

A STUDY ON SATISFACTION OF MOTHERS WITH THE USAGE OF BABY DIAPERS

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ABSTRACT

Health friendly baby care products are more in demand, to take care of baby's sensitive skin, and avoid common skin problems. The present study was conducted with the aim to explore the satisfaction of mothers, on the use of baby diapers –cloth vs. disposable diapers. The study was conducted with 50 mothers of young babies, using a structured interview schedule in Udaipur city. The findings revealed that, the majority of the respondents were satisfied with existing diapers used commonly by them for their babies, whether; it was cloth diaper or disposable diapers.

KEY WORDS: Satisfaction, Use, Baby, Diaper