CONTENTS

Factors affecting online advertising recall: a study of students
Guy W. Mullarkey and Peter J Danaher, Vol. 43, No. 3, September 2003, pp. 252-267

Does it pay to shock? Reactions to shocking and nonshocking advertising content among university students

Time versus pause manipulation in communications directed to the young adult population: does it matter?
James Grant, Kathryn Dobie and Carol Murphey Megehee, Vol. 43, No. 3, September 2003, pp. 281-292

Email advertising: exploratory insights from Finland
Marko Merisavo, Mika Raulas, Joel Van Durme and Brett A.S Martin, Vol. 43, No. 3, September 2003, pp. 293-300

Developing a cost-effective brand loyalty program
Brian Wansink, Vol. 43, No. 3, September 2003, pp. 301-309

Estimating advertising effects on sales in a competitive setting
Rujirutana Mandhachitara and Boonghee Yoo, Vol. 43, No. 3, September 2003, pp. 310-321

Gender and e-commerce: an exploratory study
Mary Ann Harris and Shelly Rodgers, Vol. 43, No. 3, September 2003, pp. 322-329

Message order effects and gender differences in advertising persuasion