

# **The influence of fear arousal and perceived efficacy on the acceptance and rejection of road safety advertising messages**

Tay R, Watson BC, Radbourne O, De Young B.

Proceedings of the Australasian road safety research, policing and education conference 2001; 5

## **ARTICLE IDENTIFIERS**

DOI: unavailable

PMID: unavailable

PMCID: not available

## **JOURNAL IDENTIFIERS**

LCCN: not available

pISSN: not available

eISSN: not available

OCLC ID: 173409047

CONS ID: not available

US National Library of Medicine ID: not available

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