



## OPEN ACCESS

EDITED AND REVIEWED BY  
Dan-Cristian Dabija,  
Babeş-Bolyai University, Romania

\*CORRESPONDENCE  
Yiwei Zhang  
✉ zyw3723@126.com

RECEIVED 27 June 2025  
ACCEPTED 01 July 2025  
PUBLISHED 18 July 2025

CITATION  
Liang S, Cai K, Zhang Y, Yuan X, Pan S and  
Teng L (2025) Correction: One independent or  
many independent? The relationship among  
self-construal, number of brand endorsers  
and brand attitudes.  
*Front. Psychol.* 16:1654914.  
doi: 10.3389/fpsyg.2025.1654914

COPYRIGHT  
© 2025 Liang, Cai, Zhang, Yuan, Pan and  
Teng. 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.

# Correction: One independent or many independent? The relationship among self-construal, number of brand endorsers and brand attitudes

Shichang Liang<sup>1,2</sup>, Kunhan Cai<sup>3</sup>, Yiwei Zhang<sup>1\*</sup>, Xueying Yuan<sup>1</sup>,  
Siyu Pan<sup>1</sup> and Lili Teng<sup>1</sup>

<sup>1</sup>School of Business, Guangxi University, Nanning, Guangxi, China, <sup>2</sup>China-Asean Institute of Financial Cooperation, Guangxi University, Nanning, Guangxi, China, <sup>3</sup>Business School, Central South University, Changsha, Hunan, China

## KEYWORDS

brand endorser, number of endorsers, self-construal, brand attitude, self-consistency

## A Correction on

One independent or many independent? The relationship among self-construal, number of brand endorsers, and brand attitudes

by Liang, S., Cai, K., Zhang, Y., Yuan, X., Pan, S., and Teng, L. (2024). *Front. Psychol.* 15:1328281.  
doi: 10.3389/fpsyg.2024.1328281

In the published article, there was an error in Figure 7 as published. Figure 5 and Figure 7 were erroneously assigned the same image, and the correct image for Figure 7 was not uploaded. The corrected Figure 7 caption should be: Effect of self-construal on consumers' brand attitudes under different number of endorsers.

The correct Figure 7 appears below.

In the published article, there was an error. There were missing symbols for statistical result parameters in the main body text.

A correction has been made to **4.2 Results, 4.2.3 Moderated analysis**, Paragraph 2. The sentences previously stated:

"For consumers in the multiple (four-person) endorsement group, those with interdependent self-construal ( $M_{\text{interdependent}} = 5.78$ ,  $SD = 0.51$ ) had higher brand attitudes compared to those with independent self-construal ( $M_{\text{independent}} = 4.13$ ,  $SD = 1.13$ ,  $F(1,61) = 56.597$ ,  $p < 0.001$ ,  $\eta^2 = 0.481$ )."

"In the single (one-person A) endorsement group, consumers with independent self-construal ( $M_{\text{independent}} = 5.84$ ,  $SD = 0.58$ ) had higher brand attitudes compared to those with interdependent self-construal ( $M_{\text{interdependent}} = 5.01$ ,  $SD = 0.95$ ,  $F(1,74) = 20.456$ ,  $p < 0.001$ ,  $\eta^2 = 0.217$ )."

"Similarly, in the single (one person B) endorsement group, consumers with independent self-construal ( $M_{\text{independent}} = 5.72$ ,  $SD = 0.49$ ) had higher brand attitudes compared to those with interdependent self-construal ( $M_{\text{interdependent}} = 4.96$ ,  $SD = 0.85$ ,  $F(1,62) = 19.323$ ,  $p < 0.001$ ,  $\eta^2 = 0.238$ ) (as shown in Figure 5)"

The corrected sentences appear below:

“For consumers in the multiple (four-person) endorsement group, those with interdependent self-construal ( $M_{\text{interdependent}} = 5.78$ ,  $SD = 0.51$ ) had higher brand attitudes compared to those with independent self-construal ( $M_{\text{independent}} = 4.13$ ,  $SD = 1.13$ ,  $F_{(1, 61)} = 56.597$ ,  $p < 0.001$ ,  $\eta^2 = 0.481$ ).”

