Accepted Manuscript

Understanding the effect of the discrepancy between sought and obtained gratification on social networking site users' satisfaction and continuance intention



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PII: S0747-5632(17)30599-X

DOI: 10.1016/j.chb.2017.10.026

Reference: CHB 5211

To appear in: Computers in Human Behavior

Received Date: 17 May 2017

Revised Date: 04 September 2017

Accepted Date: 16 October 2017

Please cite this article as: Mikyeung Bae, Understanding the effect of the discrepancy between sought and obtained gratification on social networking site users' satisfaction and continuance intention, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.10.026

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