

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.

The emergence of relationship marketing and its link to the work is shallow. The background literature lacked depth and justification. The reason for the study is lacking. The authors can improve the introduction by providing the challenges in the clothing sector, the deficiency of the existing strategies, and how the relationship marketing strategy has worked in other areas. It should give a direction of previous implementations in other fields to suggest its potency in clothing stores. Generally, the introduction is inadequate.

The theoretical framework considered the concepts of marketing and its evolution, digital marketing, and customer relationship management. It lacked direction and consistency with the topic. The section needs to be revised and aligned to the topic. I suggest that the authors should consider the relationship marketing theory. You can see Palmatier and Steinhoff (2019), Hunt (2006), and Lewin (1997).

The methodology is not clear enough. The approaches adopted in conducting the study were not specified other than the study being of a quantitative nature. How the data was collected, the instruments adopted, the reliability and validity measure(s), the profile of the respondents that the data was administered on, and the justification for the arrival at 80 respondents were not clear.

The analysis seems basic and uncorrelated with the methodology because the methodology was not well specified. The use of a 7-point Likert scale simply captured the opinions of the respondents and not a conclusive result on using relationship marketing to obtain and retain customers. The authors should carry out further tests on the opinions for a better result.

As a result of the inadequate methodology and approach, the results cannot be concluded to be clear for the clothing trade in Bento Gonçalves, needing improvement. I do not quite agree with the authors. The study can best be represented as opinion-based research. The research lacked a scientific approach.

Reject the paper.