



## Correction to: Differences in the determinants of purchase intention through advertisements and advertising recognition among product types

Tatsuya Kawahara<sup>1,2</sup> 

Published online: 11 December 2020  
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### Correction to: Behaviormetrika

<https://doi.org/10.1007/s41237-020-00121-9>

In the original publication of the article, the footnote about  $R^2$  was included mistakenly in Table 5. It should be removed as there are no values representing  $R^2$  in Table 5.

The original article has been corrected.

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The original article can be found online at <https://doi.org/10.1007/s41237-020-00121-9>.

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✉ Tatsuya Kawahara  
tatsu09230613@gmail.com

<sup>1</sup> Graduate School of Business Administration, Hosei University, Tokyo, Japan

<sup>2</sup> Video Research Ltd., 6-17, Sanban-cho, Chiyoda-ku, Tokyo 102-0075, Japan