

Little Style, Lasting Influence: The Role of Perceived Sherub Marketing and Brand Awareness in Shaping Purchase Intention through Mini-Me Fashion Sharenting

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ABSTRACT

The commercialisation and growth of family-oriented social media content provide fresh avenues and chances for the companies and brands that look for ways to capture their target market by leveraging some common sharenting techniques among the families. There has been an increase in attraction among companies for using family as their prime asset for promotion and branding; however, research considering the impact of Perceived Sherub Marketing (PESM) on purchase intention (PUI), especially within the sharenting scope such as "mini-me fashion," is meagre. Hence, this research endeavors to analyse the direct influence of PESM on consumers' PUI and also the mediate effect of consumers' brand awareness (BAN) on the consumers' purchase intentions. In this study, a quantitative cross-sectional research approach has been adopted based on a purposive sampling method, thereby collecting data from 284 'parent' participants who were accustomed to "mini-me fashion" sharenting and conducting analyses by employing PLS-SEM. Results of this study indicated PESM significantly contributes to increasing BAN and PUI, while BAN has a significant positive influence on their PUI and partly mediates between PESM and PUI. These results demonstrate that providing sincere, family-oriented digital content increases BAN and, in addition, purchase decisions. The study expands the growing stream of literature on Sherub marketing by proving empirically Mini-Me fashion and thus provides actionable implications for fashion brands and digital marketers for developing family-based digital marketing strategies that are not only effective but also the least deceptive and manipulative...

Keywords: Mini-me Fashion Sharenting, Perceived Sherub Marketing, Brand Awareness, Purchase Intention, PLS-SEM..

INTRODUCTION

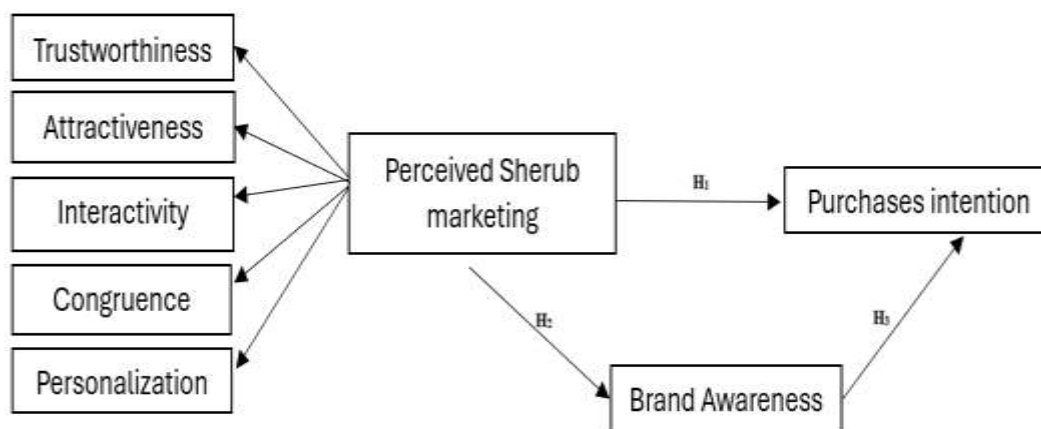
The rapid expansion of the digital platform economy has altered consumers' means of communication, information seeking, and engagement with brands. Social media networks no longer solely serve as communication channels but instead function as commercially driven interactive platforms where consumer-led content, influencer talk, and user communities strongly influence consumers' perceptions and behaviors in purchasing settings (Dwivedi et al., 2021; Hudders et al., 2024). This is different from traditional advertising in that digital platforms allow brands and consumers to maintain ongoing communication, which permits firms to maintain relationships with customers by sharing and presenting

realistic and experiential communication rather than merely passive messages about brands (Campbell & Farrell, 2020; Lou & Yuan, 2019). Accordingly, it is common for marketers to embed affective social media content into their digital advertising in order to improve BAN, enhance consumer engagement, and stimulate purchasing-related behavior (Godey et al., 2016; Kozinets et al., 2023). In this digital realm, sharenting (the practice of sharing photographs, videos, and personal data about children on social media by parents) has become a publicly mediated form of parenting activity and a commercially commodified genre of digital content (Blum-Ross & Livingstone, 2017; Motevalli et al., 2025). The process of sharenting was used primarily to archive and communicate family information and maintain social

