



How “Mompreneurs” are acting as an influencer on Social Media? A Qualitative study

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Abstract

This study provides an insight into major transformation from the masculine community to the feminist community where the domain of entrepreneurship has taken a drastic turn. The increased use of social media all over the world gave an edge to the online communities to create different segments of the market and motivated women who struggled for their identity and community support came forward after her postpartum depression. This study has structured reviews based on past literature. The current study has taken 60 research papers wherein 14 were the articles. By using an integrative approach under qualitative study, the researcher has analyzed the reviews and concluded that there are factors like identity, establishing a relationship, inspire other mothers with the help of content and to seek community support are the imperative parameters that transformed mothers into mompreneurs. Also, influencers like mompreneurs and mommy bloggers have become the market opportunity for the marketers which have been explored by the marketers very well.

Keywords: Mommy bloggers, mompreneurs, social media, Influencers, qualitative study

1. Introduction

The new term of ‘mumpreneurship’ has come up in the area of entrepreneurship in the recent years. Patricia Cobe and Ellen Parlapiano the two women entrepreneurs in the late 1990s coined the term ‘mumpreneur’ after 25 years of work-from-home experience. The combination of entrepreneurship and motherhood gave a bang on the social media platform and had created a buzz in the market. In India, women typically go to the entrepreneurship field either in search of an identity or sometimes in need of a second beginning. Bloggers, as a group of social media ‘influencers’, have become imperative and of concern to both marketers and public relations practitioners. One group of bloggers is the so-called mommy bloggers. As mothers are an important group of consumers. Blogging is an approach for moms to contribute their stories and build supportive communities around their experiences. They have the power to influence millions of people. Today we are live in the era which is dominated by social media and with the help of this the new mothers are using social media to battle their postpartum depression. Mommy bloggers or Mompreneurs who use social media extensively for parenting tips are a big hit in various social media platforms nowadays. Mommy bloggers are according to an online dictionary, mothers who blog about their children, motherhood, parenting or related topics (<http://www.yourdictionary.com/mommy-blogger>). Lopez pointed out that the topics on ‘mommy blogs’ are not limited to parenting issues only but also write about “popular culture, food, current events, politics, their town, the weather, financial issues, their husband and any other possible topic” (Lopez, p. 734). As a result, millennial parents are getting attention from the marketers who in turn are tapping the untapped market to promote their products. Also, it is helping the way marketers are looking for new emerging markets to provide value to consumers with the help of their products. Taking this view into consideration the purpose of this paper is to gain insight into how Mompreneurs are inspiring the other mothers, marketers and acting as a strong influencer for a niche category customer. The Purpose of the current study is to study the factors influencing mothers to come on

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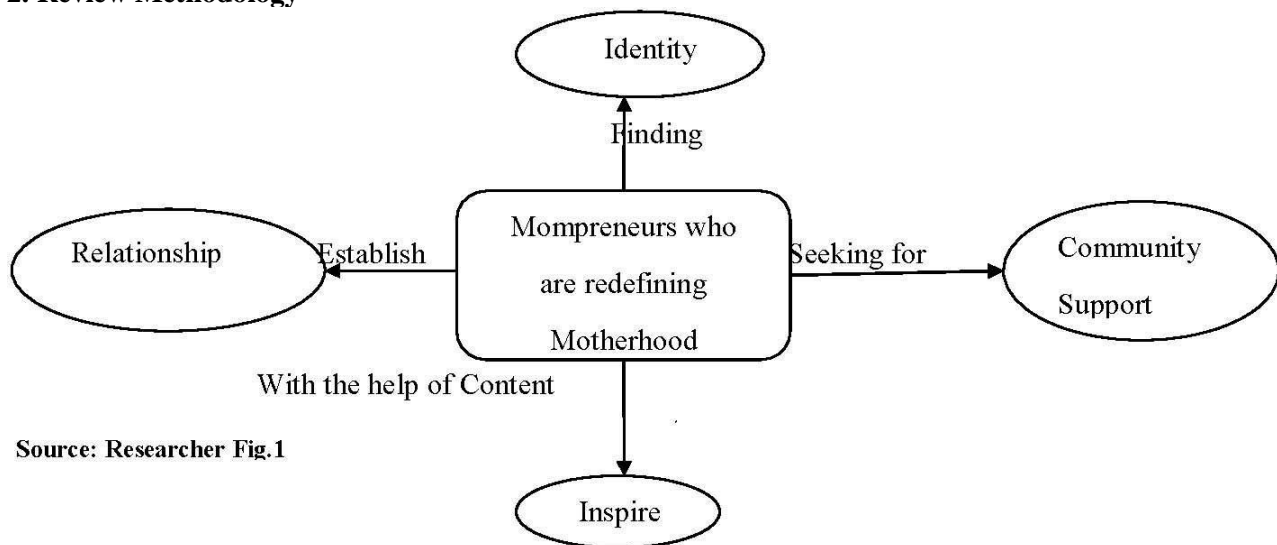
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the social media platform and share parenting tips. And, to study how marketers are tapping the untapped segment of mommy bloggers to promote mothers as well as their products.

2. Review Methodology



Source: Researcher Fig.1

The research methodology used in the current study is based on desk research wherein the researchers have consulted various websites, social media pages, company websites, online blogs, etc., to understand the fundamental framework of the trends related to mompreneurs. The purpose of using an integrative review method is to outline the knowledge base to develop on the theoretical foundation of the current research topic as it develops. In the current study, 60 past research papers out of which 14 were the articles based on the topic were analyzed and draw the future scope and its implication. Consumers are using social media nowadays and collect information to base their decision. Many opinion leaders who have emerged as influential members on social media have become a source of advice for other consumers (Casaló, Cisneros, Flavián, & Guinalú, 2009; Thakur, Angriawan, & Summey, 2016), Hence, this topic brought a major interest to the researchers to identify an untapped market opportunity to the marketers and identifying the journey of mompreneurs who struggled to become an entrepreneur after her postpartum depression. The following diagram represents and summarizes the main theoretical constructs discussed in the literature review and used as the basis for this study. This Proposed Model has been identified four parameters i.e. Identity, Relationship, Community Support and Inspire after reviewing the past literature which emphasized that transformation of mothers happened and turned them into a successful mompreneur.

