

Peer Review

# Review of: "Value Co-creation Perspective: Research on Consumers' Willingness to Purchase AI Children's Companion Products Based on the Push-Pull-Mooring Model"

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1. Independent researcher

This manuscript provides a rigorous and insightful analysis of parents' purchase intentions for AI children's companion products. For practical applications: The findings offer clear, actionable guidance. In product design, firms can develop co-creation dashboards that let parents adjust AI interaction styles and content themes, strengthening performance expectancy and hedonic motivation. In marketing, brands can emphasize user control over data and ethical settings via co-creation features to mitigate privacy concerns, positioning products as trustworthy and customizable. For methodological limitations: The cross-sectional design only captures a snapshot of intention, and the sample is restricted to first-tier cities. Future research could use longitudinal surveys to track changes in intention and expand sampling to second- and third-tier cities to improve generalizability. Overall, this work makes valuable contributions to both theory and practice.

## Declarations

**Potential competing interests:** No potential competing interests to declare.