



## OPEN ACCESS

APPROVED BY  
Frontiers Editorial Office,  
Frontiers Media SA, Switzerland

\*CORRESPONDENCE  
Frontiers Production Office  
✉ production.office@frontiersin.org

SPECIALTY SECTION  
This article was submitted to  
Organizational Psychology,  
a section of the journal  
Frontiers in Psychology

RECEIVED 16 January 2023  
ACCEPTED 16 January 2023  
PUBLISHED 30 January 2023

CITATION  
Frontiers Production Office (2023) Erratum:  
Scale development of apparel customization  
brand value: From the perspectives of  
practitioners and consumers.  
*Front. Psychol.* 14:1145298.  
doi: 10.3389/fpsyg.2023.1145298

COPYRIGHT  
© 2023 Frontiers Production Office. This is an  
open-access article distributed under the terms  
of the [Creative Commons Attribution License  
\(CC BY\)](#). The use, distribution or reproduction  
in other forums is permitted, provided the  
original author(s) and the copyright owner(s)  
are credited and that the original publication in  
this journal is cited, in accordance with  
accepted academic practice. No use,  
distribution or reproduction is permitted which  
does not comply with these terms.

# Erratum: Scale development of apparel customization brand value: From the perspectives of practitioners and consumers

Frontiers Production Office\*

Frontiers Media SA, Lausanne, Switzerland

## KEYWORDS

China apparel customization brands, brand value, customization practitioners, consumers, scale development, brand value dimensions

## An Erratum on

Scale development of apparel customization brand value: From the perspectives of practitioners and consumers

by Li, H., Gu, L.-W., Liu, X.-G., and Ruan, Y.-W. (2022). *Front. Psychol.* 13:933224. doi: 10.3389/fpsyg.2022.933224

Due to a production error, the “†” symbol, denoting “These authors have contributed equally to this work,” was attached to authors Hao Li and Li-Wen Gu. It should be attached to authors Hao Li and Xiao-Gang Liu.

The publisher apologizes for this mistake. The original version of this article has been updated.