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Green Retail: Contemporary Practices, Current Status, and Future Research Directions*

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Abstract

Purpose: In light of the adverse effects of economics on the environment, corporations have recognized the necessity for sustainable practices in supply chain management, particularly in retail. The global movement towards sustainable development is increasingly drawing academic interest in the research issue of green practices within the retail industry. It is acknowledged that previous research has approached such a subject from various perspectives, methods, and contexts, leading to inconsistent results, which creates the need for a systematic review regarding the mentioned topic. **Research design, data, and methodology:** This study utilizes the Scopus database to aggregate research on "green practices in retail." Through the data cleaning process, the refined dataset is analyzed using VosViewer 1.6.20, conducting citation analyses of documents, authors, organizations, journals, and countries, followed by co-occurrence analysis of research keywords and bibliographic coupling analysis. **Results:** The study initially delineates the evolution of this research subject over 14 years, from 2010 to 2024, highlighting the most referenced papers, authors, organizations, journals, and countries. The research delineates the main research directions, hence finding gaps in the literature. **Conclusions:** The study proposes a future research agenda based on the results of the analyses

Keywords: Green practices, Green retail, Systematic Review, Vosviewer

JEL Classification Code: M00, M10, M11, M20

1. Introduction

Nature exploitation for economic benefits has resulted in numerous unforeseen effects, such as resource depletion, global warming, and environmental contamination (Perkumienė et al., 2020). The IPCC (2023) asserts that without the implementation of more stringent global policies, the Earth's temperature will increase by almost 1.5 degrees

Celsius by 2035. Therefore, unsurprisingly, sustainable development has become a significant movement in the modern era, particularly highlighting development techniques that guarantee the long-term survival of humanity (Mitlin, 1992).

The present era is characterized by sustainable development and green practices methods throughout various industries, including retail (Lai et al., 2010).

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Traditionally, retail locations served merely as distribution points for goods, offering limited value to stakeholders. Currently, however, retail outlets have assumed a more pivotal role in the green supply chain by delivering services, enhancing customer service, engaging in green marketing, and communicating the company's sustainable practices (Nordås, 2008).

Lai et al. (2010) assert that the implementation of sustainable practices in retail encompasses a wide range of techniques and activities. Previous studies have examined green practices in the retail sector, addressing several facets of this idea, including green design (Piell, 2009), energy conservation, greenhouse gas mitigation (Wilson, 2009b), waste management, and water preservation (Wilson, 2009a).

The complex nature of green retail activities compels scholars to examine the concept from multiple approaches. Initially, several studies have adopted a marketing perspective, wherein researchers examine the topic from the clients' viewpoints. Various study contexts have been explored, including coffee shops (Jang et al., 2015), B2B logistics services (Petljak et al., 2016), and tourism destinations as points of sale (Rastogi et al., 2023). In general, the research indicates that the incorporation of green practices by merchants positively influences customer attitudes, perceptions, intentions, and behaviors (Dada et al., 2024; Suttikin et al., 2024).

Additionally, from the viewpoint of strategic planners, previous studies frequently utilize Evolutionary Game Theory to evaluate the effects of situations involving numerous stakeholders that endeavor to optimize their advantages. In most instances, sustainable practices are seen as advantageous for both corporate reputation and long-term financial performance (Barari et al., 2012; Bolaji et al., 2024; Santos & Campos, 2020; Shaikh et al., 2020). However, adverse effects have also been witnessed (Barari et al., 2012).

It is recognized that green retail knowledge has been robustly established, encompassing many activities and practices (Grosu et al., 2024), supported by valid measurement scales (Joghee et al., 2021; Sharma & Mehta, 2023; Petljak et al., 2016), which present potential for future research. However, the variation in viewpoints, methods, and findings (Arslan & Şar, 2018; Dada et al., 2024; Santos & Campos, 2020; Shaikh et al., 2020) necessitates a comprehensive evaluation of the topic to identify the research gap and propose a future research agenda.

2. Literature Review

2.1. Green Practices

Rapid industrialization has positively influenced human lives, but at the expense of several environmental

repercussions (Hameed et al., 2021). Climate change, global warming, and the loss of natural resources are fostering the trend of sustainable practices across several businesses (Santos & Campos, 2020).

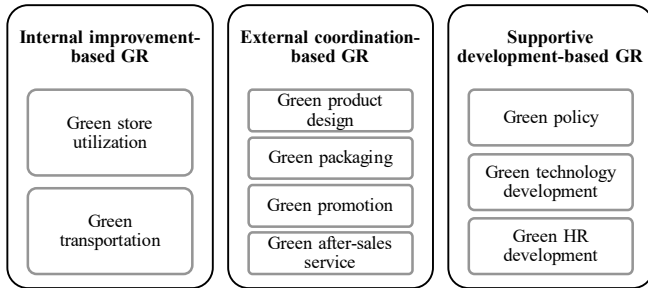
Green practices are defined as an operational strategy aimed at reducing the adverse ecological effects of the production process while preserving financial goals (Garza-Reyes 2015). The conventional production methodology is responsible for environmental adversities (Bag et al., 2021). Prior research has examined several aspects of green practice activities, such as waste reduction (Korhonen et al., 2018), energy conservation, and water conservation (Moise et al., 2021). It is recognized that components of green practices may improve the organization's production capability. Green manufacturing emphasizes optimizing resource utilization, which may enhance production performance (Morais & Silvestre, 2018), and boost both economic and ecological outcomes (Pullman et al., 2009).

Moreover, sustainable practices offer the organization protection from regulatory proceedings, enhancing the firm's brand and values (Hillman & Keim, 2001). From a human resources standpoint, sustainable practices aid in staff retention, hence improving productivity and performance (Wichmann et al., 2016). Pro-environmental investors have also emphasized financial backing for green enterprises (Doh et al., 2010). Considering the aforementioned benefits, it is not unexpected that firms have invested in green practices (Umar et al., 2022).