relationships in the private sphere. It has recently been adopted in digital marketing as it demonstrates authenticity and relatability as brands tap into these family-oriented content strategies for marketing campaigns and sales, especially through influencer marketing (Beuckels et al., 2024; Walrave et al., 2025). Unlike traditional advertisements, family-created content is perceived as more reliable and relatable than brand-created ones (Murugan & Madathil, 2024; Brosch, 2025), enabling brands to engage more emotionally with customers while boosting advertisement effectiveness. Familial digital content has thus emerged as an innovative form of marketing resources that has an impact on both brand practices and consumer behavior. Expanding from sharenting's commercial utilization, Sherub Marketing is a digital marketing strategy put forward by Kaur and Kumar (2021) that applies children's online presence and parents' sharenting behaviours so as to enhance the bonds among customers and the brand. The strategy focuses not only on overt advertisements but rather appeals more to genuine family content, storytelling, and personalization to make an effect on the mental state of the customers (Kaur & Kumar, 2021). Besides the theoretical proposal, new research on PESM represents consumers' views concerning the Sherub marketing strategies based on five significant dimensions: trustworthiness, attractiveness, interactivity, personalization, and congruence (Kathuria & Kumar, 2025). All these dimensions have been proved of great connection with stronger credibility, richer engagement, and higher purchase intention in the digital marketing arena (Yuan & Lou, 2020; Samarah et al., 2022; Zaki et al., 2025); hence, PESM can be utilized as an effective method to analyze effects induced by family-centered digital content for the purpose of consumers' perception formation. Of all possible outcomes associated with digital marketing, PUI and BAN are perhaps most widely explored in consumer behavior research. Consumers use awareness to recognize and retrieve brand information from their memories (Aaker 1996; Keller 1993). Awareness helps to make the brand an important element of brand equity and serves as an early step on the journey toward buying a brand. Awareness building with authentic and relatable social media content makes the brand known to more consumers, strengthens engagement

between the consumers and the brand, and fosters a positive judgment toward the brand (Alalwan et al. 2017; Dabbous and Barakat 2020). Similar to BAN, PUI means that consumers are ready to purchase if influenced by marketing messages. It is widely accepted as a strong proxy of purchase behavior (Ajzen 1991; Lou and Yuan 2019). It is found that positive content authenticity, trust, and emotion impact positively PUI and BAN toward a brand across many studies (Godey et al. 2016; Dwivedi et al. 2021). A potential example of family-focused influencer marketing would be the popularity of mini-me fashion—parents and children wearing matching clothing and sharing their experience over social media channels including Facebook, Instagram, and YouTube (Luong et al., 2025). In addition to the visual nature of this trend, mini-me style also represents family bonds, emotional connectivity, and lifestyle. For these reasons, it's a highly ideal fit for brand-oriented relationship building; the use of this type of content is perceived as more genuine and 'real' by consumers than standard product and service advertisements and has the power to develop stronger consumer attachments, increase BAN, and drive increased visibility (Kathuria & Kumar, 2025; Murugan & Madathil, 2024). There's, however, limited study that has explored PESM in the context of the mini-me trend and its effects on brand-associated metrics. Although there has been significant interest in sharenting (Livingstone & Stoilova, 2021), social media branding, and influencer marketing (Motevalli et al., 2025), the literature tends to concentrate more on reasons for parenting practices, child digital privacy, and ethics (Blum-Ross & Livingstone, 2017) and less on the marketing value of family-related digital content. There is limited empirical evidence showing how perceived Sherub marketing impacts BAN and PUI when sharenting their mini-me styles. Based on these gaps, we aim to extend the existing sherub marketing studies by proposing a model that links perceived Sherub marketing, BAN and PUI and investigate them using empirical data. This paper aims to enhance the understanding of Sherub marketing in the context of family digital marketing and guide fashion brand marketers to develop sincere and effective sharenting and family-influencer strategies that appeal to contemporary consumers.

