

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.

- Expand literature review

The current treatment of specialized literature needs to be revised. A thorough literature review that comprehensively covers existing research and theories in this domain is essential.

- Theoretical framework adjustments

While the current focus on Relationship Marketing is relevant, it is imperative to integrate it more cohesively with the overall marketing strategy.

- Methodology enhancements

The methodology section needs more clarity, particularly regarding the sampling method.

- Lack of clear research purpose and objectives

The absence of explicitly stated research objectives and purpose is a critical omission. Articulating clear research objectives and purpose would provide direction to the study and help readers understand its scope and intended contribution.

- Data analysis expansion

To provide depth and rigor to the research, it is recommended to incorporate a variety of statistical tests beyond mere percentages and frequencies. Employing advanced statistical tests and analysis methods would enhance the robustness of the results and offer more insightful conclusions.

In conclusion, while the article addresses a vital topic within the field of marketing, it requires several revisions. Integrating a comprehensive literature review, detailed methodology, and robust statistical analysis, coupled with clearly defined research objectives, would significantly enhance the overall quality and impact of the research.