2.2. Green Practices in Retail

Companies are recognized for adopting green practices through the green supply chain management (GSCM) method, which seeks to restructure an environmentally sustainable system across the supply chain to optimize operational efficiency and mitigate ecological impacts (Seuring & Müller, 2008). Green practices in supply chain management include sustainable purchasing, customer collaboration, eco-design, and green investment, along with providing incentives to promote organizational environmental initiatives (Zhu et al., 2012).

Within the framework of GSCM, retail occupies the terminal position in the supply chain continuum, presenting many chances to facilitate the success of GSCM activities (Santos & Campos, 2020). Green retail, as described by Lai et al. (2010), comprises a set of environmentally sustainable techniques aimed at ensuring the economical and efficient use of resources to foster sustainable development, product stewardship, and pollution mitigation. At first, the concept includes three dimensions, which are internal improvement-based green retail, external coordination-based green retail, and supportive development-based green retail (Figure 1).



Source: Author adapted from Lai et al. (2010)

Figure 1: The Dimensions of Green Practices in Retail

Recent research by Grosu (2024) has also updated the concept with various dimensions such as waste management, plastic reduction, food waste minimization, energy conservation, water reduction, biodiversity protection, transportation efficiency, and compliance with standards, certifications, and agreements.

Prior research has explored the subject of sustainable practices in retail using various methodologies, yielding disparate outcomes. This promising issue necessitates a systematic review to deliver a comprehensive analysis of the subject's shortcomings and to establish future research directions.

3. Research Methods and Materials

This study employs bibliometric analysis to deliver a quantified examination of the research topic, utilizing citation data from the datasets' papers (Mayr & Scharnhorst, 2015). The systematic review and report were conducted following PRISMA guidelines (Haddaway et al., 2022).

According to Abramo et al. (2011), the search database is a critical component of the bibliometric analysis approach. Prior studies have established the prominence of the Web of Science (WoS) and Scopus databases (Falagas et al., 2008). While Archambault et al. (2009) identified a strong link between the two databases, Zhu & Liu (2020) demonstrate that Scopus is utilized more often for systematic reviews. Mongeon & Paul-Hus (2016) discovered a 34% overlap in research between the two databases, with Scopus including 64% of its research exclusively, while the Web of Science database exhibits only 2% exclusivity in social sciences disciplines. Thus, this study will only utilize the Scopus database, this approach used in previous research (Nguyen & Phung, 2024).

Multiple searches on the Scopus database were performed from August 27, 2024, to January 1, 2025. The utilized keywords are "green practices," in conjunction with various retail categories, including: "retail" in general, "shop," "store," or "supermarket." The results are 42

documents (August 27, 2024) and 45 documents (January 1, 2025). The results were extracted in .csv format for analysis.

The VosViewer software version 1.6.20 is utilized for bibliometric analysis. To mitigate inconsistencies in citation styles, a recognized problem within the Scopus database (van Eck & Waltman, 2020), the datasets were refined using OpenRefine (OpenRefine, 2021) before a series of analyses were conducted, adhering to the guidelines established by Perianes-Rodriguez et al. (2016) and van Eck & Waltman (2010; 2020). The analyses conducted include:

(1) A series of citation analyses, based on the datasets of August 27, 2024, and January 1, 2025, to build an overview of the research topic by identifying the most influential and frequently cited studies, authors, organizations, scientific journals, and countries in the dataset; as well as the topic expansion in the year of 2024.

(2) Co-occurrence analysis, based on the dataset of August 27, 2024: by connecting keywords that are repeated at least 3 times, the study will provide a preliminary assessment of the current research directions of the topic through the interpretation of the keywords (van Eck & Waltman, 2020).

(3) Bibliographic coupling analysis: the principle of this method is that studies citing the same foundational studies will have the same research direction (Zupic & Čater, 2015). Through the analysis, the author aims to identify the current sub-topic of the subject, "green practices in retail," represented in clusters. Then, through a process of content analysis, the clusters will be updated and refined manually. Then, the study will explore research gaps and provide recommendations for future research directions.

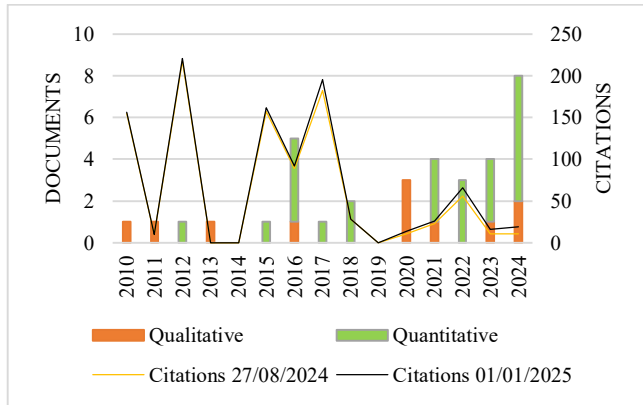
4. Results

4.1. Overview of the Research Topic

The final search results yield 42 research articles from 2010 to 2024. Through the manual data filtering, seven studies have been excluded for not being economic research, leaving 35 studies in the last dataset (details in Figure 2). The research topic began with Lai et al. (2010) defining the concept of "green retailing" and providing guidelines for effectively implementing green practices in the retail industry. Subsequently, the research topic has gradually garnered more attention from the academic community, especially in the past four years, from 2020 (four studies) to 2024 (eleven studies).

Although there were two years with no published research (2014 and 2019), the publication number has shown an upward trend in recent years, along with a significant number of citations for important studies, with 5 out of 42 studies cited over 100 times each. This indicates

the strong impact of the topic in general, as well as the potential for future studies.



Source: Author generated

Figure 2: The Development Process of the Research Topic

4.2. Citation Analysis

4.2.1. The Top Influential Studies in the Datasets

Table 1 illustrates the 10 most impactful studies in the two research periods. Among these studies, consideration should be given to the research by Lai et al. (2010) as the pioneering study for this dataset by defining the green retail system. Subsequently, Barari et al. (2012) demonstrated the applicability of game theory and business scenario analysis in models predicting the impact of practices on business operational capabilities. On the one hand, Schmidt et al.'s (2017) study evaluates the green practices in supply chain management and how the green practices efficiency affects the business efficacy. On the other hand, Jang et al. (2015) approach green practices from a marketing perspective, considering customer attitudes and behaviors.