Figure 1. Researcher Model



Literature Review

Perceived Sherub Marketing

Due to the commercialization of family digital content, "sharenting" has evolved into an attractive digital marketing tool, from individual child-raising content to a commercial tool. Though earlier research, to some extent, is looking at sharenting from a social and psychological point of view (Blum-Ross & Livingstone, 2017), more recently, scholars found the power of sharenting as a new consumer engagement approach (Kartal & Ycel, 2024; Motevalli et al., 2025), because it builds consumers-brand relationships via building up trusted authentic mother- or father-child interactions (Kartal & Ycel, 2024; Motevalli et al., 2025). And compared to a typical ad or marketing communication, family content is thought to provide a kind of authentic (Brosch, 2025, p. 1) trusting feeling (Murugan & Madathil, 2024) and is more likely emotionally involved (Brosch, 2025; Murugan & Madathil, 2024) compared to a traditional form of advertising. Building on this framing, Kaur and Kumar (2021) proposed an explanatory account of brands capitalizing on parental sharenting behaviors to shape perceptions of brand value via child-directed online content called "Sherub Marketing." Accordingly, building on this notion, Kathuria and Kumar (2025) coined PESM to refer to consumers' global perception of those marketing endeavors, encompassing five traits, including trustworthiness, attractiveness, interactivity, personalization, and congruence (Kathuria and Kumar, 2025). Past research has demonstrated that these traits have proven helpful in increasing consumers' trust, emotions, messages' personal relevance, and perceptions of the brand evaluation, thus prompting beneficial consumer behaviors (Yuan & Lou, 2020; Samarah et al., 2022; Yadav & Rahman, 2017). In the context of Mini-Me fashion sharenting, such features matter since in parent- and child-branded content, authentic content and stories of familial identity are woven with brand content (Luong et al., 2025). Therefore, consumers with positive attitudes towards Sherub Marketing have positive consumer behavioral intentions towards branded apparel (Kathuria & Kumar, 2025).

H₁: PESM positively impacts PUI.

Brand Awareness

BAN The ability of consumers to identify and remember the brand is the definition of BAN, which is the primary element to determine brand equity and consumers' decisions (Aaker, 1996; Keller, 1993). The emergence of social media as the digital marketing tool has created a channel to reinforce BAN through increased brands, exposure, consumer engagement, and content sharenting (Alalwan et al., 2017; Barreda et al., 2015). It has constantly been supported by previous studies that engaging content from social media and the use of influencer marketing significantly enhance brand recognition that has positive impacts on PUI (Dabbous & Barakat, 2020; Godey et al., 2016; Yadav & Rahman,

2017). In relation to Sherub Marketing, parent-centric sharing by parents and "sharenting" offer authentic, emotionally resonant digital content that increases BAN and strengthens consumers' memory retention of a brand (Kaur & Kumar, 2021). By leveraging family-oriented storytelling and child-focused digital material, companies are able to drive greater BAN through forming more robust emotional ties with their audiences (Murugan & Madathil, 2024). PESM, through perceived trust, allure, interactivity, specificity, and congruence with values, consequently leads to better brand cognitions, making marketers' messaging perceived as more believable (Kathuria & Kumar, 2025). As brands are more readily purchased when one knows and trusts brands, it can be presupposed that increased brand awareness is beneficial to PUI while playing a mediator in the link between PESM and PUI (Choedon & Lee, 2020; Dabbous & Barakat, 2020).

H₂: BAN positively impacts PUI.

H₃: PESM positively impacts perceived BAN.

Research Methodology

This study proposed a quantitative, cross-sectional research design to investigate the mediating influence of BAN on the relationship between PESM and PUI within a Mini-Me fashion sharenting scenario. Purposive sampling was used to gather data from respondents who were well-informed about or engaged in Mini-Me fashioning. In order to conduct the study, only respondents who reported that they were aware or participative of Mini-Me fashion were chosen. A questionnaire was structured based on validated scales derived from previous research. All constructs were conceived as reflective constructs and operationalized on a seven-point Likert scale where 1 = strongly disagree, and 7 = strongly agree. A pilot study was administered to 30 respondents to assess the clarity and reliability of the measurement scales prior to obtaining data from the actual respondents. A total of 306 responses were obtained through Google Forms, consisting of parents from Delhi, Mumbai, and Gorakhpur. Of these, 284 respondents with valid answers were collected, and the other 22 responses were screened. PLS-SEM was chosen to test the proposed model. Based on Hair et al. (2022), the measurement model was first evaluated on its reliability and validity before the structural model was evaluated on the basis of hypothesized relations and the mediation effect of BAN.

