

Research Pattern on Muslim Consumer Using Bibliometric Analysis

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Abstract

The purpose of this study was to provide a bibliometric review of 284 publications on Muslim consumers for the period from 1991 to 11 April 2023. This paper adopted bibliometric analysis using Biblioshiny software. A total of 284 documents obtained from the Scopus database were extracted and analysed. Results show that there has been continuous growth in publications on Muslim consumers since 2011. The *Journal of Islamic Marketing* published the highest number of articles related to the topic. The most cited article was “Bank patronage factors of Muslim and non-Muslim customers” and the most used keyword was “religiosity”. A thematic map was generated to provide a general overview of the basic or transversal emerging, motor, and niche themes in Muslim consumer literature. Data presented in this study were extracted from Scopus and future studies may be expanded to other databases. This paper provides information and guidance for other researchers wishing to embark research on Muslim consumer.

Keywords: bibliometric analysis, Biblioshiny, Muslim consumer

1.0 INTRODUCTION

Muslim consumers make up a consumer base of 1.9 billion globally across 112 countries, and their numbers are projected to reach 2.2 billion by 2030 (Pew Research Center, 2011). Based on this growing trend, the Pew Research Center projected that Muslims would account for 30% of the world's population by 2050 (Pew Research Center, 2015). The fast growth of Muslim markets is due to the high birth rate of Muslims as compared with non-Muslims (Pew Research Center, 2017). According to a report published by Statista (2020), the existing Muslim market is valued at approximately USD 2.11 billion and has the potential to grow to approximately USD 3 billion by 2023. In sum, the number of Muslim consumers is growing, and the segment unquestionably represents a remarkable opportunity for businesses and marketers across the world.

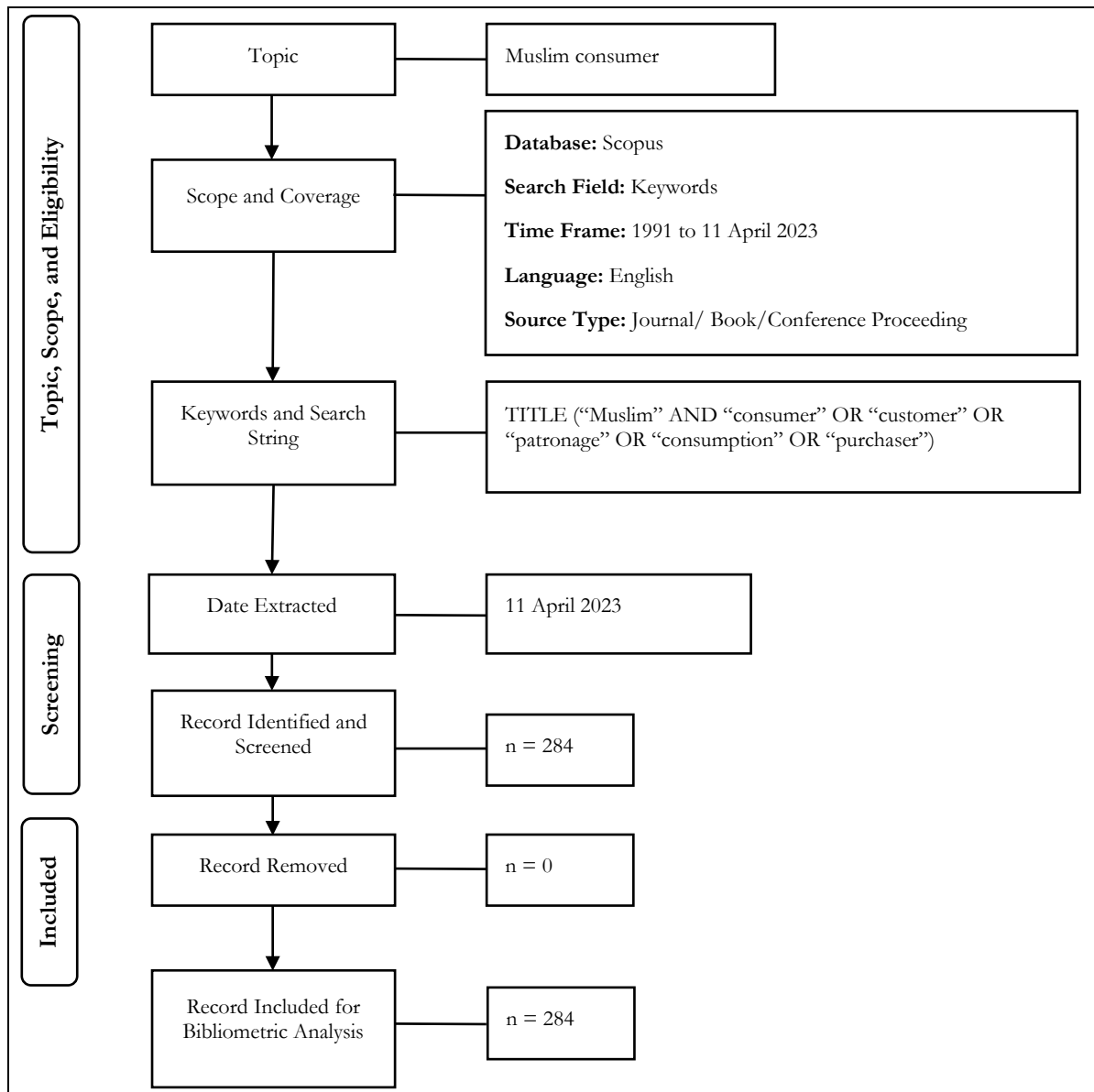
Islam has clear guidelines on food selection and lifestyle. For instance, in food consumption, Muslims follow dietary guidelines and must eat only *halal* (allowed or lawful) and *thoyyib* (clean) food products (Al-Baqarah (2): 172-176). For other products, Muslim consumers are prohibited from buying and using products and services that contradict Islamic principles. Companies aiming to market to Muslim consumers must guarantee that their products comply with Islamic principles to ensure the acceptance of the company and its products among Muslim consumers. Since Islamic markets are growing substantially and there is a specified need to meet segment expectations in consumption, there is an increased interest among researchers about gaining a better understanding of the behaviour of Muslim consumers. This study aims to answer the following questions relating to publications on Muslim consumers: Research Question 1: What are the main patterns in publications on Muslim consumers? Research Question 2: Which journals are most preferred for these publications and what are the most frequent keywords used in Muslim consumer publications? Research Question 3: What are the main themes in Muslim consumer publications?

