

Corrigendum: Navigating disruptions in the health industry: how firms can leverage online opinion leadership to drive health behaviors

It has come to the attention of the publisher that the article: Waqas, M., Khalid, A., Usman, M., Viglia, G. and Bani-Melhem, S. (2025), "Navigating disruptions in the health industry: how firms can leverage online opinion leadership to drive health behaviors". *European Journal of Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EJM-06-2024-0513> features an error in the narrative reporting of the results in Section 6.5.3. Several coefficients reported in the text do not match the correct values presented in Table 4, which is accurate as originally published. This discrepancy was due to placeholder text carried over from an earlier draft and does not affect the analyses, results, or conclusions of the article.

The correct narrative text, consistent with Table 4, is provided below:

"The results show that online opinion leadership is positively associated with consumer health behavior ($B = 0.22$, $SE = 0.04$, $p < 0.01$). Therefore, $H1$ is supported. The results also show that online opinion leadership is positively associated with parasocial relationships ($B = 0.31$, $SE = 0.04$, $p < 0.01$); parasocial relationships have a positive association with consumer health behavioral control ($B = 0.27$, $SE = 0.06$, $p < 0.01$); and consumer health behavioral control has a positive association with consumer health behavior ($B = 0.30$, $SE = 0.05$, $p < 0.01$). Therefore, $H2$, $H3$ and $H4$ are supported. We also found a positive indirect association between online opinion leadership and consumer health behavior via parasocial relationships and consumer health behavioral control ($B = 0.03$, $SE = 0.01$, $p < 0.05$). Therefore, $H5$ is supported".

The publisher and the authors apologise to readers for any inconvenience caused.