Sample Characteristics

The demographic characteristics of the respondents can be seen in Table 1. All the participating individuals have access to social media platforms. All participants, regardless of the social class of parents, must already be familiar with Mini-Me fashion sharenting on social media either conceptually or in practice. Their location of living; there and their children's age range, number of children, gender, occupational, habit of accessing social media, posting behaviour on social media, and Mini-Me fashion sharenting experience are being described.

Table 1: Sample Characteristics

		Frequencies	Percentage
Location	Delhi	110	38.7
	Gorakhpur	99	34.9
	Mumbai	40	14.1
	Others	35	12.3
Age of parents	23-30	90	31.7
	30-38	111	39.1
	38-45	83	29.2
Age of kids	0-3	90	31.7
	3-7	98	34.5
	7-11	96	33.8
Number of kids	1	148	52.1
	2	103	36.3
	more than 2	33	11.6
Age of second kid, if any	0-3	64	22.5
	3-7	58	20.4
	7-11	39	13.7
	No child	123	43.3
Gender of parents	Female	161	56.7
	Male	123	43.3
Occupation	Service person	94	31.1
	Entrepreneur	97	32.1
	Home Maker	78	25.8
	Freelancer	33	10.9
Social media users	Yes	264	93.0
	No	20	7.0
Social media platforms	Instagram	45	15.8
	Facebook	17	6.0
	YouTube	25	8.8
	All of them	140	49.3
	Instagram, Facebook	23	8.1
	Instagram, YouTube	13	4.6
	Facebook, YouTube	5	1.8
	Instagram, Facebook, YouTube	16	5.6

Number of years using social media	1-5	74	26.1
	5-10	163	57.4
	More than 10 years	47	16.5
Average screen time on social media	1min-1hr	49	17.3
	1hr-2hr	68	23.9
	2hr-3hr	95	33.5
	more than 3hr	72	25.4
Post photos & videos	Yes	206	72.5
	No	78	27.5
Frequency	Daily	37	13.0
	Weekly	68	23.9
	Monthly	128	45.1
	Never	51	18.0
Ever use mini-me fashion?	Yes	185	65.1
	No	99	34.9

Source: Author's calculation

Model Assessment

The validity and reliability of the measurement model were evaluated according to Hair et al. (2022). The measurement model included 1) reliability analysis of the indicators, 2) reliability analysis of the construct, 3) convergent validity analysis, and 4) multicollinearity analysis. First, to verify the reliability of indicators, factor loading results (Table 2) all exceeded the benchmark of 0.70 (range = 0.718 - 0.862), showing satisfactory indicator reliability. Second, VIF values varied between 1.341 and 2.370, well under the 3.3 benchmark, revealing no risk from multicollinearity and common method bias

problems (Kock, 2015). Thirdly, the reliability of the construct was confirmed. Cronbach's alpha levels and composite reliability levels varied between 0.743 to 0.849 and 0.749 to 0.857 respectively, all exceeding the benchmark of 0.70 (Hair et al., 2022; Nunnally & Bernstein, 1994). Fourth, the Average Variance Extracted (AVE) scores varied between 0.623 and 0.708, all above 0.50 and hence convergent validity was established (Fornell & Larcker, 1981). In conclusion, the measurement model has sufficient reliability and validity as evidenced by passing the criteria described above, allowing subsequent evaluation of the structural model.

