



**UNIVERSITEIT
GENT**

**FACULTEIT ECONOMIE
EN BEDRIJFSKUNDE**

**HOVENIERSBERG 24
B-9000 GENT**

Tel. : 32 - (0)9 - 264.34.61
Fax. : 32 - (0)9 - 264.35.92

WORKING PAPER

Predicting Mail-Order Repeat Buying: Which Variables Matter?

Dirk Van den Poel¹

August 2003

2003/191

*Published in Tijdschrift voor Economie en Management, 48(3),
2003, 371-404*

¹ Ghent University, Faculty of Economics and Business Administration, Department of Marketing, Hoveniersberg 24, B-9000 Gent, Belgium, phone: +32 9 264 89 80, fax: +32 9 264 42 79, e-mail: dirk.vandenpoel@UGent.be