

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 contribution of the whole paper is fair. The novelty and innovation need to be added. While the paper presents valuable insights into Relationship Marketing for clothing stores in Bento Gonçalves, addressing the identified areas for improvement could strengthen its contribution to the field and enhance its relevance for practitioners and researchers alike. By taking the following points into consideration, I recommend a major revision.

1. Abstract: needs improvement;
2. Introduction needs improvement;
3. Related Works section needs to be added, and please review more related papers, especially the latest ones;
4. The sample size of 80 respondents may be limited for drawing generalizable conclusions about all clothing stores in Bento Gonçalves. Consider expanding the sample size or diversifying the demographic representation for a more comprehensive analysis.
5. While the research methodology is described, additional details on the survey design, data collection process, and statistical techniques used could enhance the transparency and reproducibility of the study.
6. The paper could benefit from a more explicit discussion of the limitations of the research, including potential biases, constraints, or external factors that may have influenced the results.
7. Including suggestions for future research avenues or extensions of the study could enrich the paper and provide a roadmap for further exploration in this area.
8. How do you plan to address the limitations of the study, such as the sample size and potential biases, in future research?
9. Can you elaborate on the specific challenges faced by clothing stores in Bento Gonçalves in implementing Relationship Marketing strategies and enhancing customer loyalty?
10. What implications do the findings of this research have for small versus large clothing stores in terms of implementing Relationship Marketing practices?
11. How might advancements in technology and digital marketing trends impact the effectiveness of Relationship Marketing strategies in the context of evolving consumer behaviors?