Retraction Notice

Retraction of: "What Green Promotional Practices by Enterprises Drive Customers' Green Consumption Behaviours?"

Article: Tran, T. B. H., & Vu, A. D. (2026). What Green Promotional Practices by Enterprises Drive Customers' Green Consumption Behaviours? *Tourism & Management Studies*, 22(2), 47–56. https://doi.org/10.18089/tms.20260204

The Editors of Tourism & Management Studies have decided to retract the above-mentioned article following an investigation into concerns regarding the verifiability of the research data and statistical analyses underlying its findings.

During the investigation, the authors were requested to provide the original research datasets and the statistical analysis records supporting the results reported in the article. Despite repeated requests and opportunities to respond, the authors were unable to provide:

The complete original datasets necessary for independent verification of the research findings.

The original SPSS syntax and output files documenting the statistical analyses on which the published results were based.

The absence of these essential research records prevents independent verification of the reported analyses and findings. Consequently, the Editors can no longer have sufficient confidence in the reliability and verifiability of the article's results and conclusions.

The decision to retract the article was made by the Editors following consultation with the journal's Editorial Advisory Board, which unanimously supported the retraction.

This decision is consistent with the principles set out in the Committee on Publication Ethics (COPE) Retraction Guidelines (2025). The retraction is intended to safeguard the integrity of the scholarly record and should not be interpreted as a finding that the authors fabricated or falsified data.

The article will remain accessible on the journal's website, clearly identified as RETRACTED, and linked to this notice.

The Editor-in-Chief
José António C. Santos
Tourism & Management Studies