

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

Hari Lal Bhaskar¹

¹ Rama University

Potential competing interests: No potential competing interests to declare.

The title of this study is good, as it aims to explore the utilization of relationship marketing strategies in Bento Gonçalves' clothing stores and their significance in customer loyalty in a competitive market. The authors of this manuscript applied a quantitative survey method with 80 respondents to achieve their objective. The introduction section is good. The pattern of the research is very simple. There is a lack of recent literature. Findings and conclusions are given on the basis of descriptive statistics for each latent variable measured.

Authors may apply different statistical approaches, one of which is the structural equation model, so that the results and discussions can be further strengthened.

Overall, the manuscript is not highly effective and does not contain innovative information. The abstract and introduction are not clear and need improvement. There is a gap in the research gap and theory. Research purposes are not clear. References are not cited properly. Authors are advised to thoroughly revise this manuscript and re-submit it to this journal.