



Erratum to Lee et al. (2019)

Seung Min Lee¹, Sang Yong Kim¹, Dong Young Kim²

¹Department of Business Administration, Korea University, Republic of Korea

²Seoul, Deloitte Consulting, Republic of Korea

How to cite: Lee, S. M., Kim, S. Y., & Kim, D. Y. (2025). Erratum to Lee et al. (2019). *Social Behavior and Personality: An international journal*, 53(3), e15495

In the article, “Effect of program type and reward timing on customer loyalty: The role of the sunk cost effect,” by Seung Min Lee, Sang Yong Kim, and Dong Young Kim (*Social Behavior and Personality: An international journal*, Vol. 47, No. 11, e8407. <https://doi.org/10.2224/sbp.8407>), there was an error in the display of Figures 1 and 2. Several of the bars had been reversed during layout and were showing incorrect results. The results were reported correctly in the article text. The figures have now been corrected in all versions of the article.

Keywords

erratum, correction notice