



“Correction: How chatbot e-services motivate communication credibility and lead to customer satisfaction: The perspective of Thai consumers in the apparel retailing context”

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CORRECTION: HOW CHATBOT E-SERVICES MOTIVATE COMMUNICATION CREDIBILITY AND LEAD TO CUSTOMER SATISFACTION: THE PERSPECTIVE OF THAI CONSUMERS IN THE APPAREL RETAILING CONTEXT

Correction

In the section '1.3. Hypotheses' in this article, in H1a-H4b, the last word has been changed (the words "satisfaction" and "credibility" have changed places). The sentences now read:

- H1a: Chatbot e-services can provide positive interactions that evoke customer satisfaction.*
- H1b: Chatbot e-services can provide positive interactions that evoke communication credibility.*
- H2a: Chatbot e-services can provide positive entertainment that evokes customer satisfaction.*
- H2b: Chatbot e-services can provide positive entertainment that evokes communication credibility.*
- H3a: Chatbot e-services can provide positive trendiness that evokes customer satisfaction.*
- H3b: Chatbot e-services can provide positive trendiness that evokes communication credibility.*
- H4a: Chatbot e-services can provide positive problem-solving that evokes customer satisfaction.*
- H4b: Chatbot e-services can provide positive problem-solving that evokes communication credibility.'*



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