3. Literature Review

Although the term social media influencer is popular in practice, academic definitions are rather scarce. One important group of bloggers who have gained ascendancy and influence is the mum or mummy/mommy bloggers (Burns, 2016; Lopez, 2009; Morrissey, 2009). Lopez (2009) suggested that "for the most part, women categorized as 'mommy bloggers' are simply women who are mothers and occasionally write about their children. The language used in such blogs is extremely informal and usually narrative and the most popular writers employ a great deal of humor and levity to entertain their audience". Most Mums, who blog write as a way to find or maintain their sense of identity as they balance family life, work and personal interests (Claire, 2011). Blogs and other social media are now considered essential components of communications campaigns (Ferguson, 2008; Jensen, 2011; Sullivan & Krall, 2008). Ongoing exploration on influencers demonstrates that data searchers' targets and issue contribution drive a blog's impact (Balabanis & Chatzopoulou 2019). Lou & Yuan (2019) demonstrate the importance of message content, source credibility, and homophily in influencer marketing. While debates continue over the term mommy blog, mom/mum bloggers continue to exert influence among their readers, as recent literature shows (Burke-Garcia et al., 2017; Lupton et al., 2016). Given that mothers are an important consumer group who make the majority of household purchasing decisions (Bailey, 2008; Bailey & Ulman, 2005; Soccio, 2009) it is perhaps no surprise that mum bloggers, in particular, have become an important influencer group for M&PR practitioners on behalf of their brands (Lopez, 2009). Researchers have suggested that mothers represent a potentially huge 'marketing opportunity' and one that is far from fully understood or served by marketers (Bailey, 2008; Carrigan & Szmigin, 2004; Clements & Thomson, 2011). For organizations, blogs and bloggers are important because they can quickly spread information and opinion about organizations and

products (Jones, Temperley, & Lima, 2009). In the wake of leading an intensive writing survey of promoting research on bloggers, Sepp et al. (2011) reasoned that bloggers impact their perusers' practices. Sepp, M., Liljander, V., & Gummerus, J. (2011).

4. Review Discussion

The present study aims at the qualitative analysis of studying the phenomenon called 'mommy blogging' in the Indian context. The researchers from overseas have widely studied various facets of mommy bloggers in the past and contributed to the literature (Burns, 2016; Lopez, 2009; Stansberry, 2015; Cann, Dimitriou and Hooley, 2011; Morrissey, 2009). In India, a large number of moms have smartphones and actively spend more than 2 hours daily on social media platforms like Facebook and Whatsapp (Sinha, 2018). Therefore, mommy bloggers have easy access to indulge in blogging. The researchers tried to explore the reasons motivating mommy bloggers. The available literature in the form of social media blogs, articles, research papers, etc., suggest that mommy bloggers are opting for social media blogging for monetary as well as non-monetary reasons. Mommy blogging paves way for self-expression and self-development for moms that encourages moms to share their personal experiences. From the marketers' point of view, mommy bloggers could be an unutilized marketing channel that can give a very good return on the money. Marketers see mommy bloggers as jackpot with huge ROI (return on investment). The marketers are projecting mommy bloggers as influencers and using this for the advantage of their sales. The marketers only approach the top mommy bloggers for the simple reason of exploiting their huge fan base. Their fan base looks up to them for advice, counseling, the right direction, suggestions, etc. They are the 'opinion leaders' for their gang of parents/mothers on a digital platform (Burke-Garcia, Berry, Kreps & Wright, 2017; Punchbowl.com, 2013). The above-Proposed Model, Fig.1 has been fetched out after analyzing the past reviews of the authors. Also, it has been examined at the social media platform; influencers like mompreneurs and mommy bloggers have become the market opportunity for the marketers which have been explored by the marketers very well.

5. Implication and Future Scope

Further research could be conducted on the process of how mothers are motivated to find an identity to regain self-esteem, the importance they give to establish relationships with the market, their need to seek support from the community and need to inspire others like themselves with the help of content. A study could also be carried out on understanding the motivations of blog readers, their needs, their preferences of media, language, writing style, topics, etc. Marketers could encourage mompreneurs to focus on these needs to increase follower-base and in turn, could be used for influencer marketing.

6. Conclusion

Women have entered sectors known to be male-oriented and written their own stories of success. Some of these are young mothers who aspire to be their boss and be able to live their lives on their terms. These mompreneurs are found to be efficient, have a passion for own ideas, are multi-taskers, have confidence, and have perfected the art of balancing family time and work- life. It is evident after the review that one of the many options that women chose to work from home is mommy blogging. It may emerge from the need of connecting to others like themselves to obtain social support, advice, empathy. Other reasons could be communicating with friends and family members over various available social platforms. The research shows that the generation of monetary gains from these actions may or may not be intended. But highly successful mommy bloggers attract marketers who are looking out for alternate channels of low-cost marketing. Mommy bloggers use products sent by the company, use them and review them on their blogs. Huge follower-bases are found to benefit from this word-of-mouth and find it trusting to use the products suggested in their community. The researchers realized that this channel of marketing has huge untapped potential and could give a boost to the economy if exploited wisely. It seems in the sector of maternity and childcare Mommy bloggers and mompreneurs are having the last word!

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