

Parents frequently rely on blogs written by other parents for product information and advice ("mommy blogging"). These blogs, popular platforms for social commerce, address both informational and social needs of parents (e.g., product recommendations, community support). The global baby care market is valued at \$67.3 billion, highlighting the potential of online parent communities for influencing consumer behavior. Parent bloggers, seen as credible and relatable, can be effective brand advocates, similar to other influencers.