Table 2: Reliability and validity of constructs

Construct	Indicator Loading	VIF	Cronbach's Alpha	Composite Reliability (rho a)	AVE	R ²
Trustworthiness			0.743	0.749	0.661	
T1	0.806	1.703				
T2	0.862	1.700				
T3	0.769	1.341				
Attractiveness			0.794	0.795	0.708	
A1	0.851	1.761				
A2	0.846	1.663				
A3	0.827	2.008				
Interactivity			0.810	0.816	0.638	
I1	0.814	2.061				

I2	0.817	1.843				
I3	0.718	1.650				
I4	0.841	2.370				
Personalization			0.833	0.836	0.666	
P1	0.818	1.752				
P2	0.830	2.234				
P3	0.826	2.164				
P4	0.789	1.765				
Congruence			0.759	0.761	0.674	
C1	0.819	1.869				
C2	0.826	1.473				
C3	0.818	1.782				
Purchases Intention			0.842	0.857	0.678	0.341
PI1						
PI2	0.770	1.739				
PI3	0.818	1.832				
PI4	0.850	1.996				
	0.852	1.958				
Brand Awareness			0.849	0.854	0.623	0.548
BA1						
BA2	0.725	1.578				
BA3	0.822	2.007				
BA4	0.821	1.959				
BA5	0.817	2.033				
	0.759	1.601				

Source: Author's calculation

Discriminant Validity

Discriminant validity was examined through the Heterotrait-Monotrait ratio (HTMT) as suggested by Henseler et al. (2015) and Hair et al. (2022) as a suitable measure of the distinction between constructs in PLS-SEM. The results reported in Table X suggest that most pairs of construct scores had HTMT values either at or very near the accepted threshold. There were, however, several correlations concerning PESM that surpassed the threshold level of 0.90, specifically those relating to Interactivity (HTMT=0.995), Interactivity

(HTMT=0.995), Personalization (HTMT=0.957), and Trustworthiness (HTMT=0.903). This result implies that there is substantial shared variance in terms of construct meaning. This result is theoretically justifiable, given that PSM is formulated as a higher-order reflective construct underpinned by interactivity, attractiveness, and trustworthiness, among others. Therefore, the high HTMT values observed here simply highlight the nature of the construct rather than suggest an issue in measurement. For all other pairs of constructs, discriminant validity appears to be adequate.

Table 3: Discriminant Validity

	A	BA	C	I	P	PI	PSM	T
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A								
BAN	0.760							
C	0.728	0.667						
I	0.835	0.784	0.672					
P	0.786	0.749	0.680	0.807				
PI	0.566	0.582	0.616	0.542	0.558			
PESM	1.001	0.834	0.893	0.995	0.957	0.646		
T	0.815	0.672	0.601	0.719	0.594	0.565	0.903	

Source: Author's calculation

Note: A= Attractiveness; BAN= Brand Awareness; C= Congruence; I= Interactivity; P = Personalization; PUI= Purchases Intention; T = Trustworthiness; PESM = perceived Sherub marketing

Second-order reflective model assessments

The higher-order construct PESM was measured through the reflective-reflective hierarchical component model. As reflected in Table 4, all first-order dimensions, namely Trustworthiness, Attractiveness, Interactivity, Personalization, and Congruence had loaded significantly on the higher-order construct (outer loading = 0.758 to 0.866), which were well above the recommended threshold of 0.70 (Hair et al., 2022). Moreover, all relations are found significant ($p < 0.001$), indicating first-

