

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.

Alignment of Literature Review

The literature review covers various aspects of marketing, digital marketing, and customer relationship management (CRM), providing a good theoretical foundation for understanding relationship marketing's significance in the competitive market of clothing retail. However, it could benefit from more direct alignment with relationship marketing strategies specific to retail and customer retention practices in the clothing sector. The connection between the reviewed literature and the article's focus on clothing stores in Bento Gonçalves feels somewhat broad and could be strengthened by including studies or theories directly related to the retail industry.

Recency and Relevance of References

Many of the references cited in the article date back more than five years, with several key sources from the early 2000s and even the 1990s. Given the rapid evolution of marketing practices, especially digital marketing, and customer relationship strategies, the article would benefit from incorporating more recent literature, ideally from the last five years. This update would ensure the research incorporates the latest insights and trends in relationship marketing, which is crucial for the article's relevance and impact.

Problem Statement, Title, Objectives, and Results Alignment

The problem statement, objectives, and results appear to be aligned with the title, focusing on the use and importance of relationship marketing in clothing stores in Bento Gonçalves for customer loyalty. However, a more explicit linkage in the introduction and conclusion sections, clearly stating how the findings address the initial research question and objectives, would strengthen this alignment.

Likert Scale Explanation

The Likert scale is utilized in the methodology for survey questions, but there is no detailed explanation or justification for choosing this scale, nor is there an in-depth discussion on how it helps measure customer satisfaction, loyalty, and expectations. Providing more background on the choice of the Likert scale and its relevance to the study's objectives would enhance the methodology's clarity.

Data Collection Instruments

The article mentions a questionnaire but does not provide details about its development or whether it was adapted from existing validated instruments. There is also no mention of the standardization process for the questionnaire. For the research to be robust, it is crucial to either use established instruments or provide evidence of the new instrument's validity and reliability.

Sample Size Concerns

With 80 respondents, the sample size is indeed small, which may limit the generalizability of the findings. The article should discuss the sample size's limitations and how it might affect the ability to generalize the results to the broader population of clothing store customers in Bento Gonçalves or similar contexts.

Grammatical and Clarity Issues

The concern about "2 to 4 salaries" likely refers to the categorization of respondents' income levels. This phrasing could be clarified for an international audience by specifying that these are multiples of a minimum wage benchmark, ensuring readers understand the economic context.

Additional Concerns

- **Methodological Rigor:** More detail on the survey distribution method, response rate, and data analysis procedures would strengthen the study's methodological section.
- **Impact of Digital Marketing:** Given the references to digital marketing's importance, a deeper exploration of how digital strategies specifically impact relationship marketing in the clothing sector would be valuable.
- **Customer Relationship Management (CRM) Practices:** The article could benefit from a more detailed examination of CRM practices among the surveyed clothing stores, including the use of technology and personalization in customer interactions.

In summary, while the article provides valuable insights into the importance of relationship marketing for clothing stores in Bento Gonçalves, addressing these concerns could significantly enhance its coherence, relevance, and academic contribution.