may support to the findings of previous researchers and used in the literature and this data will support to the current findings of the study (Dias & Figueiredo, 2014).

Research Strategies

Both research strategies inductive and deductive has been discussed in detail in the previous

part of research method (Kothari, 2008). Author has used inductive research strategy to support the findings, because author focused on the down to top approach. In this strategy author has taken a small problem in research and support to the problem with literature (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002). In this approach researchers may focus on the observations and increase the viability of the research. This is an empirical research strategy that has included different types of response. Response of mothers has been included in the study that has explored in the form of quantitative results.

Population and Sample Methods

Most important part of research method is to define the population and sampling method and technique. Unbiased and transparent sampling method may create real results that may be applied in the society. Literature has divided the culture in three different classes and parts (Kothari, 2008). First is rural culture that is not matched with the urban culture and second type of the culture is urban that is completely different from rural and third is semi-rural culture that is matched with the both, few traditions and norms are matched with the urban and few of them are matched with the rural culture (Tuan, Nguyen, Hajeebhoy, & Frongillo, 2014).

In current study author include all cultures so population of current study is all mothers who have children either they are breast feeding right now or in past. Author has used simple random sampling method

to select the right sample; this method is proved and recommended by the different researchers (Neuman, 2000). Author has select 30 mothers from each culture from different health care clinics and health units. Author targets maternity clinics in the urban areas and basic health units controlled by the Government of Pakistan in rural areas (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002).

Furthermore hospitals and basic health units are targeted by the author in semi-rural areas. Total size of sample is 90 from three cultures. This sample has filled a questionnaire that is based on the close ended questions. Author has interviewed 8 lady doctors regarding the investigation of habits of mothers in breast feedings (Hurn, 2011). They are also explored their views about the habits and natures of mothers. Furthermore they explored the impact of breast feeding on the health of infants at early age of birth.

Data collection method

Collection of data is a critical part of current research, and author has collected primary data in different phases. In first phase author has targeted the different places in the rural areas that was a challenging task. Basic health units which are providing maternity services to the mothers are targeted in first phase (Greene, Kreider, & Mayer, 2005). Questionnaire is filled by the mothers, few mothers are successfully filled in this area and most of the mothers are failed to fill and understand the questionnaire, so author helped them to fill these questionnaires.

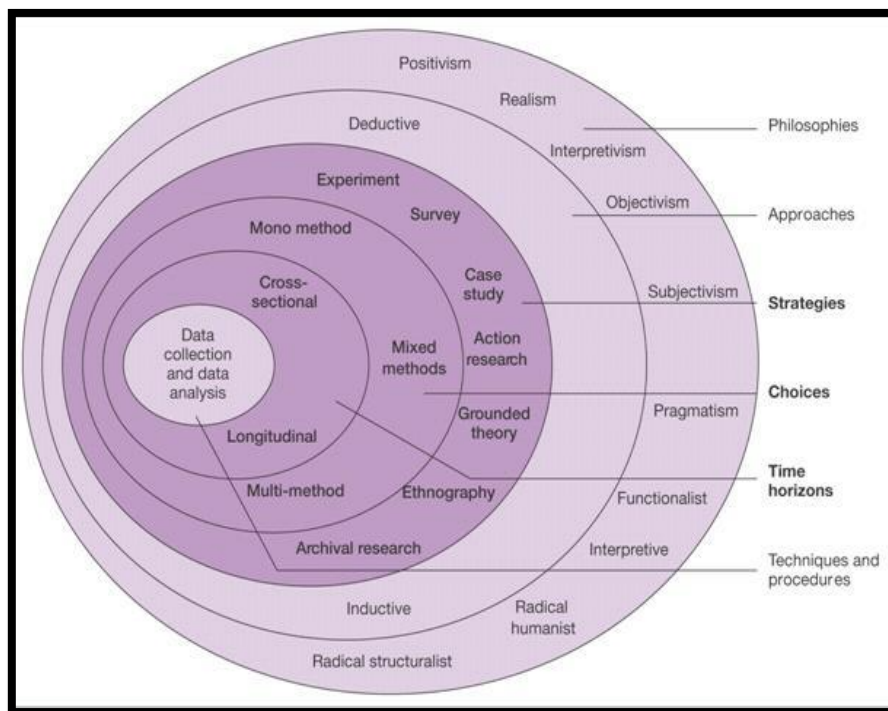


Figure 7
(Saunders, M, Lewis, P & Thornhill, A, 2009)

In second phase author target semi-rural areas and hospitals where mothers visits frequently (Johnson & Onwuegbuzie, 2004). In third phase author has visited the family clinics in urban areas, questions are divided in the mothers and collect from them when they complete it. This was a critical task because most of the mothers are shying and they are not exploring about the breast feeding in the questions (Kothari, 2008). This is a cultural issue over here. Simple random sampling method has used to select the mothers from basic health units and hospitals.

Data Analysis Method

Author has included few questions relevant to the culture and demographics. These factors are not directly aligned with the research results, but these factors are supporting to the future studies (Saunders, M., Lewis, P & Thornhill, A, 2009). Author has used SPSS software to analyze the primary data. This is an

easy task that may analyze the quantitative data in a research. Furthermore reliability of the data is a major part of the analysis, author has checked about the reliability of the data than analyzed further information (Hurn, 2011).

Reliability and validity

Before running the other tests in SPSS, it is mandatory to check the reliability and validity of the data, author has found that data is valid because right data collection and sampling technique used by the author in this study. This technique has been used by the different researchers and approved by the previous authors. Reliability of the data is an important element of data analysis. It has found that data is reliable because value of cronbach's alpha is reliable. Results of this test is $\alpha=.79$, previous researchers found that value of α indicate the reliability when it is more than 0.60 (A.Santos, 1999).

Table 1: Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.790	24

Author has analyzed other questions which are self-exploring and outcomes are presented in the exploratory form as well as in the graphical forms. This is a critical task to interpret the results and present in an easy understandable form. Graphical presentation makes it more clear and understandable (Neuman, 2000). Author has run descriptive statistics and frequency analysis that may explore the results in clear forms. According to the findings of the study author interpret the results and show the findings. Findings of current study are also supported through the previous studies and recommendations.

Data Analysis

Analysis of data is an important part of quantitative study. Results of current study found that questionnaire divides into two parts, first part of the questionnaire is exploring about the demographics of respondents which are participated in the current breastfeeding survey in different cultures of Pakistan.

Second part of the questionnaire is exploring about the breastfeeding habits of women who are involved in the breastfeeding. Analysis part of the study is divides into three major parts (Dawson, 2002). First part of the study is about demographics of respondents, demographic factors which are age, and other culture and breast feeding habits. These factors are qualifying the respondents for collection of data in the study (Neuman, 2000).

Demographic factors are quite important which are helping the researchers in future studies; results of demographics are not affected to the actual response of respondents in the study. This is an important aspect of the study that can increase the validity and provide a real response of respondents. Results of current study are representing the breastfeeding culture of Pakistan that is diverse according to the breastfeeding practices.

Table 3: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	39	43.3	43.3	43.3
	31-40	32	35.6	35.6	78.9
	41-50	19	21.1	21.1	100.0
	Total	90	100.0	100.0	



Figure 8

Age of the respondent is first demographic factor that indicate the age slabs of respondents in current survey. Results show that 43.3% respondents are lying between the ages of 18 years to 30 years.

