

Review of: "Relationship Marketing for Obtaining and Retaining Customers in Clothing Stores in Bento Gonçalves"

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Potential competing interests: No potential competing interests to declare.

Abstract needs to be more focused on the research area, methodology, and theoretical framework. Keywords are too broad.

Sentence "The development of the media was extremely important for Marketing..." needs to be explained.

Sentence "...this article was divided into 5 topics..." needs better formulation.

The theoretical framework is oriented toward the Marketing field and its sub-fields, which was not formulated in the Abstract or Introduction.

Future research recommendations cannot be too broad and recommend the whole field.