



Correction to: Robot–brand fit the influence of brand personality on consumer reactions to service robot adoption

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Correction to: Marketing Letters

<https://doi.org/10.1007/s11002-022-09616-9>

In this article the authors' affiliations were incorrect.

Sungwoo Choi: it currently appears as "1,1", but it should be "1".

Stella X Liu: it currently appears as "1,2", but it should be "1".

The Appendix was missing from this article; the Appendix should have appeared as shown below.

The original article has been corrected.

The original article can be found online at <https://doi.org/10.1007/s11002-022-09616-9>.

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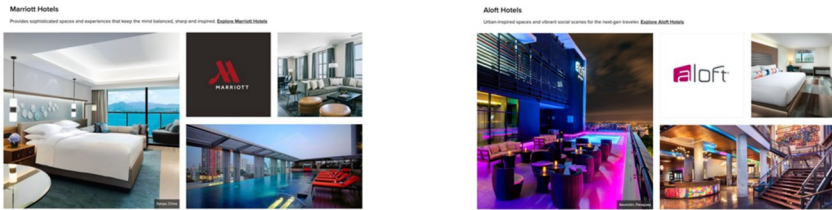
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Appendix

A. Scenarios and stimuli

Study 1

While looking for a hotel staycation package, you find a great deal from Marriott [Aloft].



Now, please imagine that Marriott [Aloft] announces new service technology implementations not only to provide comfort for the guest but also to show how serious the brand is taking health and safety. Please see the following message from Marriott [Aloft].

[High-contact robots]

HOW WE ARE MAKING OUR HOTEL SAFE

We are ready to roll out the following features, above and beyond all other government guidance, to ensure you can feel as relaxed as possible while staying with us.

- In addition to current technology, we launch a **new mobile application** for check-in and keyless entry for your convenience and safety. If you have any questions, our **concierge robots** will help you solve problems.
- The next time you order room service, our **robot butlers** are now making contactless deliveries directly to guestrooms.
- At our dining facilities, your table will be served by our **robot servers**, which will take your order, deliver dishes, and take care of your special requests.

[Low-contact robots]

HOW WE ARE MAKING OUR HOTEL SAFE

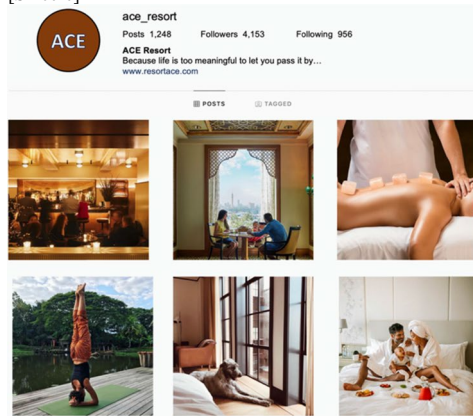
We are ready to roll out the following features, above and beyond all other government guidance, to ensure you can feel as relaxed as possible while staying with us.

- We now use **vacuum cleaning robots** and **UV-C robots**, designed to sanitize guestrooms as a whole. These robots help kill bacteria and viruses on floors and carpet, through fast coverage of complex and hard-to-reach surfaces.
- Using our **new mobile application**, guests can reserve housekeeping service and confirm when they leave the room. Once cleaning is complete, the guest will be notified that they can return.
- At our dining facilities, **robot chefs** are ready to cook your meals.

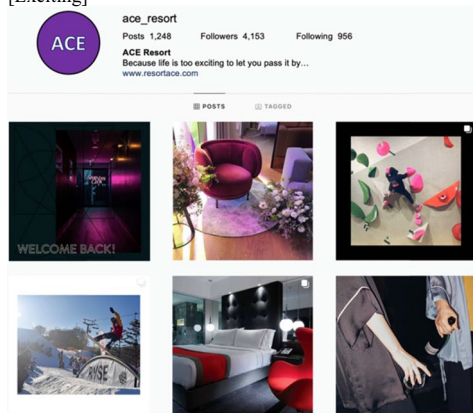
Study 2 & 3

Imagine that you are looking for a resort to visit during the next holiday. While searching online, you found Instagram page of ACE Resort as shown below.

[Sincere]



[Exciting]



B. Measurement Items

Study	Measures	Source
1	Willingness to book (1 = very low, 7 = very high) 1. If I were going to reserve a hotel room, the probability of reserving this hotel brand's room is ... 2. The probability that I would consider reserving this hotel brand's room is ... 3. The likelihood that I would reserve this hotel brand's room is ...	Grewal, Monroe, & Krishnan (1988)
	Perceived fit (1 = strongly disagree, 7 = strongly agree) 1. This hotel brand's new technology implementations are well matched with its brand image. 2. This hotel brand's new technology implementations are well consistent with its brand image.	Cha, Yi, & Bagozzi (2016)
2	Behavioral intentions (1 = strongly disagree, 7 = strongly agree) 1. I will choose this resort brand in the future. 2. I will prefer to choose this resort brand to other brands. 3. I will recommend this resort brand to someone else.	Oliver (1999)
	Perceived fit (1 = strongly disagree, 7 = strongly agree) 1. This resort brand's new technology implementations are well matched with its brand image. 2. This resort brand's new technology implementations are well consistent with its brand image.	Cha, Yi, & Bagozzi (2016)
3	Agent preference (1 = definitely by human staff, 7 = definitely by concierge robots) When you are checking into this resort, do you prefer to be served by human staff or by concierge robots?	Hou, Zhang, & Li (2020)
	Perceived fit (same as Study 2)	Cha, Yi, & Bagozzi (2016)

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