35.6% respondents are lying between the ages of 31 years to 40 years. Remaining 21.1% respondents are lying between the ages of 41 years to 50 years.

Table 4: What class would you consider yourself to be in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upper Class	19	21.1	21.1	21.1
	Middle Class	58	64.4	64.4	85.6
	Lower Class	13	14.4	14.4	100.0
Total		90	100.0	100.0	

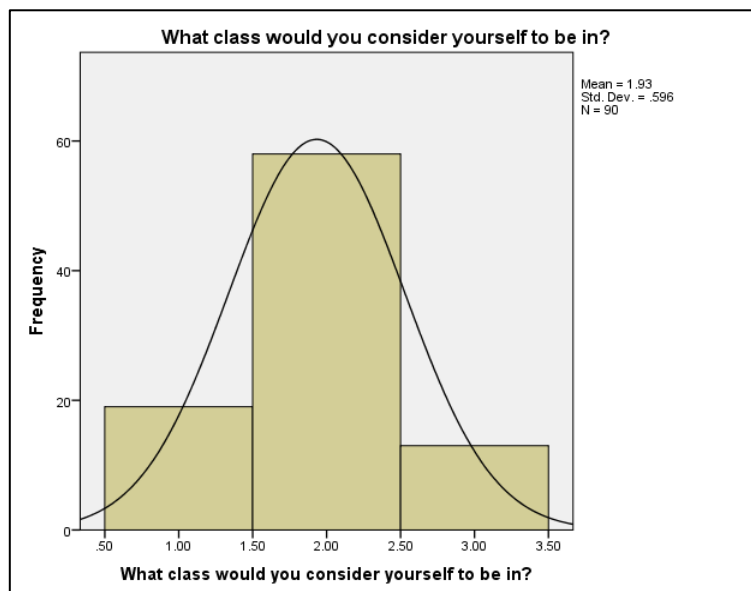


Figure 9

Social classes are playing an important role in our cultures, current results found that there are 21.1% respondents are linked with the upper class, 64.4%

respondents are linked with the middle class and remaining 14.4% respondents are linked with the lower class. Total 90 respondents participated in the survey.

Table 5: Do you have children's

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	85.6	85.6	85.6
	No	13	14.4	14.4	100.0
	Total	90	100.0	100.0	

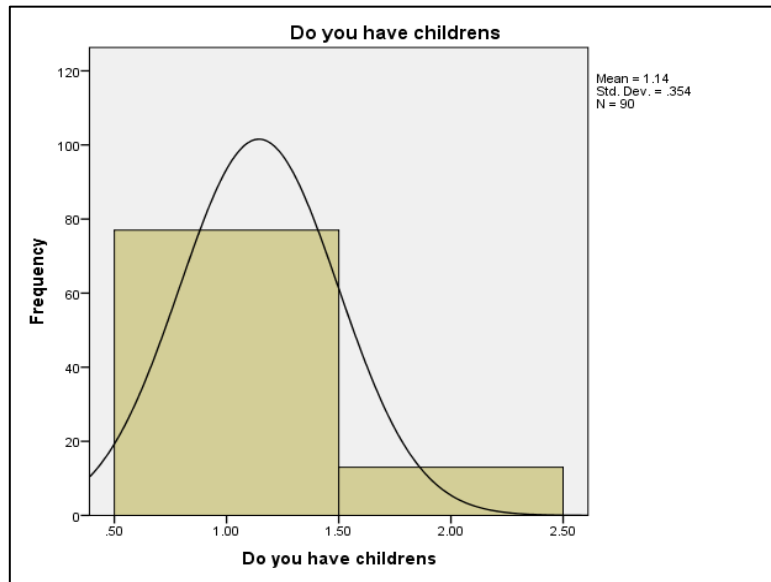


Figure 10

Basic purpose of current study is to investigate the trends and habits of different cultures regarding breastfeeding in Pakistan. Therefore author collected data from 90 respondents among these 90, there are 77 respondents have their children and they are

breastfeeding currently or they have an experience breastfeeding. Remaining 13 respondents have no children but they are well aware about the breastfeeding habits.

Table 6: Overall, what do you think is the public's perception of breastfeeding?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	59	65.6	65.6	65.6
	Neutral	31	34.4	34.4	100.0
	Total	90	100.0	100.0	

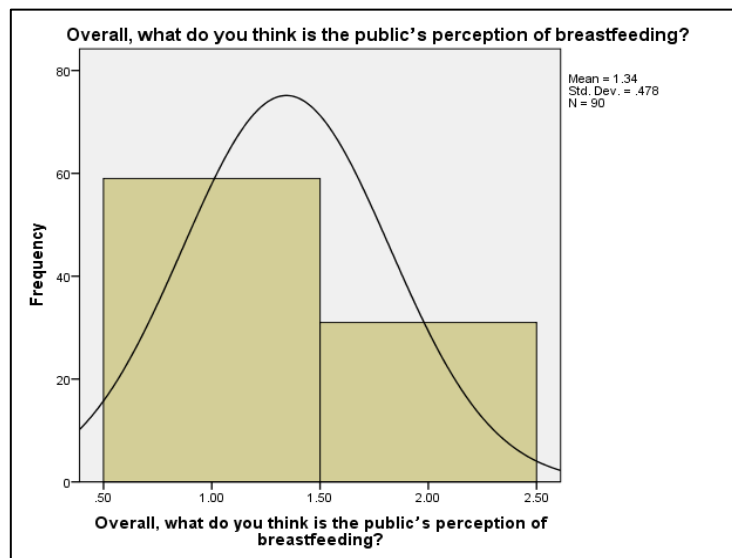


Figure 11

Public perception about breastfeeding is a common question in these types of survey. Current results found that 65.6% respondents have a positive

perception and they are thinking and adopting this habit in their daily life. Remaining 34.4% respondents are showing their neutral response.

Table 7: What culture were you born in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	25	27.8	27.8	27.8
	Semi-Rural	20	22.2	22.2	50.0
	Urban	45	50.0	50.0	100.0
	Total	90	100.0	100.0	

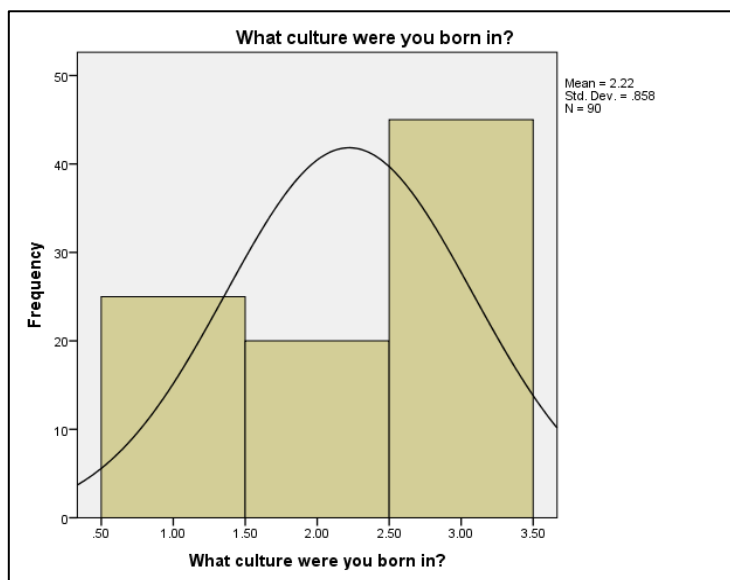


Figure 12

Division of culture is a critical task for researchers, literature shows that culture is divided into three types. Current results shows that there are 27.8% respondents belongs to the rural areas and 22.2%

respondents belongs to the semi rural areas and remaining 50% respondents belongs to the urban area. Representation of all areas and cultures participated in current survey.

