

Influence of Attitude Toward Behavior and Subjective Norms in Predicting Intention to Provide Healthy Foods on Child Stunting Under Five Years Old

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ABSTRACT

The immediate cause of child stunting under five years old was lack of food intake and infectious disease⁽³⁾. Providing healthy food on child stunting has been shown to influence the growth of body height⁽¹⁾. This study aims to determine the effect of attitudes toward behavior and subjective norms in predicting intention of caregivers to provide healthy foods on child stunting under five years old. This research was an observational analytic with cross sectional design. The study was conducted on 137 caregivers of child stunting under five years old in Tuban District. Data were collected by interviews using questionnaires.

Data analysis was using cross tabulation to know the frequency of behavioral beliefs, evaluation of behavioral outcomes, attitude toward behavior, normative beliefs, motivation to comply, subjective norms, and intention to provide healthy food on child stunting under five years old. Then data analysis using logistic regression to know the influence of attitude toward behavior and subjective norms in forming intention to give healthy feeding on child stunting under five years old.

The results obtained that most of caregivers have supportive attitude toward behavior, strong behavioral beliefs, strong evaluation of behavioral outcomes, weak subjective norms, weak normative beliefs, strong motivation to comply, and strong intention. Attitude toward behavior has strong influence on intention forming to provide healthy foods. Meanwhile, the subjective norms has no effect on the intention forming to provide healthy foods. Attitude toward behavior was the strongest predictor in forming intention to provide healthy foods on child stunting under five years old. Recommendation of this research was to provide counseling on the social environment of caregivers, especially to grandmother related to nutrition and child stunting.

Keywords: *Attitude Toward Behavior, Subjective Norms, Intention, Healthy Foods.*

Introduction

Malnutrition was a condition of inadequate food nutrition substances that entered to the body. Malnutrition occurs in many developing and poor countries. One of the most common forms of malnutrition was stunting. Child stunting under five years old was a long-term manifestation of malnutrition that can lead to decrease learning ability, increased risk of degenerative disease, poor health and reduced productivity.⁽¹⁾

Prevalence of child stunting under five years old in Indonesia in 2013 reached to 37.2%. This number was increased when compared to 2010 and 2007 prevalences. Tuban district was one of the areas in Indonesia with

high prevalence of child stunting under five years old. In 2016, prevalence of child stunting under five years old in Tuban district has reached 28% of all child under five years old in Tuban district.⁽²⁾

The global target of handling child stunting under five years old problem was decreased 40% prevalences of child stunting in the world. Framework for action to address this problem were by providing complementary food with high diversity in child stunting, and consumption foods from animal source. It was proven to increase linear growth in child stunting.⁽¹⁾ The immediate cause of child stunting under five years old due to insufficient dietary intake, and infectious diseases.⁽³⁾ The majority of mothers in Tuban district have not provided healthy food to their child stunting, it will worsen the

nutritional status of children. This condition can be caused by food insecurity at the household level, and poor feeding practices. children who do not get enough nutrient intake will be disturbed in growth. A girl with stunting status will grow into a mother with a short body structure, and then will increase the risk offspring from this mother will has low birth weight that became one of the factors causing stunting problems in children. (4) Therefore, it takes effort to break the chain of child stunting from mothers who have a history of stunting. The efforts to improve nutritional status of child stunting under five years old were by providing healthy feeding consumption to child stunting every day.

Intention was strong predictor of behavior. Intention to implementation of behavior was assumed to be a follow-up based on beliefs to carry out the behavior. Intention to carry out the behavior can be influenced by attitudes toward behavior, subjective norms, and perceptions of behavioral control.(5) Therefore, this study aims to determine the effect of attitude toward behavior and subjective norms in predicting intention to provide healthy food on child stunting under five years old.

Materials and Method

This research was an observational analytical study with cross-sectional design. The research location was conducted in working area of Puskesmas Singgahan in Tuban District, East Java, on December 2017 until April 2018. The sample in this study was 137 caregivers of child stunting under five years old.

