

Breastfeeding is a social behaviour and not a personal/individual behaviour.



Theme 1: Perceived pressure from significant others and perceived societal norms of infant feeding method lead to negative emotions.



Subtheme 1.1: *Significant others' views of infant feeding preferences influenced breastfeeding behaviours.*



Subtheme 1.2: *Societal norms of infant feeding behaviours in public lead to embarrassment.*



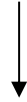
Theme 2: Conflict between moral obligation and reality of motherhood leads to women feeling negative emotions about their breastfeeding behaviour



Subtheme 2.1: *Moral obligation of being a good mother*



Subtheme 2.2: *The expectation and reality of breastfeeding*



Theme 3: Focus on self is the only way to achieve positive emotions.



No subthemes