

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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The research topic is novel and practically significant. The theoretical framework is solid, hypotheses are logically derived, and the sample is representative. The findings effectively explain parents' adoption intention toward AI children's companion products.

This work makes valuable theoretical contributions by expanding PPM and UTAUT2 in intelligent consumption. It also offers clear marketing and design implications for enterprises, with high industry value.

Declarations

Potential competing interests: No potential competing interests to declare.