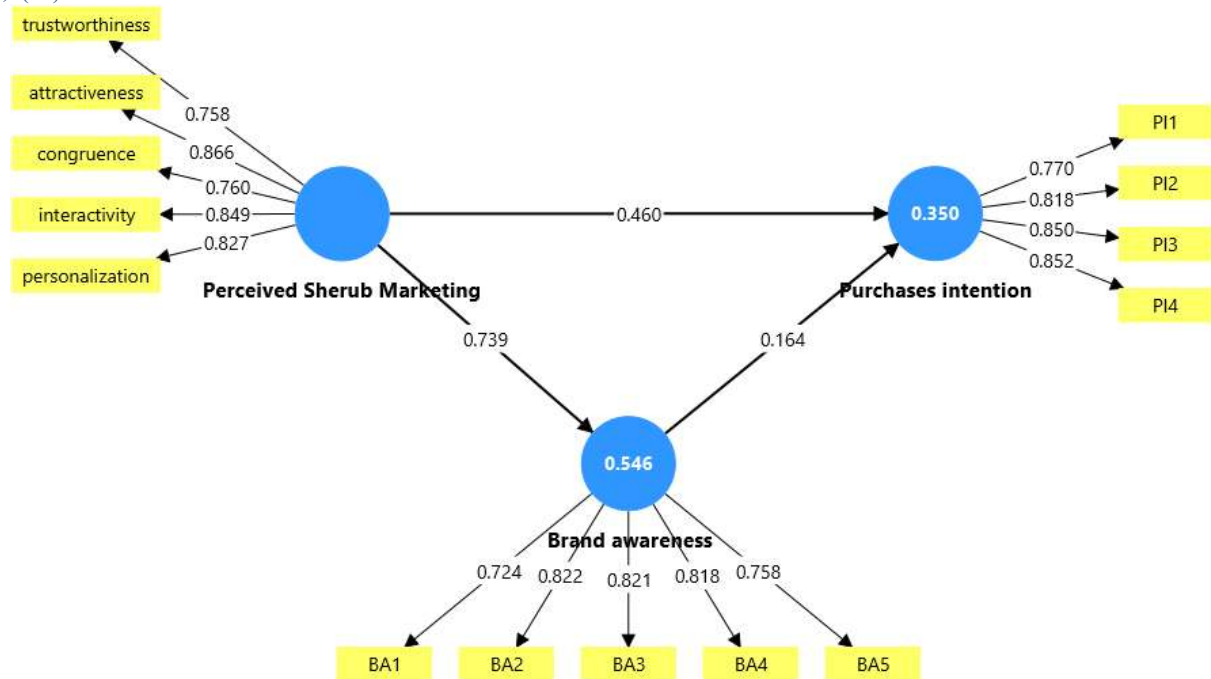
order components contribute to higher-order constructs. Multicollinearity of the first-order dimensions were analyzed using Variance Inflation Factor (VIF) values. VIF values varied between 1.662 and 2.542, which was lower than the minimum cutoff value, meaning there was no issues of multicollinearity (Hair et al., 2022; Kock, 2015). Overall, these results provide empirical evidence for the second-order reflective measurement model's validity and reliability and demonstrate that PSM is well-represented by its five first-order constructs.

Table 4: Evaluation of the reflective measurement model

PESM	First-order construct	Outer loading	VIF	p-value
PESM	Trustworthiness	0.758	1.772	0.000
	Attractiveness	0.866	2.542	0.000
	Interactivity	0.849	2.332	0.000
	Personalization	0.827	2.152	0.000
	Congruence	0.866	1.662	0.000

Source: Author's calculation

Perceived Sherub Marketing Impact Model (PSMIM)



Hypothesis Testing

To analyze the significant hypothesized relationships, the structural model was assessed through the bootstrapping process. The path coefficients, standard deviations, confidence intervals, and p-values are given in Table 5. The significance of structural paths was based on the path coefficients, p-value, and the 95% bias-corrected confidence intervals as proposed by Hair et al. (2022). PESM has been found to positively influence BAN significantly ($\beta = 0.739$, $p < 0.001$), hence supporting our hypothesised relationship strongly. In turn, BAN has been identified to have a positive influence over PUI ($\beta = 0.164$, $p = 0.027$). This means that as BAN is higher in consumers, it is likely that PUI for mini-me fashion products is more likely to be established. Moreover, the

results show PESM has a positive and significant impact on PUI ($\beta = 0.460$, $p < 0.001$). Similarly, 95% confidence intervals do not include 0 for all structural paths as well, indicating these estimations are statistically valid (Hair et al., 2022). Based on the above, the results of hypotheses testing empirically validates the constructed structural model and that PESM plays a very important role in increasing Brand Awareness, and thus affecting purchase intention. Meanwhile, since PESM has a significant effect directly to Purchase Intention, then the role of BAN as an intermediary variable partially mediates the relationship between PESM and Purchase Intention, but it needs to be confirmed by a separate indirect effect. (Hair et al., 2022; Nitzi et al., 2016)

Table 5. Structural Model Assessments

	Standard deviation (STDEV)	β	P values	2.5 %	97.5%
PSM-> BA	0.074	0.739	0.000	0.673	0.790
BA-> PI	0.029	0.164	0.027	0.014	0.306
PSM-> PI	0.071	0.460	0.000	0.310	0.591
PSM -> BA -> PI				0.010	0.228

Source: Author's calculation

Discussion and Implications

Discussion

The aim of the research was to test and verify empirically the impact of PESM on PUI with the intermediary effect of BAN on the case of mini-me fashion sharenting.

