

# What Do Mom Bloggers Want?

A March 25 panel discussion during the Information Resources Inc. (IRI) "Reinventing CPG and Retail Summit: Insights to Impact" in Las Vegas demonstrated the increasingly important role blogs and other social media play in consumer buying decisions. The discussion — featuring four "mom bloggers" representing thousands and thousands of savvy and vocal shoppers — made it very clear what today's moms do and don't want from manufacturers and retailers.

"Transparency in ingredients is very important," said Liz Gumbinner of [www.mom-101.blogspot.com](http://www.mom-101.blogspot.com).

Christine Young of [www.fromdatestodiapers.com](http://www.fromdatestodiapers.com) agreed.

"Trust has to be there," she said. "Relationship building is important."

That goes for food safety as well, Young said, pointing to a growing distrust on the part of moms of FDA and manufacturers.

Although all four bloggers pointed to the importance of green initiatives in their purchase decisions, they warned companies they cannot be fooled by packaging-related cost-cutting measures.

"Everyone notices the packaging size



shrinking," said Alma Klein of [www.marketingmommy.net](http://www.marketingmommy.net). "It makes us angry. Let us know upfront about cost-cutting. And let us know if your private label diapers are going to leak at night," she added.

Although the mom bloggers generally agreed that they shopped from lists and planned coupon use ahead of time, they also noted that they are "suggestible" — to a certain degree — in store, and that they do read labels. They also expressed concern about certain problematic ingredients and said the voices they represent are

putting pressure on manufacturers to remove them from products.

"High fructose corn syrup — people are going to demand that it comes out," Gumbinner said.

Although Gumbinner acknowledged that Twitter and other social networking sites might be "terrifying" for manufacturers and retailers because they allow consumers to talk freely about products and experiences, she encouraged these companies to become engaged in such sites and to communicate here with consumers.

"We're not stupid shoppers," Young added. "We will research products [and communicate our findings] in the blogosphere." — K. Canning

