

Corrigendum: Understanding young urban Chinese consumers' preferences for food goods endorsed by celebrities: a behavioural approach

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269

It has come to the attention of the publisher that the article Arancibia S., May D.E., Tremma O., and Zhao S. (2025), "Understanding young urban Chinese consumers' preferences for food goods endorsed by celebrities: a behavioural approach", *Journal of Chinese Economic and Foreign Trade Studies*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JCEFTS-10-2024-0082> contained incorrect details for the elements "Purpose", "Design/methodology/approach", and "Findings" in the Abstract section.

The accurate Abstract is provided below:

Abstract:

Purpose – The investigation of the influence of celebrity endorsements on the purchase of food products among young urban Chinese consumers seeks to clarify how specific celebrity attributes, embedded in a socio-psychological framework, shape their preferences and behavioural intentions. This study aims to extend existing research by integrating celebrity characteristics with the core components of the theory of planned behaviour to explain food choices in celebrity-endorsed contexts.

Design/methodology/approach – A quantitative survey was administered to young Chinese consumers residing in large urban centres, capturing their evaluations of celebrity attributes, attitudes toward endorsed food products, subjective norms and perceived behavioural control. The data were analysed using structural equation modelling to test the proposed relationships and to assess the relative contribution of each construct to purchase intention and actual purchasing behaviour.

Findings – The results show that celebrity attractiveness, credibility and congruence with the endorsed food brand significantly enhance favourable consumer attitudes and strengthen subjective norms, which in turn increase purchase intentions and self-reported buying behaviour. Socio-psychological drivers derived from the theory of planned behaviour, particularly subjective norms and perceived behavioural control, amplify the impact of celebrity attributes, underscoring the importance of social influence and perceived agency in shaping food consumption decisions.

The publisher kindly reminds authors to ensure that all details are submitted accurately and carefully reviewed during the article proofing stage.



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