In-depth content analyses of the dataset studies will be conducted in the bibliometric coupling section to further identify the main research directions of the topic.

Table 1: The Top Cited Studies in the Dataset

Research	Citations	
	August 27, 2024	January 01, 2025
Barari et al. (2012)	218	221
Schmidt et al. (2017)	182	196
Jang et al. (2015)	157	162
Lai et al. (2010)	155	156
Shafique et al. (2020)	118	139
Tang et al. (2016)	58	60
Shi et al. (2022)	33	39
Singh et al. (2022)	23	30
Arslan & Şar (2018)	26	27
Ha & Kwon (2016)	23	25
Total number of studies	39	42

Source: Author generated

4.2.2. The top influential authors in the datasets

The research also analyzed the influential authors who contributed to the research topic (details in Table 2). Among them, it is not surprising that the authors Sikhar Barari, Gaurav Agarwal, M.K. Tiwari, W.J.(Chris) Zhang, and Biswajit Mahanty are at the top because they are co-authors of Barari et al. (2012). In addition, Biswajit Mahanty is a co-author of the study by Rofin et al. (2021) with 05 citations, thus ranking first and having the highest number of citations.

Table 2: The Most Influential Authors in the Dataset

Authors	Citations/Studies	
	August 27, 2024	January 01, 2025
Biswajit Mahanty	223/2	226/2
Sikhar Barari.	218/1	221/1
Gaurav Agarwal	218/1	221/1
M.K. Tiwari	218/1	221/1
W.J. Zhang	218/1	221/1
Ailie K.Y. Tang	213/2	216/2
Kee-hung Lai	213/2	216/2
T.C.E. Cheng	213/2	216/2
Christoph Schmidt	182/1	199/1
Birte Schaltenbrand	182/1	199/1
Kai Foerstl	182/1	199/1
TOTAL	118	130

Source: Author generated

4.2.3. The Organizations with the most Cited Publications

Table 3 shows the 06 organizations with the most cited publications. Leading the list is the Indian Institute of Technology Kharagpur, where authors Sikhar Barari, Gaurav Agarwal, M.K. Tiwari, and Biswajit Mahanty work, and the University of Saskatchewan, where W.J. Zhang is affiliated.

Table 3: The Organizations with the Highest Citation Counts

Organizations	Number of Citations	
	August 27, 2024	January 01, 2025
Indian Institute of Technology Kharagpur	218	221
University of Saskatchewan	218	221
EBS University for Business and Law	182	196
German Graduate School of Management & Law	182	196
Florida State University	157	162
Kyungshung University	157	162
TOTAL	81	89

Source: Author generated

4.2.4. The Scientific Journals with the most Cited Publications

The top 05 journals with the highest citation counts are shown in Table 4, all of which are Q1 journals, with

Cluster 3 Competitive advantage; Environment; Green marketing; Green trust	Cluster 4 Circular economy; Food retail; Green practices; Recycling Waste management	Cluster 5 Coffeeshop; Corporate responsibility; Environmental sustainability; Willingness to pay
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Source: Author generated

The themes are explicitly mentioned as follows:

Cluster 1 (red) – Various studies on integrating environmental protection activities (environmental performance, environmental protection, environmental impact) in green supply chain management (green logistics, green retailing, green supply chain, and sustainability). This cluster contains a large number of notable research on the pharmaceutical industry and drug retail outlets (pharmacy). This group demonstrates the utilization of Structural Equation Modeling (SEM) and the Theory of Planned Behavior (TPB) in research.

Cluster 2 (green) consists of studies that examine green practices from the perspective of business managers, which prioritize balancing the costs of implementing green practices with the development of green products, green supply chain management, manufacturing, product life cycle, emission control, and sustainable development.

Cluster 3 (purple) demonstrates that the company's competitive advantage can be enhanced by the integration of green marketing, environmental protection, and customers' environmental awareness to establish green brand trust.

Cluster 4 (blue) includes studies that concentrate on the circular economy, which encompasses green practices, waste management, and recycling at food retail locations.

Cluster 5 (yellow) evaluates the impact of corporate social responsibility and environmental sustainability on

customers' willingness to pay, focusing on coffee shops or coffee brands.

Further in-depth analyses of the aforementioned clusters will be presented in the next section of the study.

4.4. Bibliographic Coupling Analysis

A bibliographic coupling analysis has proceeded on the dataset of August 27, 2024, resulting in 23 studies that are grouped automatically. The authors have then proceeded with a content analysis based on the studies in the dataset of January 1, 2025 to manually update the clusters with the ungrouped studies in accordance to their contents. The final result includes 35 studies, grouped into 4 clusters, which are detailed below:

The first cluster (detailed in Table 7) includes foundational studies on the subject of green practices in retail. It is imperative to take into account the study conducted by Lai et al. (2010), which established the groundwork for the definition of green retailing and initiated research on green practices in the retail sector. A wide range of green practices in retail has been delved into by the studies of this group (Grosu, 2024; Lai et al., 2010; Sung & Lee, 2011). Certain studies conducted in subsequent phases have investigated the operational efficiency of businesses that have implemented green practices (Tang et al., 2016), the efficacy of green supply chains (Schmidt et al., 2017), green logistics systems (Arslan & Şar, 2018), green purchase (Islam et al., 2020). Various aspects of green practices in the retail sector have been devised and evaluated in the cluster's remaining studies from multiple approaches, such as the human resources, customers, and managers (Bartolo et al., 2021; Bhatti & Negi, 2018; Grosu, 2024; Marasigan et al., 2021).

