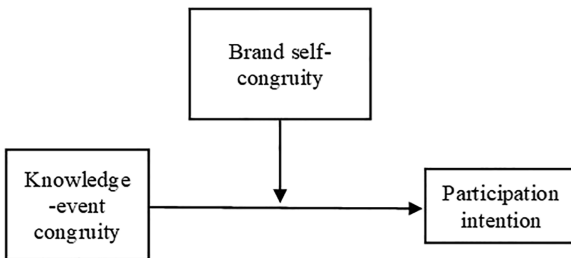


Corrigendum: When information fits the experience: a dual-congruity perspective on real-world intentions toward virtual brand events

It has come to the attention of the publisher that the article: Kubat Dokumacı U (2026), “When information fits the experience: a dual-congruity perspective on real-world intentions toward virtual brand events”. *Journal of Research in Interactive Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JRIM-08-2025-0506>, published with the incorrect version of Figure 1.

Corrected Figure 1 is provided below:



The publisher asks that figures be provided correctly at submission and confirmed at article proofing stage.

