Figure 1: Conceptualization of Theory of Planned Behavior in the present study.

**Concepts**

- Cultural-specific external influences of Exclusive Breastfeeding
  - Socio-demographics e.g. age, marital status, tribe, parity, education, SES, previous exclusive, disclosure of HIV status, timing of EBF decision, breastfeeding experience, *place of delivery and *pre-lacteal feeding practice

**Instruments**

- Socio-demographic questionnaire (1 item for each datum except SES that was a 7-item scale), and *1 item each at 12-week follow-up
- BAPT scales:
  - NEBB & PEBB (Behavioral beliefs)
  - NorB (Normative beliefs)
  - EBCB (Control beliefs)
- 2 questions regarding exclusive breastfeeding at 12-week postnatal follow-up
- 2 questions regarding intentions at baseline