Table 7: Foundational Studies on the Subject of Green Practices in Retail

Research	Content
Lai et al. (2010)	It is the initial investigation of this dataset. The study delineates the concept of green retail as a collection of green practice strategies that are designed to guarantee the economical and efficient utilization of resources in order to promote sustainable development, product stewardship, and pollution prevention. The research thereby establishes the essential guidelines, which are subsequently inherited by subsequent studies to develop green practice measurement scales in the retail industry.
Sung & Lee (2011)	A case study of the Kolon Group, an environmentally sustainable organization. The research examines the company's environmental management system (EMS), through which it formulated green marketing plans and activities to obtain ISO 14001 certification in 2008. The report demonstrates a broad spectrum of environmentally friendly methods in the organization's supply chain management and sustainability communication initiatives.
Tang et al. (2016)	The operational efficiency of retail enterprises is assessed by the study using two methods: (1) the financial method, which employs secondary data and (2) the survey method, which employs primary data and the SEM linear regression model. The findings indicate that green practices positively influence the operational efficacy of businesses in the retail sector.
Trachana et al. (2016)	A case study of the European FMCG sector's supply chain management strategies through the integration of green information systems. The study illustrated the impact of order patterns and pallet height on the green supply chain KPIs, including cost, CO2 emissions, service level, and truck saturation.

Research	Content
Schmidt et al. (2017)	Utilizing the SEM model to assess green supply chain management, which encompasses green design, green logistics, green procurement, green production, and green internal management. The findings indicate that: (1) The location of the supply chain influences the administration of green supply chains. (2) The operational efficacy of the business is influenced by green supply chain management, which is reflected in both market and financial metrics.
Arslan & Şar (2018)	(1) The study employs the Theory of Planned Behavior to illustrate the effects of customer attitudes regarding green logistics systems on their intentions and, consequently, their behaviors in utilizing the system within the pharmaceutical sector. (2) Customers' attitudes toward reduced costs no longer influence their intention to use the service after the implementation of the green logistics system. This indicates their willingness to pay a premium for eco-friendly services.
Bhatti & Negi (2018)	The research conducted on the green practices of retailers in India demonstrates that the following characteristics of the retailer positively influence consumer buying intentions: (1) organizational policies, (2) product life cycle, (3) use of green supply chains, green bidding following ISO14000 standards, (4) green production, (5) green distribution, (6) green practices at the point-of-sale, and (7) green branding.
Islam et al. (2020)	A qualitative study utilizing many methodologies to assess the present state of environmentally sustainable practices in green purchasing for production. The data demonstrate that organizations acquire manufacturing equipment based on diverse lean methods, sustainable practices, and safety considerations. Nonetheless, environmental standards remain subordinate to lean tactics and safety concerns. Moreover, budget constraints, inadequate information, and a deficiency in innovation impede the acquisition of additional green production equipment.
Bartolo et al. (2021)	This paper examines green practices in pharmaceutical manufacturing and retailing, identifying the environmental implications of the pharmaceutical industry and proposing that environmentally conscious workforces will create ripple effects to enhance green initiatives within the sector. Industry green practices encompass the reduction of chemical usage and waste creation, hence diminishing industrial pollution.
Marasigan et al. (2021)	The study employs the SEM model to assess the influence of factors associated with green practices on consumers' attitudes and purchasing decisions. These factors include (1) green purchasing, (2) green design, (3) green innovation, (4) customers' green shopping trends, (5) green awareness, and (6) personal factors. Their impact on the continuation of purchases and the development strategies of retailers is subsequently assessed. The study concludes with the recommendation of a strategic matrix for green retailers in the Philippines. (GRSM - Green Retailing Strategy Matrix).
Grosu (2024)	A qualitative study utilizing content analysis methodologies to delineate the requirements for green practices within the food retail sector. The initiative encompasses (1) waste management, (2) plastic reduction, (3) food waste minimization, (4) energy conservation, (5) water usage reduction, (6) biodiversity protection, (7) transportation efficiency, and (8) compliance with standards, certifications, and agreements.

Source: Author generated

The second sub-topic (detailed in Table 8) includes studies that examine the concept of green retail and supply chain management from the perspectives of general management. The studies in this group clearly evaluate the value and cost that green practices can provide to the business to an extent; in certain instances, business leaders may elect to pursue alternatives rather than persist with the investment in green practices (Barari et al., 2012). In reality, numerous obstacles have been identified as businesses implement sustainable development strategies (Santos &

Campos, 2020). Nevertheless, it is demonstrated that companies will experience beneficial long-term effects as a result of implementing green practices. (Shaikh et al., 2020). In fact, it is shown that the corporation will be economically benefitted by integrating green supply chain management in general (Bolaji et al., 2024; Sakar et al., 2024). Therefore, the organization's environmental and economic aspects must be taken into account when developing strategies and tactics. (Bolaji et al., 2024).

Table 8: General Management Studies of Green Retail

Research	Content
Barari et al. (2012)	The study that has been cited the most in the dataset employs Evolutionary Game Theory to suggest solutions for harmonizing the benefits that businesses derive from green supply chain management activities. The research has shown through a variety of simulations that the majority of the time, investing in greening costs will be beneficial to the investor. However, in certain cases, the business manager should simply embrace the green tax, thereby promoting partial greening decisions.
Kljenak et al. (2013)	The study inherits the sustainable development model in the retail sector, which includes three pillars: (1) Environment, (2) Society, and (3) Economy, built on the foundation of transparent policies, accountability, leadership, and organizational management. The study relies on real-life cases from Walmart and Delhaize to support its arguments.

