

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.

1. The proposed theme is current and important for the clothing trade, but the authors use an old theoretical framework. I suggest updating the references. The technologies for implementing digital marketing are super up to date, and new tools for digital marketing appear almost daily;
2. The text needs a grammatical and formatting review. I couldn't identify whether the authors used APA or ABNT;
3. The methodology is weak; the type, nature, and data collection tools used are not informed. It just presents the approach;
4. I do not agree with the way the questions were made available to respondents. The authors made statements to the respondents, not questions. I assume that affirmations can induce positive responses to the statements provided;
5. It is important to make clear the reason for each question applied to the responding public, as this will help us understand the relationship between the questions and the results we want to achieve;
6. The authors only present the summaries found in percentages. They do not carry out any analysis or discussion of the data found; consequently, the result is weak;
7. Final considerations require more foundations. It only informs the results without making any comments about them. I suggest informing which strategies can be used to win and retain more customers, making a contribution to the readership.