2.0 METHODOLOGY

For the purposes of this study, the bibliometric method was used to analyse publications on Muslim consumers. Bibliometric analysis allows a state-of-art topic to be explored through research (Corte et al., 2019). It includes several descriptive types of citation data and a network analysis of authors, journals, universities, countries, and keywords based on citations and frequency analysis techniques. It supports the identification of research clusters, provides insights into current research interests, and reveals trends for emerging topics in the field (Munim et al., 2020).

As shown in Figure 1, data were extracted from the Scopus database as of April 11, 2023. Scopus is the largest abstract and citation database for peer-reviewed literature, and it includes scientific journals, books, and conference proceedings. It has nearly 36,377 titles from approximately 11,678 publishers, of which 34,346 are peer-reviewed journals in top-level fields such as life sciences, social sciences, physical sciences, and health sciences. For the purposes of this study, the following combination of keywords was used in our search to identify all the target publications: “Muslim” AND “consumer” OR “customer” OR “consumption” OR “patronage” OR “purchaser”. All documents were checked to ensure there were no duplications. As a result, a total of 284 records related to Muslim consumers were extracted and all records were included for bibliometric analysis, because no duplicates were identified.

Figure 1. Flow diagram of the search strategy



Source: Zakaria et al. (2020)

3.0 RESULTS AND DISCUSSION

3.1 Main Patterns in Publications on Muslim Consumers

The general information regarding the collection of documents extracted is shown in Table 1. A total of 284 documents were identified from the Scopus database for the period from January 1991 to 11 April 2023. The document type could be a journal article, book, book chapter, conference paper, editorial, note, or review. As summarised in Table 1, the average number of citations per document was 13.82 and the average number of citations per year per document was 1.9. In terms of document type, more than 80% (233, 82%) of the documents were articles, followed by book chapters (23, 8.1%), conference papers (15, 5.2%), and other document types (each less than 3% of the total publications). A total of 739 authors wrote these documents. Only 49 documents had a single author, while the remaining 235 documents were multi-authored. The

collaboration index was 2.99, which means, on average, that almost three authors wrote one document.

