

The University of Texas Rio Grande Valley

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Dr. Gillian S. Naylor, Editor
Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior

Dear Dr. Naylor:

Enclosed please find a manuscript entitled “Customer present dissatisfaction and future satisfaction with augmented reality used in shopping and entertainment.” My co-author, Atieh Poushneh, and I would appreciate you considering this manuscript for possible publication in the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*.

This manuscript is not currently under review, accepted for publication, or published elsewhere.

We hope the manuscript fits the journal objectives and makes a substantial contribution to the field.

Very truly yours,



Arturo Z. Vasquez-Parraga
Professor of Marketing and International Business
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