Correction

Article title: Relationship of the Theory of Consumption Values and Flow with Online Brand Experience: A Study of Young Consumers

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When this article was first published online, there were some errors in methods section. Authors have now written a short write-up on the scale development part for the methodology section and introduced three references in the appendix table, consumption value (Sweeney and Soutar, 2001); flow (Ghani and Deshpande, 1994); and satisfaction (Anderson and Srinivasan, 2003).

The corrections are now been carried out and article is re-published online.