

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

Fachrurazi Fachrurazi

Potential competing interests: No potential competing interests to declare.

Abstract:

- Consider including a brief summary of the main results or trends identified in the survey, giving readers a glimpse of the study's outcomes.
- Grammar and Style. Ensure consistent use of tense throughout the abstract (e.g., past tense for describing the research objective and present tense for presenting findings). Check for grammatical accuracy and clarity in sentence structure.

Introduction:

- Properly integrate citations within the text to enhance the credibility of the information presented. For example, instead of just mentioning "VARGO, LUSCH, 2004," briefly elaborate on their contributions to relationship marketing to give readers context.
- The transition from the general discussion on relationship marketing and technological changes to the specific research objective is somewhat abrupt. Consider providing a smoother transition or a connecting sentence to link these discussions.

Theoretical Framework:

- Ensure consistency in citation styles throughout the section. For instance, the format of citing sources, such as (ROCK; CHRISTENSEN, 1999), should be standardized for clarity.
- While referencing various authors, briefly elaborate on their contributions to the field to provide context and enhance credibility.
- Smoothly transition between subsections (Marketing, Digital Marketing, CRM) to maintain a coherent flow. Consider using transitional sentences to link the concepts and create a seamless narrative.
- When discussing the 21st-century knowledge and information revolution, provide examples or statistics to illustrate the current impact of these changes on the business world, reinforcing the relevance of the topic.
- The discussion on interactivity in digital marketing and the role of social media is insightful. However, consider incorporating more recent examples or trends to showcase the ongoing significance of these aspects.
- While discussing digital marketing, elaborate more on how digital media and social networks influence the customer's decision-making process, providing a deeper insight into the dynamics of consumer behavior.

- The mention of CRM failure rates adds a valuable dimension, but consider providing brief insights into the common reasons for these failures to enhance understanding.
- Expand on the idea of organizational culture transformation mentioned by Whiteley (1996) in the context of CRM implementation. Explain how a shift in beliefs and values is crucial for successful CRM integration.

Methodology:

- Specify the criteria used for selecting the 80 respondents and provide information on how they were chosen to ensure transparency and representativeness. Briefly describe the characteristics of the respondents to give readers an idea of the sample's diversity and relevance.
- Although the methodology mentions the number of questions, consider briefly discussing the design process of the questionnaire. Highlight any specific considerations or factors that influenced the question selection.
- Specify the statistical techniques used for data analysis. Whether it's descriptive statistics, inferential statistics, or a combination, provide a brief explanation of why these techniques were chosen and how they contribute to the study's objectives.

Data Analysis:

- The analysis of satisfaction is comprehensive, and the graphs effectively convey the distribution of responses. Consider providing a brief discussion or interpretation of the findings to contextualize the percentages and offer insights into consumer sentiment.
- The analysis of customer loyalty is thorough, covering various aspects such as prices, appreciation, preference, and recommendations. It would be beneficial to discuss the interplay between these factors and how they contribute to overall customer loyalty.
- The analysis of service, relationships, and loyalty strategies is well-presented. Provide a brief discussion on how perceptions of service and relationship-building impact customer loyalty and satisfaction.
- Consider concluding the data analysis section with a summary of key findings, emphasizing the patterns or trends observed. Connect these findings back to the research objectives and hypothesis, preparing the reader for the subsequent discussion.

Results and Presentation:

- Consider expanding on the interpretation of results by providing insights into why certain areas, such as marketing and relationships, need improvement. Discuss potential implications for the business and how addressing these areas could lead to increased customer loyalty and trust.
- While mentioning the need for improvement, provide specific recommendations for the clothing trade in Bento Gonçalves.
- Conclude the results presentation with a concise summary, reiterating the main findings and their significance for the clothing trade in Bento Gonçalves. Set the stage for the subsequent discussion and recommendations.

Final Consideration:

- The opening remarks provide a concise reflection on the historical evolution of marketing, emphasizing its development since the beginning of commerce. Consider expanding this reflection to briefly discuss how this historical context sets the stage for the current challenges and opportunities in marketing.
- Conclude the final considerations section by summarizing the key takeaways, emphasizing the importance of continuous improvement in marketing strategies for customer loyalty, and creating a lasting customer-business relationship.

By improving the above aspects, this article has the potential to make a more significant contribution to the understanding of relationship marketing in clothing stores in Bento Gonçalves.