Evidence gathered from collected data revealed that PESM by the parents does play significant roles toward consumers' BAN and purchase intention. The PESM showed a significant high-level effect towards BAN ($\beta = 0.739$, $p < 0.001$) and directly influenced PUI ($\beta = 0.460$, $p < 0.001$). BAN towards PUI was found as positively

affected ($\beta = 0.164$, $p = 0.027$), thus showing that increased awareness will encourage consumers into purchasing. This study contributes to the existing sharenting research by revealing that the way parents share on the web not only increases brand visibility but also positively affects brand consumer responses via enhanced brand awareness. However, compared to influencer marketing, in Sherub marketing the genuine engagement of a parent and child within social sharing promotes a brand and makes its promotional messages appear genuine, more emotive, and socially relatable for the audience. It enables consumers to identify with the brand and better remember and believe the brands endorsed through a mini-me fashion sharenting, therefore increasing consumer PUI. The findings are comparable to the most recent studies that provide significant insights on the power of family-focused content on the web in driving stronger brand engagement and brand outcomes. (Kaur & Kumar, 2021; Murugan & Madathil, 2024; Lou & Yuan, 2019). In addition, the results confirm the hypothesized finding of BAN as a mediator between PESM and PUI. That is, a strong relationship exists in BAN with PUI, indicating that repeated consumption of parent-generated mini-me fashion products may increase the cognitive and behavioral responses with the related brands, which can affect PUI in the future. A similar finding can be discovered from branding theories and recent research where the importance of BAN to build consumer confidence, preference, and decision-making has been highlighted (Aaker, 2020; Keller, 2020; Yadav & Rahman, 2023). Also, the large direct impact of PESM on PUI and the large indirect impact of Sherub Marketing on PUI via BAN reveal the influence of Sherub marketing on consumers in the purchasing decision process both by the cognitive way and the affective way. While BAN creates the customers' consciousness on the brand being promoted, PESM such as Authenticity, Trustfulness, Attractiveness, Interactivity, Customization and Congruity also drive the favourable PUI to buy the advertised product at the same time (Dwivedi et al., 2021; Campbell & Farrell, 2020).

Theoretical Implications

The current study has several theoretically significant contributions. First, it provides empirical evidence for the multidimensionality of Sherub marketing, which is a growing area of research, in the context of mini-me fashion. The study shows that sharenting is a valid strategy that is increasingly used for digital marketing to elicit consumers' actions; it, in addition to a few others, advances prior literature that has viewed sharenting largely from a parenting or sociological standpoint. Additionally, the finding helps to support the theory of branding. Specifically, this finding is to reaffirm the mediation effect of BAN on PESM toward PUI, in that the study also offers new support for the existing models of consumer behaviour, especially that BAN plays a vital part in the cognition process by means of transferring of the user-generated digital marketing content from a family-oriented to their purchased decision. Last, the research offers a contribution to the social media marketing literature by connecting influencer marketing, sharenting and consumer branding within a unified

theoretical framework. This implies that an honest consumer-branded and parent-generated content could act as relationship-oriented and engaging forms of digital content to evoke both cognitive and behavioral consumer responses.

