

Table 1

Keywords for Search Terms

| PICO Reference | Search Term |
|-----------------------|---|
| Population terms | Parent / Couple / Mother / Father / Pregnant women / Pregnancy / Postpartum women |
| Intervention terms | Morals / Moral norm / Personal norm / Moral correctness / Moral obligation / Principles / Values Affect / Emotion / Anticipated affect / Anticipated regret / Anticipated emotion / Shame / Ashamed / Disgusted / Repulsed / Angry / Frustrated / Embarrassed / Guilty / Regret / Worry / Self-conscious / Fear / Pride / Compassion / Moved / Respect / Admiration / Awe / Inspiration / Astonished / Joyful / Happy / Elevation / Enjoy / Pleasant / Contentment |
| Comparator Terms | Attitude / Belief Intention / Plan Social norm / Social convention / Subjective norm / Social pressure / Social influence / Social obligation Self-efficacy / Perceived behavioural control / Perceived control Theory of planned behaviour / TPB / Theory of reasoned action / TRA / Social-cognition |
| Outcome Terms | Breastfeeding / Breast-feeding / Breast feeding / Formula feeding / Infant feeding / Combination feeding / Human milk / Milk feeding / Lactation Duration / Continuation / Discontinuation / Cessation / Maintenance / Initiation / Start*/ Stop* |