Table 1: Main information regarding documents

Description	Results
Period	1991:2023
Sources (Journals, Books, etc)	142
Documents	284
Average years from publication	5.33
Average citations per documents	13.82
Average citations per year per doc	1.9
References	17033
Document types	
Article	233
Book	3
Book chapter	23
Conference paper	15
Editorial	1
Letter	1
Note	2
Review	6
Authors	
Authors	739
Authors of single-authored documents	49
Authors of multi-authored documents	690
Documents per Author	0.384
Authors per Document	2.6
Co-Authors per Documents	3.03
Collaboration Index	2.99

3.2 Annual Publication Trends

Figure 2 and Table 2 show patterns in publications on Muslim consumers between January 1991 and 11 April 2023. The first publication on Muslim consumer was in 1991 and followed by another publication in year 1994. Then, no publication was found until year 2000. From 2000 to 2011, fewer than 10 articles per year were published. Between 2012 and 2017, the number increased to 9 to 18 publications per year. From 2018 to April 2023, the number of publications has grown to more than 20 publications per year. The increased in number of publications not only indicates researchers' interest on Muslim consumer but also projection that Muslims would

be the fastest growing major religious group (Pew Research Center, 2017). As of April 2023, the number of publications is 12 and it is expected to exceed the number of publications in 2022.

Figure 2: Annual trends in publications on Muslim consumers

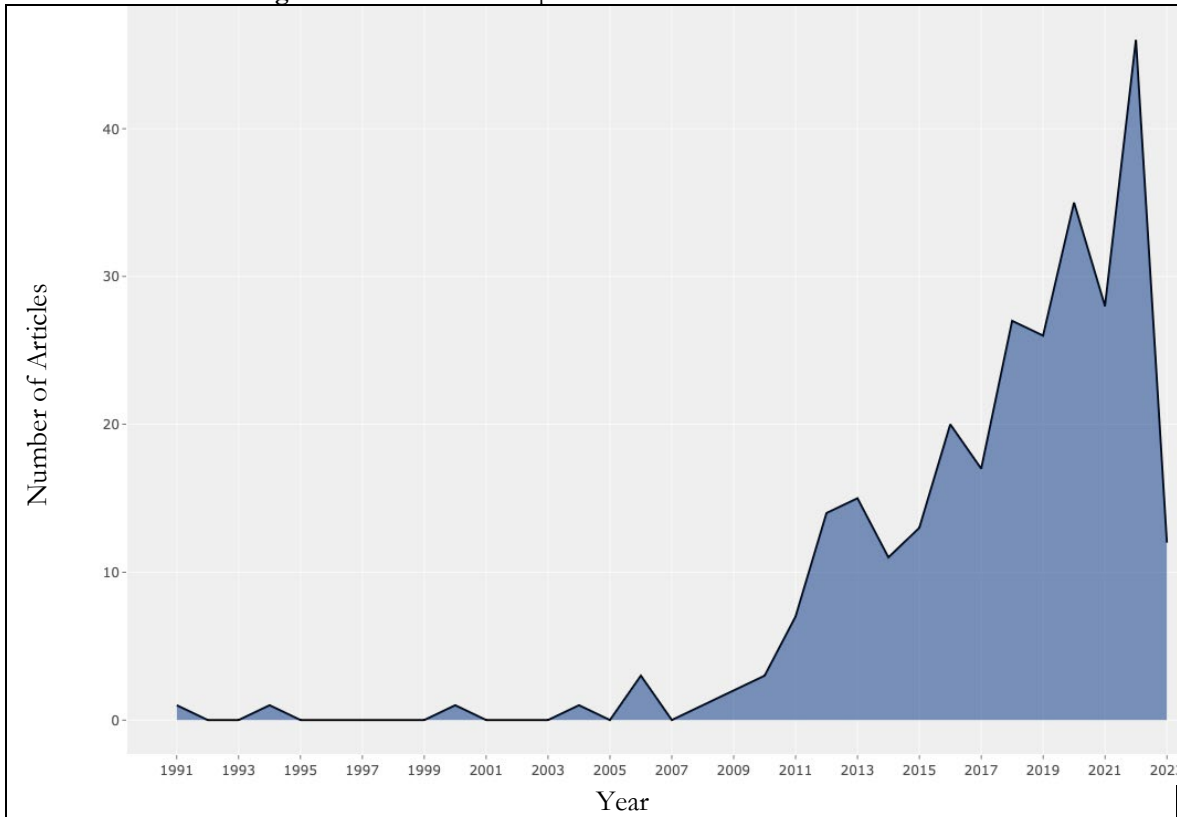


Table 2: Number of documents published

Year	No. of documents
1991	1
1994	1
2000	1
2004	1
2006	3
2008	1
2009	2
2010	3
2011	7
2012	14
2013	15
2014	11
2015	13
2016	20

Year	No. of documents
2017	17
2018	27
2019	26
2020	35
2021	28
2022	46
2023	12

3.3 Most Cited Papers

Table 3 provides information on the most cited papers. The most cited paper, with 239 citations, was by Haron et al. (1994), titled “Bank patronage factors of Muslim and non-Muslim customers”. The study was designed to determine the selection criteria used by Muslims and non-Muslims in a dual banking environment and the differences between Muslims and non-Muslims relating to factors which influence their selection decision. The second most cited paper (214 citations), by Aziz (2013), investigated relationships between halal awareness, halal certification, food quality, marketing promotion, and brand with the intention to purchase halal product among the non-Muslim community in Malaysia. The third most cited publication (200 citations) was by Alam et al. (2011), title “Is religiosity an important determinant of Muslim consumer behaviour?”. The study examined the effect of religiosity on Muslim consumer behaviour and purchasing decisions.