Table 8: What are your feelings about breastfeeding, what kind of things do you associate with

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	70	77.8	77.8	77.8
	Neutral	20	22.2	22.2	100.0
	Total	90	100.0	100.0	

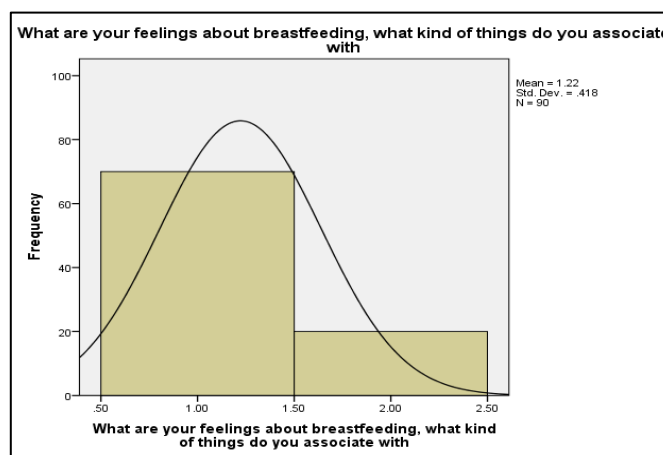


Figure 13

77.8% respondents feeling positive against breast feeding practices in Pakistan and 22.2% respondents are showing their neutral response. This is

an important aspect of current question that no respondents showing their negative feeling against breastfeeding.

Table 8: Have you or do you currently breastfeed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I currently DO breastfeed	64	71.1	71.1	71.1
	No, I have never breastfed	13	14.4	14.4	85.6
	Yes I have breastfed	13	14.4	14.4	100.0
Total		90	100.0	100.0	

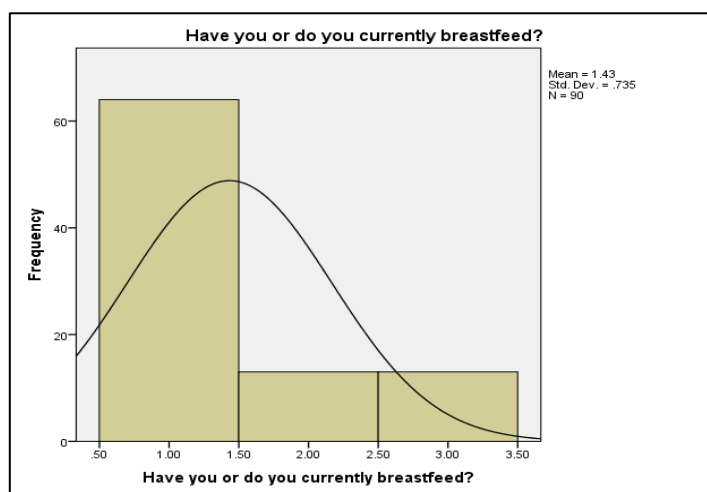


Figure 14

Results of current question indicated that 71.1% mothers are currently breastfed to their children. Only 14.4% respondents have not breastfed

to their children and remaining 14.4% respondents have breastfed previously.

Table 9: What was the longest length of time that you have spent breastfeeding?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7-9 Months	20	22.2	22.2	22.2
	10-12 Months	12	13.3	13.3	35.6
	Over one year	58	64.4	64.4	100.0
Total		90	100.0	100.0	

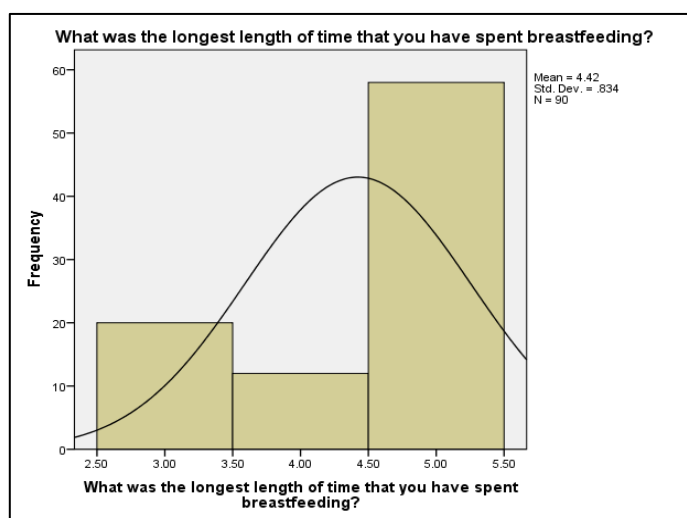


Figure 15

Length of period of breastfeeding is an important element. Results shows that 22.2% respondents feed 7 to 9 months. 13.3% respondents

have 10 to 12 months and remaining 64.4% respondents breastfeed their children over one year.

Table 10: Having breastfeeding friendly rules in our culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	13	14.4	14.4	14.4
	Agree	52	57.8	57.8	72.2
	Strongly Agree	25	27.8	27.8	100.0
	Total	90	100.0	100.0	

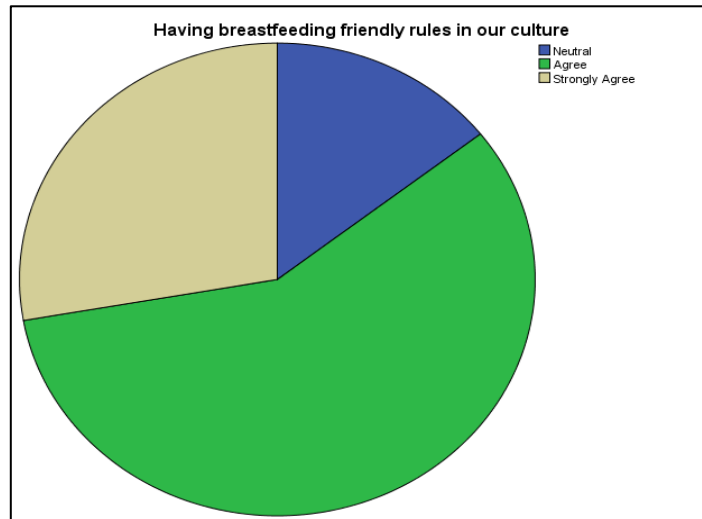


Figure 16

This part of the questionnaire is exploring about the norms and values regarding breastfeeding in our culture. Results shows that 14.4% respondents

showing their neutral response against this statement. Remaining 85.6% respondents are agree that this is a friendly norm of our culture.

