

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.

My suggestions for improving the paper:

1. To redo the Theoretical Framework. In my opinion, this section should refer only to aspects related to Relationship Marketing. The general marketing department is not looking for anything!
2. In Methodology, the sampling method and how the sample was selected must be specified.
3. The Data Analysis is brief; it needs to be more detailed and more complex.