Research	Content
Muralidhar (2016)	The paper delineates the function of Green Supply Chain Management as a method of integrating environmental considerations across product design, material selection, manufacturing processes, delivery of the final product to consumers, and post-consumer product management. The report also demonstrates that the primary objectives of green supply chain management for retailers are to mitigate their adverse environmental impacts throughout the product's lifetime.
Santos & Campos (2020)	A systematic review that examined 28 scientific articles regarding the implementation of environmentally friendly practices in the fashion supply chain. The research findings indicate that there are numerous obstacles to the implementation of green practices in this sector, such as inadequate market knowledge, inadequate supplier commitment, inadequate employee training, and elevated operational expenses. Nevertheless, it is widely believed that green practices offer numerous advantages, such as improved brand image and cost savings.
Shaikh et al. (2020)	The research proposes and assesses the viability of an environmental protection practice model in enterprises, which encompasses the following: (1) environmental governance measures within the organization, (2) green supply chain management measures for suppliers and customers, and (3) product and process design with consideration of their environmental impacts. From there, the research also suggests a system for assessing the efficacy of environmental protection activities and practices within organizations, which encompasses two components: (1) Effective environmental protection: By reducing the use of harmful materials, minimizing environmental catastrophes, reducing solid waste, and reducing electricity consumption. (2) Operational effectiveness: enhancing employee motivation, researching new opportunities, increasing sales volume, increasing market share, improving product quality, and reducing costs. The research demonstrates the potential of investing in green practice solutions to achieve long-term operational efficiency through case studies of businesses such as Eastman Chemical Company, Westpac Bank, Coca-Cola Group, and Ernst and Young Insurance Group.
Sarkar et al. (2024)	Quantitative research using the mathematical approach in calculating the financial benefits of dual-channel retailing. The research findings illustrate that both the partial outsourcings and green investments, along with the flexible production process, support the manufacturer in enhancing the profit up to 38.54%.
Bolaji et al. (2024)	Research on the influence of factors on the environmental protection efficacy of small and medium-sized enterprises in the Nigerian retail sector. The research findings indicate that the effectiveness of environmental protection in these businesses is solely influenced by green procurement, as coordination with customers and the utilization of external green supply chains do not produce any results.

Source: Author generated

The third sub-topic (detailed in Table 9) is studies that approach the concept of green retail from the marketing perspective. The studies assess the effects of green practices in diverse industries, including fashion (Ha & Kwon, 2016), Food (Petljak et al., 2016; Sharma & Mehta, 2023), luxury goods (Joghee et al., 2021), tourism (Rastogi et al., 2023), franchises (Dada et al., 2024), or even in the context of B2B

(Ding & Lee, 2024). The identified dependent factors are also diverse and include intention to use sustainable devices at the retailer, loyalty, word-of-mouth, and willingness to pay (González-Viralta et al., 2023; Jang et al., 2015; Noh et al., 2024). The Theory of Planned Behavior and the S-O-R model have been witnessed to be employed in earlier marketing research and remain significant in current studies.

Table 9: Marketing Studies Regarding Green Retail

Research	Content
Jang et al. (2015)	The study evaluates the impact of green practices on customers' sense of connection to green practice coffee shops, thereby affecting their loyalty to the location and products.
Ha & Kwon (2016)	Research focused on quantifiable aspects of the fashion retail sector, examining the elements that affect consumer buying decisions. The findings indicate that: (1) Customers' previous recycling habits influence their environmental concerns and their purchasing behavior in green fashion. (2) Customers' environmental concerns have a significant impact on their green fashion shopping behavior. (3) The relationships outlined are influenced by the experience of guilt during the shopping process.
Petljak et al. (2016)	Quantitative investigation of Croatian food retail enterprises. The research proposes a scale that encompasses two aspects of green transportation in the food industry, including: (1) Proactivity in green transportation in the retail food supply chain: demonstrating integrated solutions to implement environmental protection measures and cost savings, obtained through a review of previous studies and surveys aimed at exploratory factor analysis. (2) The feedback on green transportation in the food retail supply chain: offering alternative solutions to other modes of transportation while delivering comparable advantages.

Research	Content
Joghee et al. (2021)	The competitive position of businesses in the retail market of Dubai is assessed through quantitative research that examines the effects of green marketing. The research findings indicate that green marketing has a beneficial impact on the loyalty of green brands, which in turn provides businesses with a competitive advantage in the market.
Sharma & Mehta (2023)	The intention to purchase green Food in India is examined using the TPB model in the study. The research findings indicate that the following factors influence the intention to purchase green Food: (1) attitude toward green products, (2) subjective norms, (3) environmental knowledge, (4) green perception, and (5) health perception.
González-Viralta et al. (2023)	The study evaluates the impact of customer perception of green practices at the point of sale on customer satisfaction. This factor then influences customer loyalty, willingness to pay, and word-of-mouth intention.
Rastogi et al. (2023)	A qualitative study employing a literature analysis to ascertain the impact of sustainable practices in tourism on tourists' purchasing intentions and actions regarding green items. Consequently, the research offers numerous implications for the implementation of sustainable practices in the specified industry. In this case, the tourism destination is a retailer.
Noh et al. (2024)	The study evaluates the impact of brand affection towards Starbucks on brand loyalty, willingness to pay, and the intention to use cup retrieval devices for reuse at Starbucks stores.
Dada et al. (2024)	The Theory of Planned Behavior (TPB) is employed in qualitative research to investigate the environmental practices of franchise chains. The study demonstrates that: (1) Franchisees frequently prioritize initiatives to mitigate food waste while devoting less attention to energy consumption and carbon emissions, as evidenced by in-depth interviews. (2) Franchisors are influenced by franchisees with respect to environmental protection. (3) The attitude and behavioral control of franchisees are influenced by other factors, including personal ethical characteristics, organizational characteristics, and environmental awareness, which in turn impact their intention to protect the environment.
Suttikun et al. (2024)	Quantitative marketing research delves into exploring the influences of green advertising messages on customers' green brand awareness, intention to share, and intention to buy, as well as their perceived values. The findings illustrate that the green messages affected consumers' perceived environmental awareness, intentions to disseminate the information online, and purchase intentions at eco-friendly coffee retailers.
Ding & Lee (2024)	Quantitative research employing the S-O-R model to identify the impacts of consumer and environment-oriented service on customers' perceived values and psychological empowerment, which subsequently affect their intention to choose online retail cold chain logistics services.