Table 11: With so many traditions already enacted in our culture breastfeeding system is hardly important

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	15.6	15.6	15.6
	Disagree	13	14.4	14.4	30.0
	Agree	32	35.6	35.6	65.6
	Strongly Agree	31	34.4	34.4	100.0
Total	90	100.0	100.0		

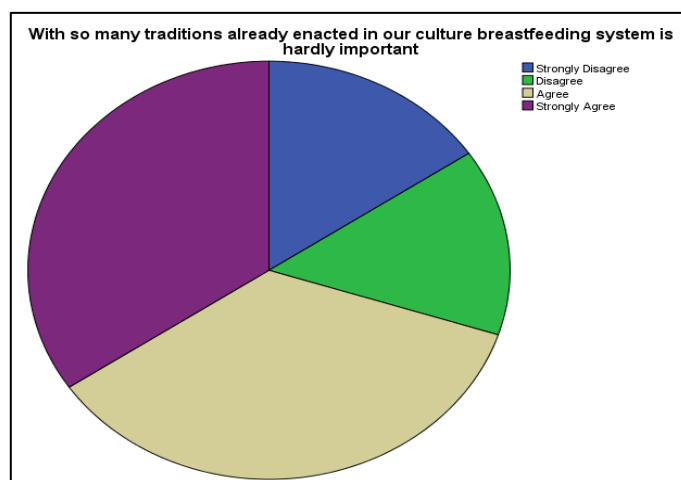


Figure 17

Importance of breastfeeding in our culture, results shows that 70% respondents are accepted it that breastfeeding is hardly important in our culture and remaining 30% respondents are not considering it

highly important. Overall respondents feel that breastfeeding is an important element for the health of infant and mother.

Table 12: Seeing a mother breastfeed her child brings about a happy feeling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	32	35.6	35.6	35.6
	Strongly Agree	58	64.4	64.4	100.0
	Total	90	100.0	100.0	

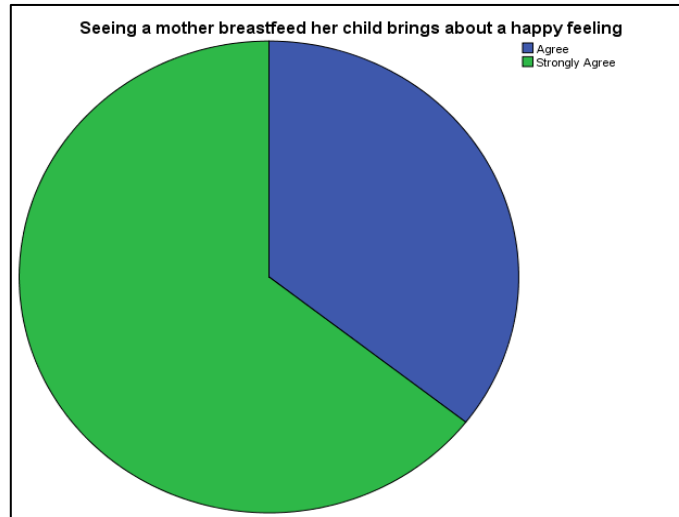


Figure 18

This is a question about the feeling of mothers during breastfeeding. Results shows that 100% respondents are agree with this statement. Mothers are

feeling very happy during breastfeeding to their children.

Table 13: Breastfeeding is a natural part of life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	19	21.1	21.1	21.1
	Strongly Agree	71	78.9	78.9	100.0
	Total	90	100.0	100.0	

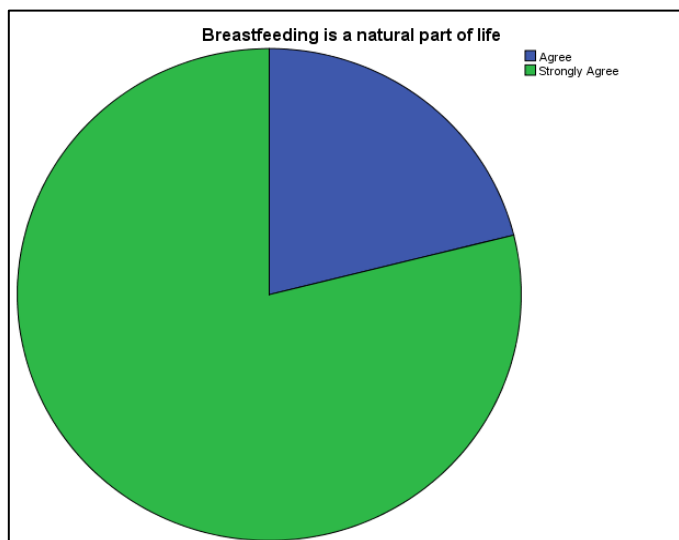


Figure 19

Breastfeeding is a natural process in a life of women, results shows that 100% respondents are agree with this statement and they considered that

breastfeeding is a natural process of life for a women in thie culture.

Table 14: Mothers should be able to breastfeed their child anywhere they see fit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	14	15.6	15.6	15.6
	Neutral	19	21.1	21.1	36.7
	Agree	38	42.2	42.2	78.9
	Strongly Agree	19	21.1	21.1	100.0
Total		90	100.0	100.0	

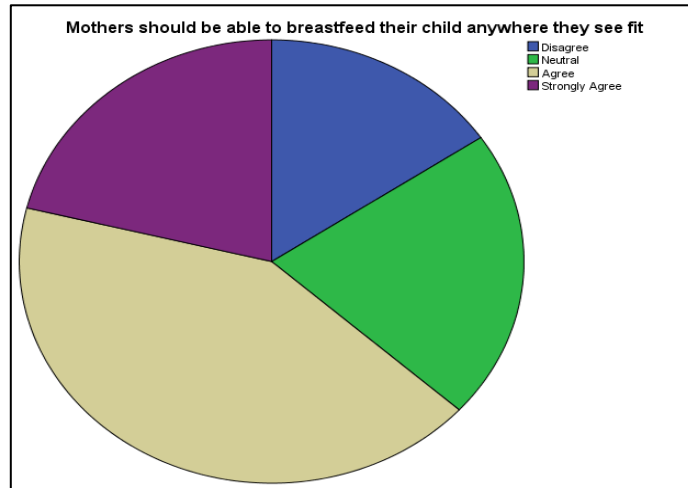


Figure 20

Location for breastfeeding is an important factor in current study, results shows that mothers can breastfeed anywhere if she is fit. Results indicated that

63.3% respondents are agree with this statement. 21.1% respondents shows their neutral response and remaining 15.6% respondents are not agree with this statement.

Table 15: Breastfeeding a child should be confined to one's home only

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	38	42.2	42.2	42.2
	Disagree	13	14.4	14.4	56.7
	Neutral	20	22.2	22.2	78.9
	Agree	19	21.1	21.1	100.0
Total		90	100.0	100.0	

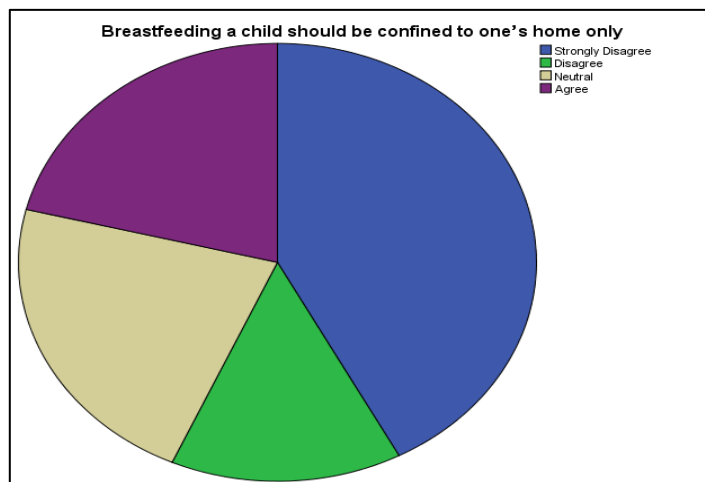


Figure 21

Breastfeeding confined to one's home, results shows that 56.6% respondents are disagree against this statement. They think that breastfeeding should be

limited to the home. 22.2% respondents showing their neutral response. Remaining 21.1% respondents are not agreeing with current statement.

