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Correction: From attention to action: How streamers, products, and scenes shape customer value co-creation in agricultural livestreaming

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Affiliation 2, Azman Hashim International Business School, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia was erroneously given as Azman Hashim International Business School, Kuala Lumpur, Malaysia.

Author Ye Ye was erroneously assigned to affiliation 2. Azman Hashim International Business School, Kuala Lumpur, Malaysia. This affiliation has now been removed for author Ye Ye.

Author Benhui Ren was erroneously assigned to affiliation 2. Azman Hashim International Business School, Kuala Lumpur, Malaysia. This affiliation has now been removed for author Benhui Ren.

Affiliations 3. College of Creative Arts, Universiti Teknologi MARA, Shah Alam, Malaysia, and 4. Faculty of Arts and Media, Wanbo Institute of Science and Technology, China, were omitted for author Benhui Ren. These affiliations has now been added for author Benhui Ren.

Affiliations 3. College of Creative Arts, Universiti Teknologi MARA, Shah Alam, Malaysia, and 4. Faculty of Arts and Media, Wanbo Institute of Science and Technology, China were omitted from the paper. These affiliations have now been added for author(s) Benhui Ren.

The original version of this article has been updated.

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