

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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