





Corrigendum: Customer experience, satisfaction and loyalty in business-to-business markets: Does the chain hold across customer segments?

**Authors:**

Gert Human¹ 
Caitlin C. Ferreira² 
Jeandri Robertson² 
Michelle Witherspoon³ 

Affiliations:

¹Department of Business Management, Faculty of Economic and Management Sciences, Stellenbosch University, Cape Town, South Africa

²Marketing Section, School of Management Studies, Faculty of Commerce, University of Cape Town, Cape Town, South Africa

³School of Management Studies, Faculty of Commerce, University of Cape Town, Cape Town, South Africa

Corresponding author:

Gert Human,
ghuman@sun.ac.za

Dates:

Published: 15 Oct. 2020

How to cite this article:

Human, G., Ferreira, C.C., Robertson, J. & Witherspoon, M., 2020, 'Corrigendum: Customer experience, satisfaction and loyalty in business-to-business markets: Does the chain hold across customer segments?', *Acta Commercii* 20(1), a899. <https://doi.org/10.4102/ac.v20i1.899>

Copyright:

© 2020. The Authors.
Licensee: AOSIS. This work is licensed under the Creative Commons Attribution License.

Read online:

Scan this QR code with your smart phone or mobile device to read online.

In the version of the article initially published, Human, G., Ferreira, C.C., Robertson, J. & Whitherspoon, M., 2020, 'Customer experience, satisfaction and loyalty in business-to-business markets: Does the chain hold across customer segments?', *Acta Commercii* 20(1), a855. <https://doi.org/10.4102/ac.v20i1.855>, the surname of the fourth author was given incorrectly. The correct surname should be Witherspoon instead of Whitherspoon in the 'Author' and 'How to cite this article' sections.

This correction does not alter the study's findings of significance or overall interpretation of the results. The authors apologise for any inconvenience caused.

Note: DOI of original article: <https://doi.org/10.4102/ac.v20i1.855>