Source: Author generated

The final sub-topic (detailed in Table 10) includes studies using comparative methods to evaluate the impact of green practices on the operational efficiency of retail businesses. The applicable methods include mathematical methods, comparison of strategic decision-making scenarios

(Rofin et al., 2021; Shi et al., 2022), supply chain development models (Saha et al., 2024), or ANOVA method to compare the impact of green practices on customer groups (Shrimantkakade et al., 2023).

Table 10: The Final Sub-topic of the Dataset

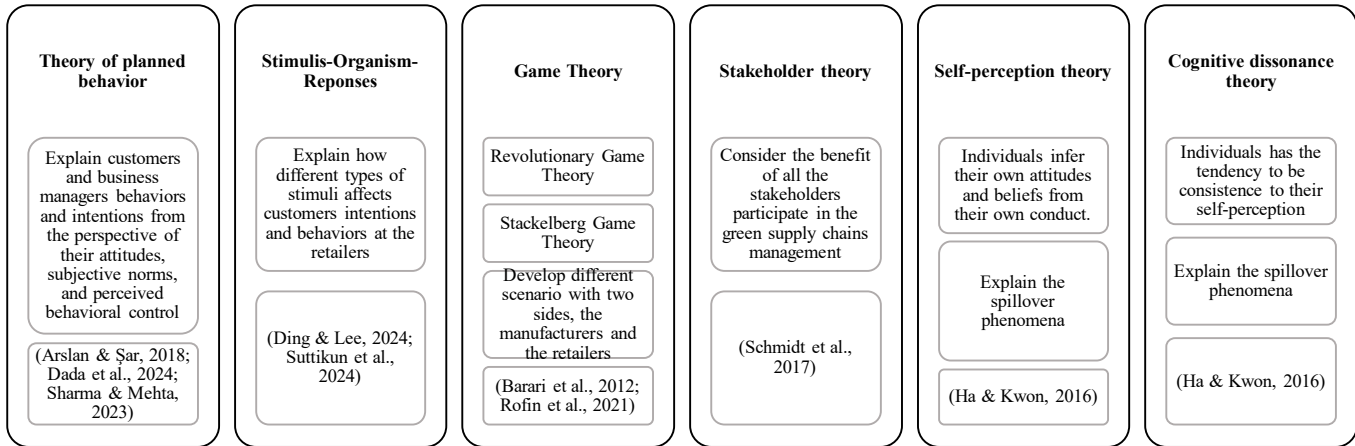
Research	Content
Rofin et al. (2021)	The study uses the Stackelberg game simulation method to evaluate different scenarios when retailers implement green practices using various pricing strategies and to observe the impact of these strategies on the retailer's revenue. The results of the study show that (1) Retailers will gain many benefits from implementing green practices, regardless of their pricing strategies. (2) Retailers will reduce the revenue of manufacturers when implementing green practices, regardless of their pricing strategies.
Shi et al. (2022)	The study uses mathematical methods to evaluate four scenarios of product development and green marketing in the supply chain. The scenarios include (1) The manufacturer leads in green product development and green marketing (2) The retailer leads in green product development and green marketing (3) The manufacturer leads in green product development, and the retailer leads in green marketing (4) The retailer leads in green product development, and the manufacturer leads in green marketing The results show: (1) Both aspects of product development and green marketing are important and need to be considered simultaneously. (2) In the case where the cost of green marketing is extremely high, the parties will achieve greater benefits when the manufacturer takes the lead in developing green products and green marketing. (3) From the retailer's perspective, implementing green product development or green marketing is a poor choice.

Research	Content
Singh et al. (2022)	A quantitative study employs the Fuzzy DEMATEL method to analyze factors that affect the E-waste collection policy in India. Through the research, 23 factors have been identified, including: (1) green practices, (2) technology involvement, (3) infrastructure development, (4) environmental programs, (5) government initiatives, (6) training & empowerment, (7) publicity, (8) public ethics, (9) stakeholder awareness, (10) entrepreneur support, (11) funding, (12) tax incentive, (13) extended producer responsibility, (14) corporate social responsibility, (15) individual stakeholders responsibility, (16) information visibility & transparency, (17) transboundary movement, (18) estimation of e-waste generation, (19) collection mechanism, (20) monitoring & enforcement, (21) legal framework, (22) regulatory framework, and (23) certification & licensing.
Saengsathien & Namchimplee (2022)	A quantitative study examining the effects of implementing green logistics in rice transportation on supply chain costs and CO2 emissions in Thailand. The results indicate the advantageous effects of this technique; by mathematical methods for effective route design, fuel expenditures can be diminished by 10.54% and greenhouse gas emissions by 24.77% every delivery cycle.
Shrimantkakade et al. (2023)	The study evaluates the differences in online shopping behavior for environmentally friendly products among customers based on (1) age groups, (2) gender, and (3) education level. The research results show that these factors do not have any impact on the behavior of purchasing environmentally friendly products.
Saha et al. (2024)	The study uses mathematical methods to evaluate a green supply chain model involving manufacturers, retailers, and customers, coordinating green practices and advertising. The proposed coordination models include: (1) Centralized, (2) Decentralized, and (3) Contractual sharing. The results show that (1) the centralized model provides greater benefits to all participants compared to the other two forms, while (2) the shared contract model offers greater benefits to each party compared to the decentralized form.

Source: Author generated

Among the studies, it is acknowledged that several theories have been implemented in order to provide an explanation for the research context (detailed in Figure 5). Through the content analysis, the present study also

proposes a general research framework, generalized from previous studies in the dataset, to support future research agenda development (Figure 6).



Source: Author generated

Figure 5: The Theories that are Used in the Studies

5. Discussions and Conclusions

The objective of the investigation was to offer a thorough examination of the topic of green practices in retail. The study analyzes the Scopus datasets generated between August 27, 2024, and January 1st, 2025. The objective is to examine the current research direction and identify the research gaps in order to provide a future research agenda.

