



ABSTRACT

Validation of a questionnaire to assess mothers' intentions to purchase iron-fortified cereals for children aged 6-23 months

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Introduction: Mothers introducing solid foods (other than breast milk) to their babies (aged 6 to 23 months) rely heavily on nutrition labels when selecting infant cereals. Therefore, it is crucial to identify maternal knowledge regarding iron and the factors influencing their intentions to purchase iron-enriched cereals using the theory of planned behavior. This information will assist in formulating maternal purchasing decisions for high-iron infant cereals. As the questionnaire has not been validated yet, it needs to be validated. Aim to validate the questionnaire to evaluate mothers' intention to buy iron-fortified cereal for children aged 6-23 months using the theory of planned behavior and iron-related knowledge questionnaires.

Methods: This cross-sectional research gathered data from 30 mothers who were recruited consecutively at Posyandu Baja Public Health in Tangerang. The data was collected through questionnaires. Participants rate their approval on a Likert scale to measure mothers' intentions to buy iron-fortified cereal. To evaluate the validation and reliability of the questionnaire using statistical analysis, Kaiser-Meyer-Olkin (KMO) measure and Spearman (>0.500) with p-value and Bartlett's test of sphericity (<0.050), said to be valid.

Result: Results of the validation of the Planned Behavior Theory questionnaire on Attitude variable (KMO:0.589; Bartlett:0.003), Subjective Norms (KMO:0.507; Bartlett:0.000), Perceived Behavioral Control (KMO:0.564; Bartlett:0.000), and Purchase Intentions (KMO:0.509; Bartlett:0.000). Pearson correlation above ≥ 0.500 ; $p < 0.05$, for the source of knowledge questionnaire iron claimed.

Conclusion: The Planned Behaviour Theory and Knowledge Sources of Iron Claimed questionnaires related to iron are valid and can be used in a study without modification.

Keywords: purchase intention, iron claim, iron intake

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