Table 16: Feeding a child with formula is just as beneficial as breastfeeding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	39	43.3	43.3	43.3
	Disagree	32	35.6	35.6	78.9
	Neutral	6	6.7	6.7	85.6
	Agree	13	14.4	14.4	100.0
Total		90	100.0	100.0	

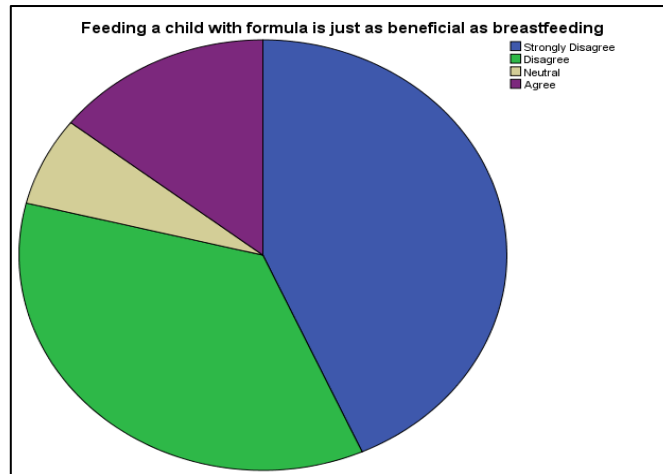


Figure 22

According to the formula breastfeeding is beneficial for child. Results indicated that 78.9% respondents are not agree with current statement. 6.7%

respondents are showing their neutral response. Remaining 14.4% respondents are agree with current statement.

Table 17: It is important for parents to consider breastfeeding as the only option of feeding their child at least for the first year of life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	27	30.0	30.0	30.0
	Neutral	19	21.1	21.1	51.1
	Agree	13	14.4	14.4	65.6
	Strongly Agree	31	34.4	34.4	100.0
Total		90	100.0	100.0	

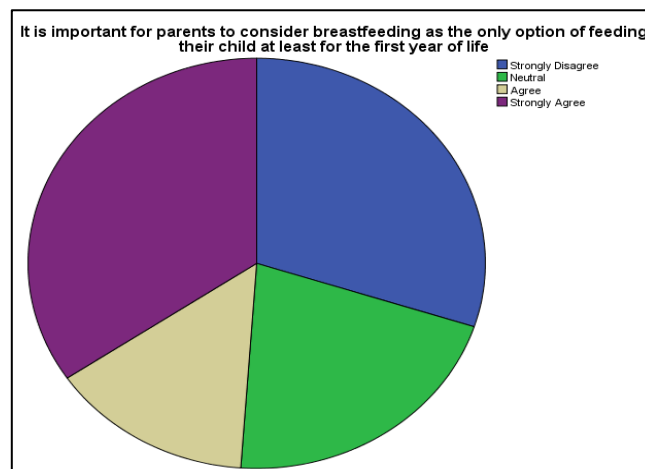


Figure 23

Results show that 48.8% respondents are agree that breastfeeding is only a diet for first year of

children. 21.1% respondents are neutral and remaining 30% respondents are not agree with this statement.

Table 18: Seeing a mother breastfeed her child in public annoys me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	7.8	7.8	7.8
	Disagree	19	21.1	21.1	28.9
	Agree	51	56.7	56.7	85.6
	Strongly Agree	13	14.4	14.4	100.0
Total		90	100.0	100.0	

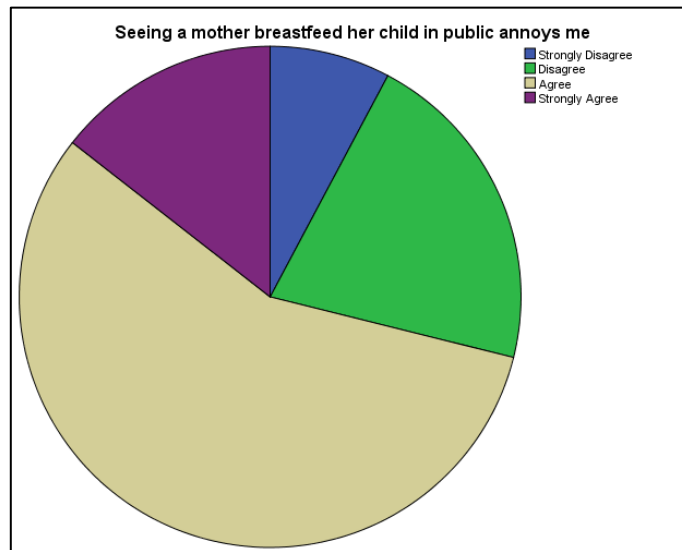


Figure 24

Public may annoy the female when they feed to their child, results indicated that 28.9% respondents

are not agree with current statement. Remaining 71.1% respondents are agree with this statement.

Table 19: There is beauty in the connection between a mother and child as a mother breastfeeds her child

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	40	44.4	44.4	44.4
	Strongly Agree	50	55.6	55.6	100.0
Total		90	100.0	100.0	

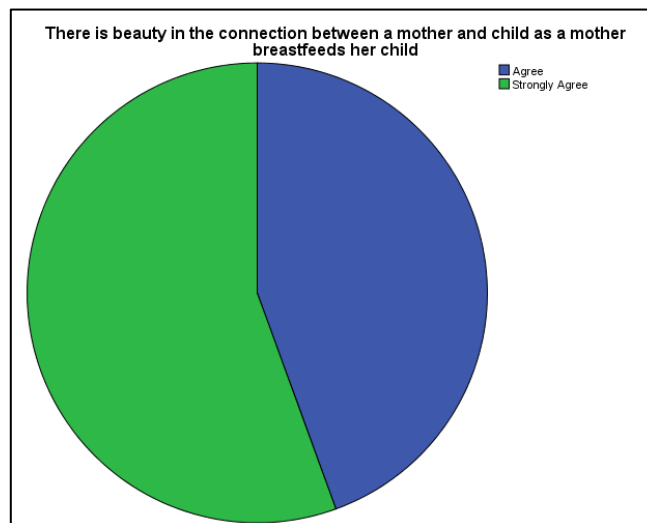


Figure 25

There are 100% respondents are agree with this statement that there is a beauty between the relation of mother and child relationships. Overall results

indicated that all respondents agreed and they think that there is a natural relationship between mother and child.

