Erratum to: Distortion of price discount perceptions through the left-digit effect

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The original version of this article unfortunately contained an error in the wording on page 4 line 9, “For example, because 4 is 33 % greater than 3, and 9 is 13 % greater than 8, the absolute difference between 3 and 4 is perceived to be greater than the difference between 8 and 9”. The word “absolute” should be “relative”.

The online version of the original article can be found at <http://dx.doi.org/10.1007/s11002-015-9387-5>.

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