The independent variables in this research were subjective norms and attitudes towards behavior. Then for the dependent variable was intention to provide healthy food on child stunting under five years old. Subjective norms were measured using normative beliefs and motivation to comply indicators, then attitudes were measured using behavioral beliefs and evaluation of behavioral outcomes. All data were collected through interviews using a questionnaire guide.

Findings

Table 1: Distribution Frequency of Variables

Variable	Frequency	%
Behavioral Beliefs		
Strong	112	82
Weak	25	18

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Evaluation of Behavioral Outcome		
Strong	98	71
Weak	39	29
Attitude Toward Behavior		
Support	84	61
Did not Support	53	39
Normative Beliefs		
Strong	28	20
Weak	109	80
Motivation to Comply		
Strong	95	69
Weak	42	31
Subjective Norms		
Strong	26	19
Weak	116	81

Table 2: Influence of Attitude Toward Behavior and Subjective Norms on Intention to Provide Healthy Feeding

Variable	α	P-Value
Attitude Toward Behavior	0,05	0,000
Subjective Norms	0,05	0,192

Behavioral belief was a belief about the implementation of behavior associated with positive or negative feelings to execute it.(6) Based on Table 1, it could be seen that most of caregivers have strong behavioral beliefs. It was means that the caregivers believe by providing healthy foods to child stunting under five years old was good behavior. Performing the healthy feeding behavior to child stunting can provide adequate nutrients for the child daily activities. A pregnant woment belief that eating a healthy balanced diet behavior will ensure getting all nutrients for their health, ensure have a healthy baby, because the baby getting all the nutrients it needs.(7) The strong beliefs of caregivers were motivated by good knowledge of nutrition. Most of the caregivers of child stunting under five years old receive nutritional information through health service posts in each village at working area of Puskesmas Singgahan.

Evaluation of behavioral outcomes was assessment of the outcome of a behavior.(6) Most of caregivers have strong evaluation of behavioral outcomes. It means, by providing healthy foods to child stunting

will be beneficial for the health of children. Adequate consumption of vegetables and fruits with high diversity were very recommended as part of healthy diet.⁽⁸⁾ The caregivers of child stunting have explained that giving healthy feeding to child stunting can improved their health status, maintain and increase the immunity of children, making the growth optimally, can be used as learning healthy food consumption early, and can increase knowledge and ability for the caregivers to process healthy food.

Attitude toward behavior was define as the degree to which a person has a support or not support evaluation or an appraisal of the behavior outcome in a question.⁽⁵⁾ The equation to measure attitude toward behavior as below :

$$A_B = \sum b_i e_i$$

Score of attitude toward behavior was obtained from the sum of behavioral belief multiplied by evaluations of behavioral outcomes.⁽⁵⁾

Based on table 1, most of the caregivers have support attitude to give healthy feeding behavior on child stunting under five years old. This supportive attitude suggests that the majority of caregivers have a positive perception to provide healthy feeding behavior. Providing dietary education can improve the attitudes toward healthy feeding behavior on children.⁽⁹⁾ The caregivers have a supportive attitude toward healthy feeding on child stunting, because of getting information from mother who have provided healthy feeding, and feel the benefits to the health status of her child.

Attitudes toward behavior have a significant influence ($p\text{-value } 0,000 < \alpha 0,05$) on the intention to provide healthy feeding on child stunting under five years old. This finding was similiar to the study by Dermot et al which aims to promote the selection of healthy food consumption for people with health problems. The results of this study indicate that attitude toward behavior was the strongest predictor affecting intention in food consumption.⁽¹⁰⁾ So its necessary to designed a program that aims to improve the positive attitude toward behavior of someone to be able to carry out the behavior.

Normative Beliefs was a beliefs about whether each referent in social environment approves or disapproves to provide healthy feeding behavior on child stunting.