Table 20: The breast is a sexual object and because of this it should be covered up completely in public regardless of the fact that breastfeeding may be taking place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	13.3	13.3	13.3
	Disagree	13	14.4	14.4	27.8
	Agree	26	28.9	28.9	56.7
	Strongly Agree	39	43.3	43.3	100.0
	Total	90	100.0	100.0	

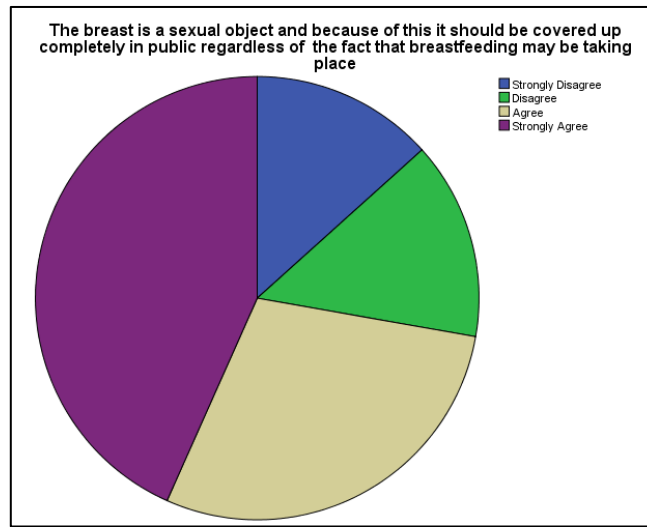


Figure 26

Breast is a sexual object, results indicated that 27.7% respondents are not agree with this statement and

remaining 72.3% respondents are agree with this statement.

Table 21: Breastfeeding is hard and painful, therefore it's not worth it in our culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	22.2	22.2	22.2
	Disagree	51	56.7	56.7	78.9
	Neutral	19	21.1	21.1	100.0
	Total	90	100.0	100.0	

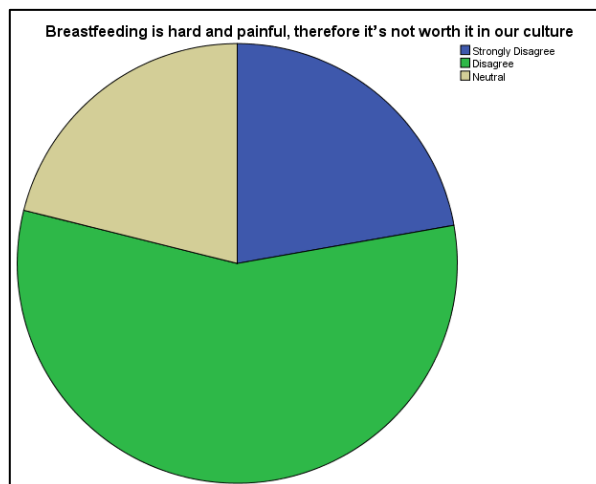


Figure 27

Breastfeeding is a painful work, therefore it is not important in our culture. Results shows that respondents are not agree with this statement. 78.9%

respondents are not agree, and 21.1% respondents are showing their neutral response against this statement.

Table 22: Breastfeeding in public should be seen as indecent exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	6.7	6.7	6.7
	Disagree	13	14.4	14.4	21.1
	Neutral	6	6.7	6.7	27.8
	Agree	39	43.3	43.3	71.1
	Strongly Agree	26	28.9	28.9	100.0
Total		90	100.0	100.0	

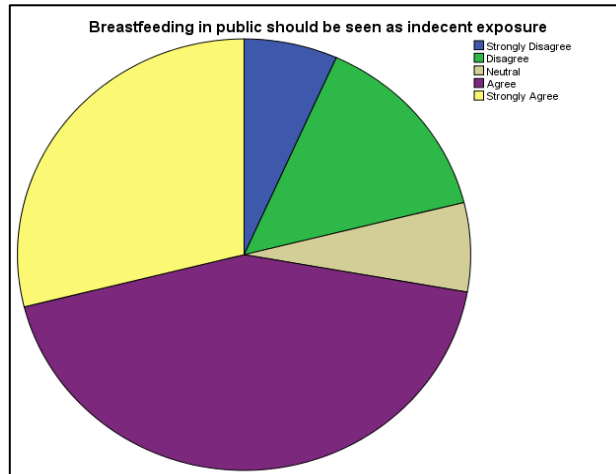


Figure 28

Breastfeed at public place is not acceptable, result shows that 21.1% respondents are not agree with this statement, and 6.7% respondents showing their

neutral response. Remaining 72.1% respondents are agree with this statement.

Table 23: Breastfeeding is highly stigmatized in Pakistani culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	21.1	21.1	21.1
	Disagree	38	42.2	42.2	63.3
	Agree	33	36.7	36.7	100.0
Total		90	100.0	100.0	

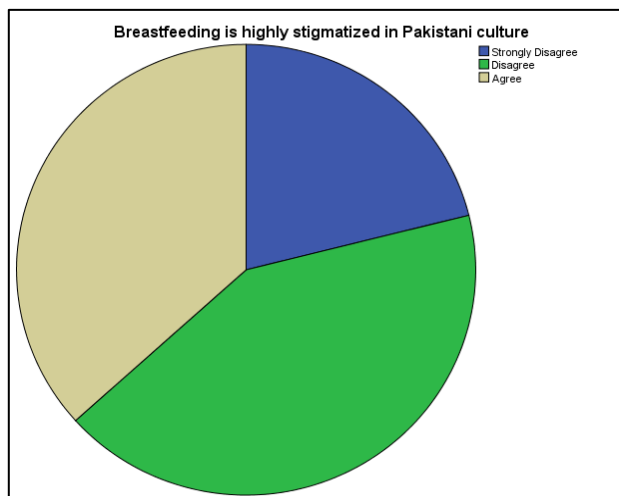


Figure 29

Current statement is about the stigmatized tradition of a culture. 63.3% respondents are not agree

with this statement and remaining 36.3% respondents are agree with this statement.

Table 24: The percentage of people breastfeeding in Pakistan is on the rise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	6.7	6.7	6.7
	Disagree	12	13.3	13.3	20.0
	Neutral	20	22.2	22.2	42.2
	Agree	39	43.3	43.3	85.6
	Strongly Agree	13	14.4	14.4	100.0
	Total		90	100.0	100.0

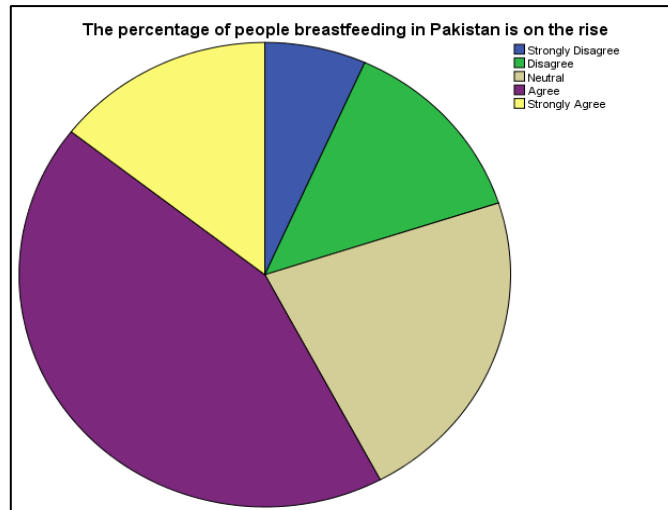


Figure 30

Respondents think that percentage of breastfeeding people is increasing. Results found that 20% respondents are against this statement. 22.2%

respondents are neutral in this way, and remaining 57.7% respondents are agree with current statement.

