Erratum to: Price discrimination through multi-level loyalty programs

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The published article unfortunately contained mistakes. The presentations of equations found in Proposition 4 and Proof of Proposition 4 were incorrect. However, these have been addressed and the original article was corrected. The equations were corrected as follows:

Proposition 4 When there are light users in the market, offering both $\bar{R}_{n/2}$ and R_n is more profitable than offering only R_n if $\frac{(P-c)}{k} > \Phi$

Proof of Proposition 4

$\Pi_2 - \Pi_1 > 0$ if $\frac{(P-c)}{k} > \frac{B}{A}$, and we know that $\frac{B}{A} > 0$. We let $\Phi = \frac{B}{A}$. ■

The online version of the original article can be found at <http://dx.doi.org/10.1007/s11002-015-9385-7>.

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