First, the present study has developed a comprehensive understanding of the retail industry's green practices through

citation analyses. The topic is relatively new, has been identified since 2010 and has experienced stable development and significant growth with 12 studies in 2024 (Bhardwaj et al., 2024; Bolaji et al., 2024; Dada et al., 2024; Grosu, 2024; Noh et al., 2024; Rusandu et al., 2024; Saha et al., 2024; Sarkar et al., 2024), appropriate for further development and research. To support future studies, the authors have generalized the theories and concepts that are employed in previous research on the research topic.

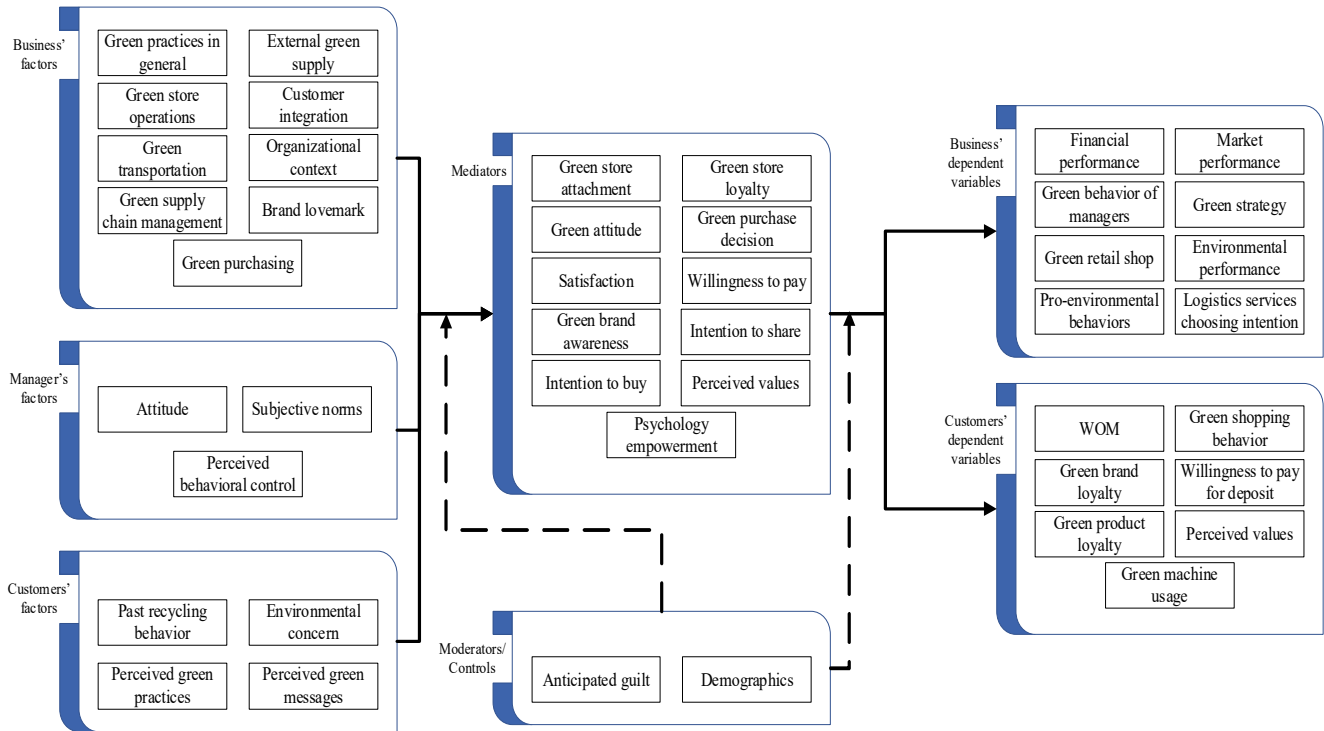


Figure 6: The General Research Framework

The application of this concept in the retail sector has also been implemented to assure the three pillars of environmental, social, and economic sustainability, and it inherits the perspectives of previous studies on sustainable development in terms of approach (Kljenak et al., 2013). In the process, measures to assess green practices in the retail sector have also been proposed and tested (Bhatti & Negi, 2018; Marasigan et al., 2021; Petljak et al., 2016). Unsurprisingly, prior research has examined and assessed the influence of green practices on businesses from a variety of perspectives, including the perspectives of customers in marketing (Ha & Kwon, 2016; Joghee et al., 2021; Petljak et al., 2016) and managers who consider costs and attained outcomes (Barari et al., 2012; Bolaji et al., 2024; Santos & Campos, 2020; Shaikh et al., 2020). In the research data, two theories are most frequently applied to this field of study: Game Theory (Barari et al., 2012) and the Theory of Planned Behavior (Arslan & Şar, 2018; Dada et al., 2024), along with the well-defined theories such as stakeholder theory (Schmidt et al., 2017), self-perception and cognitive dissonance theory (Ha & Kwon, 2016), as well as the recent application of the S-O-R model (Ding & Lee, 2024; Suttikun et al., 2024). These theories have been tested utilizing a variety of research methods, such as qualitative methods with in-depth interviews (Dada et al., 2024), systematic reviews (Santos & Campos, 2020), and case studies (Shaikh et al., 2020) or quantitative methods with linear regression

(Joghee et al., 2021), Structural Equation Modeling (SEM) (Marasigan et al., 2021), mathematical methods, and simulation models. (Rofin et al., 2021; Shi et al., 2022). It can be seen that although the number of studies is still relatively modest, with the simplicity in research models, future research can inherit a relatively solid theoretical foundation to build upon.