Table 25: The choice of whether or not a child should be breastfed should only be placed on the mother

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	6.7	6.7	6.7
	Disagree	19	21.1	21.1	27.8
	Neutral	20	22.2	22.2	50.0
	Agree	26	28.9	28.9	78.9
	Strongly Agree	19	21.1	21.1	100.0
	Total		90	100.0	100.0

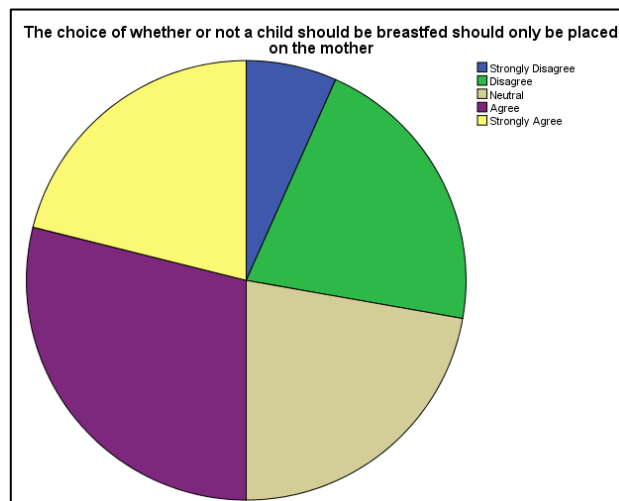


Figure 31

Choice of breastfed by the mother is also an important, results shows that 27.8% respondents are not agree with this statement. 22.2% respondents are neutral and remaining 50% respondents are agree with this statement.

Above mentioned results shows that breastfeeding is a complex norm of the society, and general public is accepted it as a secret act of a mother. Mothers are trying to breastfed at their home or at any private place. Normally communities are estimating the effect of breastfeeding on the health of their child and mothers. This is an important aspect of the study that is increasing the interest and awareness. Overall results found that mothers are increasing who are breastfeeding to their child. This is an encouraging task of the study that is increasing it in the general public.

DISCUSSION

Current literature indicates that culture of Pakistan has been divided into three major parts. This division has been indicated by the different researchers who are searching on culture previously. Current study used these divisions in this study and developed a questionnaire that is focusing on these divisions (Asim, Mahmood, Sohail, Anjum, & Nazir, 2010).

Division of Culture

First research objective of current study is also focused on the divisions of culture. Current results are targeting the sample as actual that is situated in the real sense in Pakistan. Population in rural areas is lesser than urban areas (Tuan, Nguyen, Hajeabhoy, & Frongillo, 2014). In the same way population in the urban is higher from all aspects. This division shows that norms and values of all cultures are different in Pakistan. Generally it has found that population in urban areas are more educated and update as compare to the rural or semi-rural areas. This is a major effect of current study that breastfeeding natures and habits are changing in all the way (Tuan, Nguyen, Hajeabhoy, & Frongillo, 2014). And results found that cultural division of Pakistan is right and show the real effect on the breastfeeding practices.

Breastfeeding practices are not same in all cultural aspects and mothers are thinking in different ways in all cultural ways. This study is also highlighting the major reasons behind these habits. It has significant effect on a youngster's survival, wellbeing, nourishment and advancement (organizationalculturefacts.com, 2011). Breast milk gives the majority of the supplements, vitamins and minerals a newborn child requirement for development for the initial six months, and no different fluids or nourishment is required. Moreover, bosom milk conveys antibodies from the mother that help battle ailment (Watsona, Lysonski, Gillana, & Raymorec, 2002). The demonstration of breastfeeding itself empowers fitting development of the mouth and jaw,

and emission of hormones for absorption and satiety. Above mentioned discussion indicate that first research objective has been achieved and all aspects of cultures have been discussed in this study.

Breastfeeding Culture in Pakistan and Other Countries

Second objective of current study is to investigate the breastfeeding culture in Pakistan and other countries. Breastfeeding makes an extraordinary bond in the middle of mother and child and the association between the mother and kid amid breastfeeding has constructive repercussions forever, regarding incitement, conduct, discourse, feeling of wellbeing and security and how the tyke identifies with other individuals (Inam & Ramzanali, 1997).

Breastfeeding additionally brings down the danger of interminable conditions further down the road, for example, stoutness, elevated cholesterol, hypertension, diabetes, and youth asthma and adolescence leukemia. Studies have demonstrated that breastfed newborn children improve on knowledge and conduct tests into adulthood than equation sustained infants (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002).

In the event that given proper help, exhortation and support, and also reasonable aid to determine any issues. Studies have demonstrated that early skin to skin contact in the middle of moms and children, incessant and unhindered breast bolstering to guarantee proceeded with creation of milk and help with situating and connecting the infant expand the possibilities of bosom encouraging being effective (Agyeman-Budu & Welvaert, 2006).

Breastfeeding additionally adds to maternal wellbeing instantly after the conveyance on the grounds that it aides diminish the danger of baby blues drain. In the short term, breastfeeding defers the come back to ripeness and in the long haul; it lessens sort 2 diabetes and breast, uterine and ovarian growth. Studies have likewise discovered a relationship between right on time suspension of breastfeeding and post natal sorrow in moms (Metcalf, 2011).

Different types of risks are involved when mothers are not trying to breast feed to their child in early 6 months; chances of their weakness are very higher in the World as well as in Pakistan. Blended nourishing, or giving different fluids and/or nourishments together with breast milk to babies under 6 months of age, is boundless in numerous nations (Hunter & Schmidt, 1990).

This practice postures dangers to a baby's wellbeing in light of the fact that it can build the shot of their getting the runs and different irresistible sicknesses. Blended bolstering, particularly giving

water or different fluids, can likewise causes the supply of breast milk to lessening as the infant sucks less at the bosom (Inam & Ramzanali, 1997). Infants needn't bother with fluids other than bosom milk, not in any case water, in the initial 6 months as breast milk contains all the water an infant needs, even in extremely hot atmospheres (Ali, Ali, Imam, & Ayub, 2011).

Blended bolstering builds the danger of mother to tyke transmission of HIV. Selective breastfeeding for up to six months was connected with a three to four fold diminished danger of transmission of HIV contrasted with blended sustaining breastfeeding in a few African studies (Hecimovich & Volet, 2011).

Breastfeeding Practices of Mothers in Pakistan

Third objective of current study is different practices of mothers regarding breastfeeding. Current results indicated that mothers are trying to breastfeed with full concentration. Few mothers faced issues in rural and semi-rural areas in Pakistan. Most ladies in the Pakistan are mindful that breastfeeding is the best wellspring of nourishment for most newborn children; however they appear to need learning about its particular advantages and are not able to refer to the dangers connected with not breastfeeding (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002).

