

Retail pricing of perishable products: a bibliometric analysis of food waste, local effects and sales channels

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Abstract

This study aims to analyze the trends in food waste, local and location effects, and geomarketing in retail pricing strategies within different sales channels. A bibliometric approach with 751 relevant articles extracted from the Scopus and Web of Science databases revealed a growing interest in sustainability and innovation strategies in the digital environment and highlighting the complexity and interconnectedness of these themes in the context of modern retail. Future research should highlight the importance of innovation, sustainability, channel integration, and understanding consumer behavior for the companies' success and competitiveness in such complex retail scenarios. To encourage further examination of the intersection of food waste and pricing in the retail environment, nine research questions were proposed to minimize food waste and maximize incumbent value.

Keywords: Pricing; Food Waste; Local effect.

Track: Retailing & Omni-Channel Management.