“In the single (one-person A) endorsement group, consumers with independent self-construal ( $M_{\text{independent}} = 5.84$ ,  $SD = 0.58$ ) had higher brand attitudes compared to those with interdependent self-construal ( $M_{\text{interdependent}} = 5.01$ ,  $SD = 0.95$ ,  $F_{(1, 74)} = 20.456$ ,  $p < 0.001$ ,  $\eta^2 = 0.217$ ).”

“Similarly, in the single (one person B) endorsement group, consumers with independent self-construal ( $M_{\text{independent}} = 5.72$ ,  $SD = 0.49$ ) had higher brand attitudes compared to those with interdependent self-construal ( $M_{\text{interdependent}} = 4.96$ ,  $SD = 0.85$ ,  $F_{(1, 62)} = 19.323$ ,  $p < 0.001$ ,  $\eta^2 = 0.238$ ) (as shown in Figure 5).”

In the published article, there was an error. The phrase “In addition, cultural variables such as power perception, risk preference, and social exclusion also affect consumers’ brand attitudes.” appears twice consecutively.

A correction has been made to **8.3 Research limitations and future work**. This sentence previously stated:

“In addition, cultural variables such as power perception, risk preference, and social exclusion also affect consumers’ brand attitudes. In addition, cultural variables such as power perception (Liang et al., 2023), risk preference (Liang et al., 2022), and social exclusion (Liang et al., 2021) also affect consumers’ brand attitudes.”

The corrected sentence appears below:

“In addition, cultural variables such as power perception (Liang et al., 2023), risk preference (Liang et al., 2022), and social exclusion (Liang et al., 2021) also affect consumers’ brand attitudes.”

The original article has been updated.

## Publisher’s note

All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.

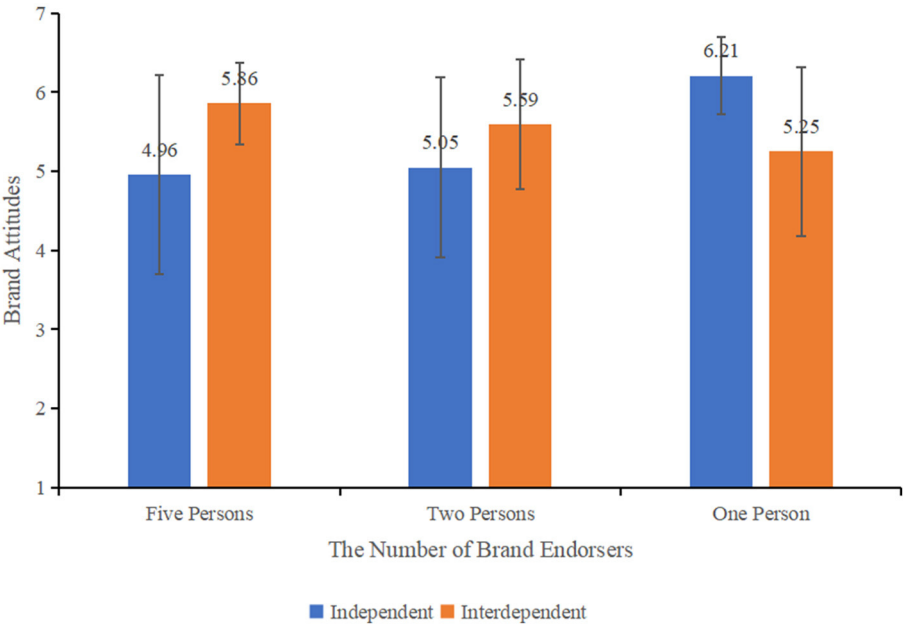


FIGURE 7  
Effect of self-construal on consumers' brand attitudes under different number of endorsers.