
Erratum

It has come to the attention of the publisher that the article, Natalia Rubio, Nieves Villaseñor, (2019) “Customer’s loyalty

and trial intentions within the retailer: the moderating role of variety-seeking tendency”, *Journal of Consumer Marketing*, <https://doi.org/10.1108/JCM-10-2017-2391> omitted the author María Jesús Yagüe. This error was introduced in the editorial process and has now been corrected in the online version. The publisher sincerely apologises for this error and for any inconvenience caused.

The current issue and full text archive of this journal is available on Emerald Insight at: www.emeraldinsight.com/0736-3761.htm



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