Through the co-occurrence analysis, the study has explored several potential research directions. In combination with the results of the bibliometric coupling analysis, the study will discuss and propose research directions for the future of this research topic, specifically as follows:

Previous studies have evaluated green practices in the retail sector through various approaches such as green products (Shi et al., 2022), green marketing (Joghee et al., 2021), green supply chains (Saha et al., 2024), green logistics (Arslan & Şar, 2018), with diverse perspectives from the business side (Santos & Campos, 2020), or customers. (Ha & Kwon, 2016; Joghee et al., 2021; Petljak et al., 2016). The results obtained from these studies are relatively diverse. Still, overall, there is a common trend that investments in sustainable development will bring long-term benefits to businesses (Shaikh et al., 2020), except in several instances (Barari et al., 2012). In addition, extensive communication campaigns about the benefits of green products, services, and solutions need to be widely

disseminated to enhance the impact of green practices on the effectiveness of green activities and the support intentions of stakeholders (Bhatti & Negi, 2018; Singh et al., 2022). Nonetheless, it is recognized that biases exist in customers' attitudes and behaviors about specific aspects of green practices (Dada et al., 2024). This perspective, along with obstacles to implementing green practices (Islam et al., 2020), may hinder overall sustainable development or concentrate on superficial sustainability efforts (Grydehøj & Kelman, 2017). To reinforce the trust of firms in green retailing, future research should persist in assessing the effects of various aspects of green retailing on business operational efficiency, together with its effects on customer attitudes, beliefs, intentions, and actions. Such efforts may enhance future research, contributing to the overall understanding of the subject and offering significant solutions.

It is evident that prior research has also devised measurement scales that incorporate a variety of factors to assess the green practices of businesses (Joghee et al., 2021; Sharma & Mehta, 2023; Petljak et al., 2016). The majority of these scales are highly complicated and multi-dimensional, and they have been evaluated using relatively small sample sizes. Additionally, the range of green retail practices has increased over time, with additional activities that are recorded from in-depth interviews (Grosu, 2024). Future studies have opportunities to further develop the current multi-dimensional scales for the concept of green practices in the retail sector.

As previously mentioned, prior studies have employed diverse approaches regarding the topic of green practices in retail: the managerial and marketing perspectives. From the manager's perspective, various themes have emerged, including the cost and value of sustainable practices (Barari et al., 2012), as well as strategies (Rofin et al., 2021), actions (Shi et al., 2022), policies (Singh et al., 2022), and environmentally friendly decisions. From a marketing perspective, green practices in retail are shown to positively affect customer attitudes, intentions, and behaviors (Dada et al., 2024; Ding & Lee, 2024; González-Viralta et al., 2023; Ha & Kwon, 2016; Jang et al., 2015; Joghee et al., 2021; Noh et al., 2024; Petljak et al., 2016; Rastogi et al., 2023; Sharma & Mehta, 2023; Suttikun et al., 2024). Despite the distinctions in the aforementioned methodologies, it is recognized that overlaps have occurred (Ding & Lee, 2024). Previous studies indicated that green practices must be evaluated by both businesses (employees and managers) and customers. Consequently, future research should consider this issue while assessing the efficacy of green retail systems.

The Marketing perspective recognizes that most of these studies examine the effects of various green practices and customer attributes on their values, perceptions, actions, and intentions. There is a paucity of studies examining the

impact of firms' green communication efforts on customers (Suttikun et al., 2024), despite point-of-sale environments frequently being regarded as venues for sustainable communications (Barari et al., 2012). Furthermore, while prior investigations of this cluster have explored the notion of brands by evaluating distinct aspects of brands (Hashim & Jamaluddin (2016); Noh et al., 2024; Petljak et al., 2016), it is recognized that sustainable branding research ought to concentrate on a broader concept, such as brand equity (Phung & Nguyen, 2023).

Finally, from the based theory approach, the TPB Theory (Arslan & Şar, 2018; Dada et al., 2024) and the S-O-R model (Ding & Lee, 2024; Suttikun et al., 2024) have been employed in previous studies to evaluate the impact of green practices in the marketing context (Sharma & Mehta, 2023). However, there are still numerous theories that can influence and elucidate the impact of green practices on customer intentions and behaviors, including media credibility (Hovland et al., 1953). Although the study of Suttikun et al. (2024) has assessed the advertising message's characteristics in persuasion, media credibility is a complicated concept, including source, message, and medium aspects (Metzger et al., 2003). Future research should continue to delve into the concept to gain deeper knowledge in the persuasion of green retail communications systems.

From the general management perspective, Game Theory and its subsequent developments have been employed to evaluate the effectiveness of green practices in the context of strategic planning (Barari et al., 2012; Shi et al., 2022; Rofin et al., 2021). Simultaneously, prior research has investigated green practices in a variety of retail models, including green food (Sharma & Mehta, 2023), luxury markets (Joghee et al., 2021), fashion (Ha & Kwon, 2016), shopping at tourist destinations (Rastogi et al., 2023), coffeeshops (Jang et al., 2015; Noh et al., 2024), and online channels (Sarkar et al., 2024). Nevertheless, the integration of numerous distribution channels has resulted in a growing diversity of retail organizational models. (Sarkar et al., 2024). Future studies may examine the impact of sustainable practices on multi-channel shopping involving digital retailers, e-commerce, and social media platforms. These approaches facilitate the evaluation of various stakeholders, including e-retailers and KOLs, who are actively engaged in the system (Yang et al., 2023)

In addition, prior research has investigated the contexts of green practices in a variety of countries, including the United Arab Emirates (Joghee et al., 2021), India (Bhatti & Negi, 2018), Romania (Grosu, 2024), and Europe (Trachana et al., 2016). Nevertheless, customer perceptions, requirements, intentions, and shopping habits are entirely distinct across various cultures. In order to gain a comprehensive understanding of the global impact of these

activities, future research could expand and assess green practices in various countries with distinct cultural groups.

6. Limitations and Future research agenda

Ultimately, the current study possesses some limitations that future research may address. This study utilized VosViewer software to evaluate datasets derived exclusively from the Scopus database, excluding other respected sources. Future research may employ alternative databases, in conjunction with various tools and algorithms, to offer a distinct viewpoint on this subject. This study employs keywords such as "retail" and various other prevalent retail formats to improve search outcomes. Future studies may incorporate keywords pertinent to various retail formats rather than relying on general keywords, thus enhancing the specificity of search results.

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