

Peer Review

Review of: "New Hotspot of Pet Economy: Study of Consumers' Purchase Intent for Pet Toys in China"

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This paper offers valuable insights into the pet toy market, particularly in understanding consumer behavior, the product life cycle, and the impact of technology on purchasing decisions. It effectively links the growing demand for pet toys to the emotional and functional needs of pet owners, highlighting how pets are increasingly seen as family members. This shift is critical for businesses looking to target consumers who seek not just basic pet care products, but toys that improve their pets' well-being and engagement.

The analysis of market growth, particularly in China and the U.S., and the focus on younger generations (post-90s and post-00s) is particularly relevant. These consumers prioritize high-quality, personalized pet toys, and their preferences present a significant opportunity for companies to cater to this market. From a management perspective, understanding these consumer segments is crucial for shaping effective marketing and product strategies.

Overall, the paper offers a well-rounded analysis of the pet toy market and provides actionable insights for businesses in the industry. The integration of more empirical data and real-world examples would enhance the practical value of the paper, helping companies make more informed decisions in a rapidly evolving market.

Declarations

Potential competing interests: No potential competing interests to declare.