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Title: Determinants of Negative Word-of-Mouth Communication using Social Networking Sites

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**Determinants of Negative Word-of-Mouth Communication using Social Networking Sites**

- A model was developed to examine determinants of negative word of mouth intention.
  - Data from 206 respondents were analyzed using SEM.
- Our model was built upon the theory of cognitive dissonance and social support theory.
  - Contextual, Social Network and Individual determinants are significant factors.

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