



# Corrigendum: Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet PCs: Building a Sustainable Brand

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**Approved by:**  
Frontiers Editorial Office,  
Frontiers Media SA, Switzerland

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**Specialty section:**  
This article was submitted to  
Organizational Psychology,  
a section of the journal  
Frontiers in Psychology

**Received:** 06 March 2020  
**Accepted:** 27 March 2020  
**Published:** 23 April 2020

**Citation:**  
Zhang S, Peng MY-P, Peng Y, Zhang  
Y, Ren G and Chen C-C (2020)  
Corrigendum: Expressive Brand  
Relationship, Brand Love, and Brand  
Loyalty for Tablet PCs: Building a  
Sustainable Brand.  
Front. Psychol. 11:763.  
doi: 10.3389/fpsyg.2020.00763

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**Keywords:** brand relationship, brand trust, brand loyalty, brand love, structural equating modeling

## A Corrigendum on

### Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet PCs: Building a Sustainable Brand

by Zhang, S., Peng, M. Y.-P., Peng, Y., Zhang, Y., Ren, G., and Chen, C.-C. (2020). *Front. Psychol.* 11:231. doi: 10.3389/fpsyg.2020.00231

In the published article, there were several errors regarding the affiliations of authors. Instead of affiliation 1, Michael Yao-Ping Peng should have the following affiliation, which has now been added as affiliation 2:

“School of Business Administration, Jimei University, Xiamen, China”

Yaoping Peng should have affiliation 3 instead of 2. Instead of affiliation 3, Yuan Zhang should have the following affiliation, which has been added as affiliation 4:

“College of Economics and Management, Xi'an University of Posts & Telecommunications, Xi'an, China”

The authors apologize for these errors and state that these do not change the scientific conclusions of the article in any way. The original article has been updated.

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