Qeios

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 study innovatively integrates PPM, UTAUT2, and value co-creation theory, with clear logic and rigorous empirical design. The moderating role of AI co-creation ability is well-examined, providing strong theoretical and practical implications for AI parenting products.

Declarations

Potential competing interests: No potential competing interests to declare.

doi.org/10.32388/S6CR09