⁽⁶⁾ Based on table 1, it could be seen that most of the caregivers have weak normative belief to provide healthy feeding. It means that the social environment of caregivers did not approve to provide healthy feeding on child stunting. The social environment of caregivers was comes from grand mother, husbands, neighbors, or health workers in health services. A child stunting that living with grandmother will experience delayed initiation of breastfeeding, discarding colostrum, and delayed introduction of complementary feeding.⁽¹¹⁾ The amount and frequency of foods to be given to child stunting by grandmothers was inappropriate. Grandmothers have an important role in decision making by caregivers in feeding behavior on child stunting.

Motivation to comply was define as motivation to do what each referent or groups thinks about behavior.⁽⁶⁾ Most of caregivers have strong motivation to comply with their social environment. Caregivers will tend to follow what their social environment think or did, in this case to provide healthy feeding on child stunting. Most of caregivers will follow the grandmother's recommendation in child feeding practice. Majority of caregivers more follow the grandmother's opinion and suggestions in childcare activities and less in household work, like keeping the child clean, and playing with the child.⁽¹¹⁾ A study in rural Gambia revealed that presence of maternal grandmother was more influential in decision making of feeding practice to child.⁽¹²⁾ Respecting and following the opinions of grandmother or older people was a culture for people living in the village. The grandmother or older person was considered to have better experience and knowledge in carrying out the feeding practice on child. So the mojority of caregivers living in the village will follow what the grandmother suggested in feeding practice on a child, including child stunting.

Subjective Norms was an assessment of the extent to which important others would approve or disapprove of performing a given behavior.⁽⁵⁾ In this study, the majority of caregivers have weak subjective norms for implementing healthy feeding behaviors in child stunting under five years old. It means that most of them didn't approve performing healthy feeding behavior on child stunting, because of the influence of their social environment factor that didn't approve performing healthy feeding behavior on child stunting. In a study of the influence of grandmother in child care in India explained that grandparents provide an important role in feeding their grandchildren, but usually the role of

grandparents in general was provide unhealthy food for their grandchildren. Grandparents were often discussed as one of the main drivers of unhealthy child food conditions, but in some efforts to increase the consumption of healthy foods for child under five years old, the role of grandparents was often ignored.⁽¹³⁾ Weak of subjective norms due to influence from the opinion of grandparents who didn't approve to provide healthy feeding on child stunting. Most of Grandparents assume that child stunting was not a nutritional problem, but it was due to heredity. So if a child stunting given healthy feeding every day, it will not affect with the nutritional status of child stunting. The equation to measure subjective norms as below :

$$SN = \sum n_i m_i$$

Based on the equation, score of subjective norm was obtained by summing the result of multiplication between normative beliefs and motivation to comply.

Based on table 2, it could be seen that subjective norms has no significant influence (p-value 0,192 > α 0,05) on intention to provide healthy feeding behavior on child stunting under five years old. The same results of a study conducted at the University of Parma, Italy which explains that subjective norms did not become a significant predictors of intention to eating novel food products containing insect flour.⁽¹⁴⁾

Intention was the core construction in carrying out a behavior. The possibility of behavioral performing will be increased if it has a high intention to perform the behavior. Intention was assumed to be follow up based on beliefs to perform a behavior. Intention was influenced by three main components, such as attitude toward behavior, subjective norms, and perceived behavior control.⁽⁵⁾ Most of the caregivers have strong intention to perform healthy feeding behavior on child stunting under five years old. The intention to perform healthy feeding on child includes intention to pay attention the type of food, the frequency of eating, the suitability of child's age with the foods, and provide high diversity foods to child stunting.

Conclusion

The result of the study found that most of caregivers have support attitude (61%) to give healthy feeding behavior on child stunting under five years old. But most of caregivers have weak subjective norms (81%) to give

healthy feeding behavior on child stunting under five years old. Attitudes toward behavior have a significant influence (p-value 0,000 < α 0,05) on the intention to provide healthy feeding on child stunting under five years old. Then, subjective norms has no significant influence (p-value 0,192 > α 0,05) on intention to provide healthy feeding behavior on child stunting under five years old. Recommendation of this research is to provide counseling on the social environment of caregivers, especially to grandmother related to nutrition and child stunting.

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