

Corrigendum: Message sidedness and green demarketing effectiveness: the moderation of product attribute dominance

It has come to the attention of the publisher that the article by Rui Guo, Dongli Sun, Yang Luo, Min Zhou and Lan Tao, Message sidedness and green demarketing effectiveness: the moderation of product attribute dominance, *Journal of Research in Interactive Marketing* 2025, <https://doi.org/10.1108/JRIM-01-2025-0008>, missed to update the affiliation for first author Rui Guo. The affiliation should read as “Gemmological Institute, China University of Geosciences, Wuhan, China, School of Economics and Management, China University of Geosciences, Wuhan, China and Invited Researcher, Yangtze River Cultural Institute, Wuhan, China”. The publisher asks that affiliation be entered correctly at submission and confirmed at article proofing stage.

