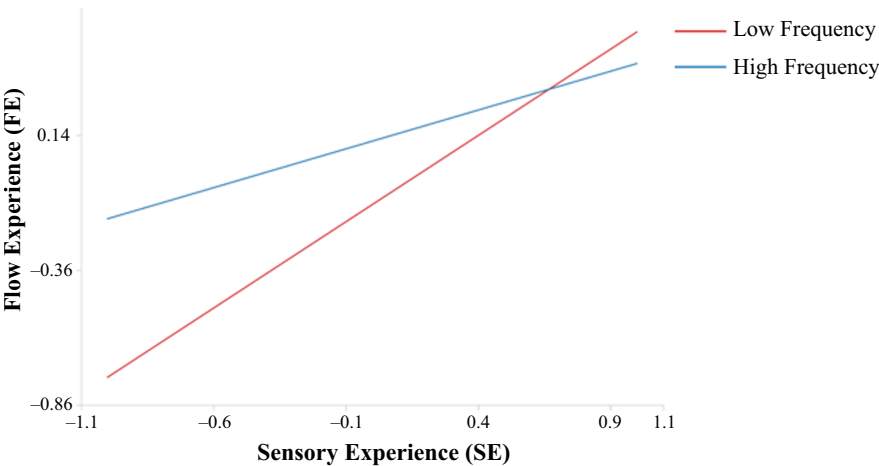


Corrigendum: Food live streaming e-commerce in China: enhancing consumer purchase intentions through sensory marketing

It has come to the attention of the publisher that the article Han F., Tepsan W. (2025), “Food live streaming e-commerce in China: enhancing consumer purchase intentions through sensory marketing”, *British Food Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/BFJ-02-2025-0140>:

- (1) Incorrectly provided the wrong X-axis label for Figure 2 and
- (2) Included an incorrect statement in Section 5.5 as “The analysis revealed a significant moderating effect of frequency on the relationship between self-efficacy (SE) and flow experience (FE).” which should read as “The analysis revealed a significant moderating effect of frequency on the relationship between sensory experience (SE) and flow experience (FE)”.



Source(s): Authors own work

The publisher asks that figures are clearly labeled at submission and confirmed at proof stage.

