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

Pawel Tadeusz Kazibudzki[1]

1 Technical University of Opole

This study, titled "Relationship Marketing for Obtaining and Retaining Customers in Clothing Stores in Bento Gonçalves," authored by Daniela Baggio and Vinicius Zanchet De Lima, aims to explore the utilization of relationship marketing strategies in Bento Gonçalves' clothing stores and their significance in customer loyalty in a competitive market. The researchers employed a quantitative survey method with 80 respondents to achieve their objective.

Strengths:

Clear Methodological Framework: The methodology is quantitatively grounded, with a well-defined survey tool that is appropriate for the study's objectives. The choice of a quantitative method allows for the empirical measurement of relationship marketing's impact, which is commendable.

Detailed Data Analysis: The authors provide an extensive analysis of the survey results, complete with graphs and a clear presentation of findings. This analysis offers valuable insights into customer satisfaction, loyalty, and perceptions of marketing efforts in Bento Gonçalves.

Weaknesses:

Sample Size and Diversity: While the survey involved 80 respondents, there is no mention of how the sample was selected or whether it is representative of the broader customer base in Bento Gonçalves. Additionally, the lack of demographic diversity details could limit the representativeness and validity of the findings.

Limited Theoretical Contribution: Despite the solid theoretical framework, the paper does not significantly advance our understanding of relationship marketing theory. It largely relies on existing literature without offering new theoretical insights or frameworks.

Constrained Practical Implications: While the paper suggests that clothing stores in Bento Gonçalves need to enhance their relationship marketing strategies, it does not provide detailed recommendations for practitioners. The conclusion could have been strengthened by offering specific, actionable strategies for businesses to implement.

Recommendations for Improvement:

Enhance the Sample: Future research could benefit from a more diversified and representative sample. Employing a stratified sampling technique could ensure that various customer segments are adequately represented.

Embrace Contemporary Aspects: The paper could be improved by integrating more contemporary discussions on relationship marketing, such as the role of technology and social media in creating personalized customer experiences. This could involve proposing new models or frameworks based on the findings.

Expand Practical Recommendations: The final section of the paper should elaborate on specific, practical strategies that clothing stores in Bento Gonçalves can employ. For instance, incorporating case studies or examples of successful relationship marketing tactics from similar markets could provide valuable guidance for practitioners.

Consider Qualitative Insights: To complement the quantitative data, future studies could incorporate qualitative methods, such as interviews or focus groups. This would allow for a deeper understanding of the customer experience and the subjective value of relationship marketing efforts.