Managerial Implications

The results have some important marketing implications for brands, digital marketers, and social media practitioners. Firstly, brands can treat "mini-me fashion sharenting" as a useful tool of brand strategy to build up BAN and PUI simultaneously. Secondly, brands should build up partnerships with parenting creators and family influencers other than celebrities on the issue of branding to increase PUI by having their branded products presented in parents' everyday lives. The substantial impact of PESM stresses the necessity for the creation of marketing campaigns that focus on trustworthiness, authenticity, interactivity, personalization, attractiveness, and parent-brand congruence since these elements fortify and increase consumers' connection with the brand as well as intensify social media interaction. The BAN has a mediating role in linking PESM to PUI. Hence, brand and marketers must communicate in a marketing integrated plan, focusing on how to make their sales increased not now, but continuously. Marketers should therefore implement marketing communication strategies emphasizing BAN as the tools to stimulate more consistent sales in the long run. Lastly, the findings also show that the marketing potential for kid fashion can be facilitated through the community spaces provided by family/parenting circles and online family channels. Partnerships with parent influencers who portray genuine family life could result in more effective communication and a stronger emotional relationship than usual promotions.

Social Implications

This study showed the increased social status of parents being digital content producers under the new landscape of social media ecosystem. In sharing their genuine mini-me style content to audience not only in bringing about brand exposure but also impacting consumers purchase, parental style content will be further strengthen the place of family-oriented content within marketing digital landscape. Although children online exposure are increasing monetization and turning into a commercial entity, this phenomenon are also becoming a contentious ethical question on privacy, children identity and their welfare over time (Livingstone & Stoilova, 2021; OECD, 2021). This evidence strongly supports the need for parents to practice ethical and responsible sharing on social media so that parents' commercial interests are kept balanced against their children's rights, and parental decision making power is protected. Parents should ask influencers for disclosure in advertising of the paid partnership, ensure genuine parental consent has been gained for the advertisement (in addition to consent from any advertising network), and the commercial aim must be put second behind children's interests. Platform operators, advertisers, and policymakers must also protect children from exploitation; they should enforce guidelines for ethical and responsible digital marketing in the field of

family influencers (UNICEF, 2021; European Commission, 2022) In ethical use of Mini Me in marketing Mini-Me fashion could contribute to improved trust between brands and the purchasing public.

Conclusion

The current research investigated the effect of PESM on PUI in relation to fashion sharenting mini-Me's through BAN as a partial mediator. Results indicate PESM effects on brand awareness and purchase intention positively as well as BAN as partial mediator among these variables. Moreover, The impact of traditional digital family sharenting content is effective on consumer's brand views and purchase intents. This study builds on existing body of Sherub Marketing literature with an empirical investigation providing convincing evidence on Perceived Sherub Marketing as a multidimensional construct in terms of its trustworthiness, attractiveness, interactivity, personalizability, and congruence. Additionally, through the incorporation of sharenting and influencer marketing with consumers' behaviors, the study advances understanding on how families' online content generates marketing value. From a managerial implications perspective, the findings highlight that fashion companies should be incentivized to collaborate with authentic and ethics-driven mini-me fashion-producing parent influencers. These endeavors can lead to a better level of brand exposure, increasing credibility and directly impacting the behavioral intent for the products. In the ongoing global growth of family content influencing, companies should balance marketing strategy with children's rights and security; it is up to the future studies to test this new framework in other cultural contexts using longitudinal data and assessing further potential mediating or moderating variables like the perceived authenticity, consumer trust, parasocial relationships, and the eWOM.

Limitations and Future Research Directions

While contributing significantly to the literature, there are a few limitations of this study which are conducive for interesting future research directions. A cross-sectional study does not facilitate studying changes in consumer perceptions over time; thus, future researchers could consider using longitudinal designs, or an experimental approach could be adopted to examine causal relationships with a greater level of assurance. Furthermore, the data has been collected from a purposive sample of consumers who are already acquainted with the phenomenon of mini-me fashion sharenting, which is another limitation, and these results are perhaps less applicable to broader audiences and different cultures. Future research could be undertaken to provide empirical support to the conceptual model presented using a variety of samples. It might also be useful to extend this research by examining additional cognitive and relational variables such as brand trust, Para sociality, brand-perceived authenticity, and concerns about privacy to have a better understanding of consumer perception. As Sherub marketing is still a growing area, research might also explore some of the ethical and regulatory issues in terms of children's digital identities, responsible sharenting behaviors, and the governance of sharenting-related platforms...

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