Case in point, a late investigation of a national example of ladies enlisted in reported that just 36 percent of members suspected that breastfeeding would secure the infant against the runs. An alternate national review found that just a quarter of the U.S. open concurred that bolstering an infant with baby recipe rather than bosom milk builds the chances the child will get debilitated (Balle & Re'gnier, 2007). Also, subjective examination with moms has uncovered that data about breastfeeding and baby recipe is once in a while given by ladies' obstetricians amid their pre-birth visits. Also, numerous individuals, including wellbeing experts, accept that in light of the fact that industrially arranged recipe has been upgraded lately, baby equation is proportionate to breast drain as far as its medical advantages; notwithstanding, this conviction is erroneous (Grøndahl, Hall-Lord, Karlsson, Appelgren, & Wilde-Larsson, 2013).

Moms are likewise dubious about what's in store with breastfeeding and how to really complete it. Despite the fact that breastfeeding is regularly depicted as "regular," it is likewise a craftsman'ship that must be found out by both the mother and the infant. Aptitudes in how to hold and position a child at the bosom, how to accomplish a powerful hook, and other breastfeeding systems may need to be taught (Ali, Ali, Imam, & Ayub, 2011). Of course, some ladies anticipate that breastfeeding will be simple, however then end up confronted with difficulties. The incoherence between desires about breastfeeding and the truth of the mother's initial encounters with breastfeeding her newborn child

has been distinguished as a key reason that numerous moms quit breastfeeding inside the initial two weeks baby blues (Neuman, 2000). Then again, a misperception that numerous ladies experience challenges with breastfeeding may cause inordinate concern among moms about its attainability.

Sadly, instruction about breastfeeding is not generally promptly accessible to moms nor effortlessly saw by them. Numerous ladies depend on books, flyers, and other composed materials as their just wellspring of data on breastfeeding, yet utilizing these sources to pick up learning about breastfeeding can be incapable, particularly for low-pay ladies, who may have more achievement depending on good examples (Winter & Chevrier, 2008). The objectives for instructing moms incorporate expanding their insight and aptitudes in respect to breastfeeding and emphatically affecting their mentality about it (Tuan, Nguyen, Hajeebhoy, & Frongillo, 2014).

In the Pakistan, jug bolstering is seen by numerous as the "typical" approach to encourage newborn children. Besides, investigations of moms who are workers that analyze the impacts of cultural assimilation have observed that rates of breastfeeding lessening with every era in the Pakistan and those moms see jug nourishing as more worthy here than in their nations of origin (organizationalculturefacts.com, 2011). Across the board presentation to substitutes for human milk, regularly sustained to newborn children through containers, is to a great extent in charge of the improvement of this social standard.

In the wake of looking into information from statistical surveying and studies directed amid 1980–2005, the Pakistani Government Accountability Office reported that promoting of equation is broad and expanding in the Pakistan. Moreover, the solid opposite relationship between the advertising of human milk substitutes and breastfeeding rates was the premise of the world wellbeing association code (Watsona, Lysonski, Gillana, & Raymorec, 2002).

Ladies with companions who have breastfed effectively are more prone to decide to breastfeed. Then again, negative disposition of family and companions can represent a boundary to breastfeeding. A few moms say that they don't request help with breastfeeding from their family or companions due to the conflicting data they get from these sources (Asim, Mahmood, Sohail, Anjum, & Nazir, 2010).

In numerous families, fathers assume a solid part in the choice of whether to breastfeed. Fathers may be restricted to breastfeeding due to worries about what their part would be in sustaining, whether they would have the capacity to bond with their newborn child on the off chance that they were by and by not able to sustain the infant, and how the mother would have the

capacity to fulfill family unit obligations on the off chance that she breastfed (Morisky, Kar, Chaudhry, Chen, Shaheen, & Chickering, 2002).

Investigations of African American families in which training on breastfeeding was coordinated at the father discovered a 20 percent expansion in breastfeeding rates, demonstrating that fatherly impacts on maternal bolstering practices are discriminately essential in ahead of schedule choice making about breastfeeding (Dompke, 2002).

In spite of the fact that they can constitute a boundary to breastfeeding, fathers can likewise be a positive impact. A randomized controlled trial of a two-hour pre-birth mediation with fathers on the best way to be steady of breastfeeding discovered a far higher rate of breastfeeding launch among members' accomplices (74 percent) than among accomplices of controls (14 percent). In an alternate trial, 25 percent of ladies whose accomplices partook in a system on the best way to counteract and location regular issues with lactation, (for example, agony or apprehension of deficient milk) were all the while breastfeeding at six months, contrasted and 15 percent of ladies whose accomplices were educated just about the profits of breastfeeding (Inam & Ramzanali, 1997). Among ladies who experienced difficulties with breastfeeding, the project impact was much stronger, with 24 percent of members' accomplices' breastfeeding at six months versus fewer than 5 percent of accomplices in the examination bunch (Watsona, Lysonski, Gillana, & Raymorec, 2002).

Overall results found that mothers faced different types of issues regarding breastfeeding which are relevant to the social norms, and different health issues. Overall results found that mothers are busy in their profession; therefore they may face issues in breastfeeding (Watsona, Lysonski, Gillana, & Raymorec, 2002). These are major causes which are creating problems in breastfeeding.

CONCLUSION

To conclude the study it has found that mothers faced different types of issues in breastfeeding in Pakistani culture. Percentage of mothers who are breastfeeding is increasing but it can be increased more when these types of issues may be removed in domestic culture. Current study has discussed the literature and trends of other countries which are directly or indirectly related with Pakistan. These issues are related to the social traditions and other problems. Most of the mothers in Pakistan do not know about the benefits of breastfeeding and they are not adopting this habit, in a result children are facing different types of diseases which are affecting the health. Social norms of breastfeeding are also not supporting to the mothers, people are feeling comfortable during breastfeeding at work place or any other public place. This is a major reason that is discouraging the mothers in breastfeeding

in Pakistani culture. Many other reasons which are important regarding breastfeeding in Pakistan are family support and employment and child care.

These issues are very important regarding the health care in Pakistan. Mothers are socially strong when they are appreciated to the breastfeeding in Pakistan. Most of the mothers are working and they are not carrying their children at their work station therefore they cannot breast feed to their children. Study found that mothers in urban area are more conscious and knowledge able and they are more caring about their children. This is a major cause of higher percentage of breastfeeding in this culture. Findings of current study may be applied in the real social development and health organizations can increase the awareness regarding breastfeeding in different culture. Furthermore they can focus to the rural and semi-rural areas as well.

RECOMMENDATIONS

1. After discussing the detail relevant to the breastfeeding culture in Pakistan it has been recommended to the health organizations and mothers to increase the awareness about the breastfeeding in Pakistan.
2. Clear cut and written policy regarding the breastfeeding should be communicated to the diffenet health care organizations and working organizations.
3. Written policy should be implemented through trained health care staff in Pakistan and they can create awareness in rural and semi rural areas.
4. Awareness campaign should be focus to the all pregnant women and convey the benefits of breastfeeding to them.
5. Change the culture and help the mothers to breast feed their child within half hour of birth.
6. Train the mothers through attaching the mothers to them and increase the awareness in this regard.
7. Social values should be changed through involvement of Government organizations and awareness regarding the breastfeeding.
8. New born baby need only breast milk, no other foods or milk after birth.
9. Breastfeeding should be encouraed at work place and other places by the family, organizations and government.
10. Mothers should not use any artificial soothers ar dummies for breastfeeding to the infants.
11. Health care staff should treat a mother so that they can breastfeed to the child in simple and normal way.

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