Table 3: Most cited papers

Author(s)	Title	Journal	Total Citations	Average Total Citations per Year
Haron et al. (1994)	Bank patronage factors of Muslim and non-Muslim customers	<i>International Journal Bank Marketing</i>	239	7.9667
Aziz (2013)	The role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach	<i>Journal International Food Agribusiness Marketing</i>	214	19.4545
Alam et al. (2011)	Is religiosity an important determinant of Muslim consumer behaviour?	<i>Journal of Islamic Marketing</i>	200	15.3846
Amin et al. (2013)	Islamic banks: Contrasting the drivers of customer satisfaction on image,	<i>International Journal of Bank Marketing</i>	160	14.5455

Author(s)	Title	Journal	Total Citations	Average Total Citations per Year
	trust, and loyalty of Muslim and non-Muslim customers in Malaysia			
Bonne and Verbeke (2008)	Muslim consumer trust in halal meat status and control in Belgium	<i>Meat Science</i>	146	9.125
Eid (2015)	Integrating Muslim customer perceived value, satisfaction, loyalty and retention in the tourism industry: An empirical study	<i>International Journal of Tourism Research</i>	133	14.7778
Cleveland et al. (2013)	Globalization, culture, religion, and values: Comparing consumption patterns of Lebanese Muslims and Christians	<i>Journal of Business Research</i>	128	11.6364
Haque et al. (2015)	Non-Muslim consumers' perception toward purchasing halal food products in Malaysia	<i>Journal of Islamic Marketing</i>	116	12.8889
Rezai et al. (2012)	Non-Muslim consumers' understanding of Halal principles in Malaysia	<i>Journal of Islamic Marketing</i>	84	7
Jafari (2012)	Islamic marketing: Insights from a critical perspective	<i>Journal of Islamic Marketing</i>	80	6.6667

3.4 Sources

Table 4 presents the top 10 relevant sources on Muslim consumers. The *Journal of Islamic Marketing* ranked first with 85 articles, followed by the *Malaysian Journal of Consumer and Family Economics* (7 articles), the *Journal of Islamic Accounting and Business Research* with 6 articles, and *Developments in Marketing Science: Proceedings of the Academy of Marketing Science* with 5 articles. *British Food Journal*, *Journal of Food Products Marketing* and *Pertanika Journal of Social Sciences and Humanities* had 4 articles each while *Advanced Science Letters*, *Journal of Islamic Monetary Economics and Finance*, and *Management Science Letters* had 3 articles. The *Journal of Islamic Marketing* was the first journal dedicated to investigating the relationship of marketing with Islam, in theory and practice, in geographic areas with Muslim majority or minority populations. In its first year of publication, 2010, there were three issues and in 2022 there were twelve issues per year. The increasing numbers of issues reflect the growing interest in publications on Muslim consumers.

Table 4: Most relevant sources

Sources	No. of articles
<i>Journal of Islamic Marketing</i>	85
<i>Malaysian Journal of Consumer and Family Economics</i>	7
<i>Journal of Islamic Accounting and Business Research</i>	6
<i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i>	5
<i>British Food Journal</i>	4
<i>Journal of Food Products Marketing</i>	4
<i>Pertanika Journal of Social Sciences and Humanities</i>	4
<i>Advanced Science Letters</i>	3
<i>Journal of Islamic Monetary Economics and Finance</i>	3
<i>Management Science Letters</i>	3

3.5 Keyword Analysis

To identify the most prominent themes in publications on Muslim consumers, a keyword analysis was conducted (Table 5). The data revealed that “religiosity” was the most frequent keyword associated with Muslim consumers (n = 38). Other keywords frequently used were “Malaysia” and “Muslim consumers” (n = 27), “purchase intention” (n = 24), and “Islam” (n = 22).

Table 5: Most frequent keywords used in publications on Muslim consumers

Words	Occurrences
Religiosity	38
Malaysia	27
Muslim consumers	27
Purchase intention	24
Islam	22
Religion	18
Consumer behaviour	17
Halal	17
Trust	14
Attitude	13
Halal food	12
Islamic marketing	12
Muslim	10

3.6 Thematic Map

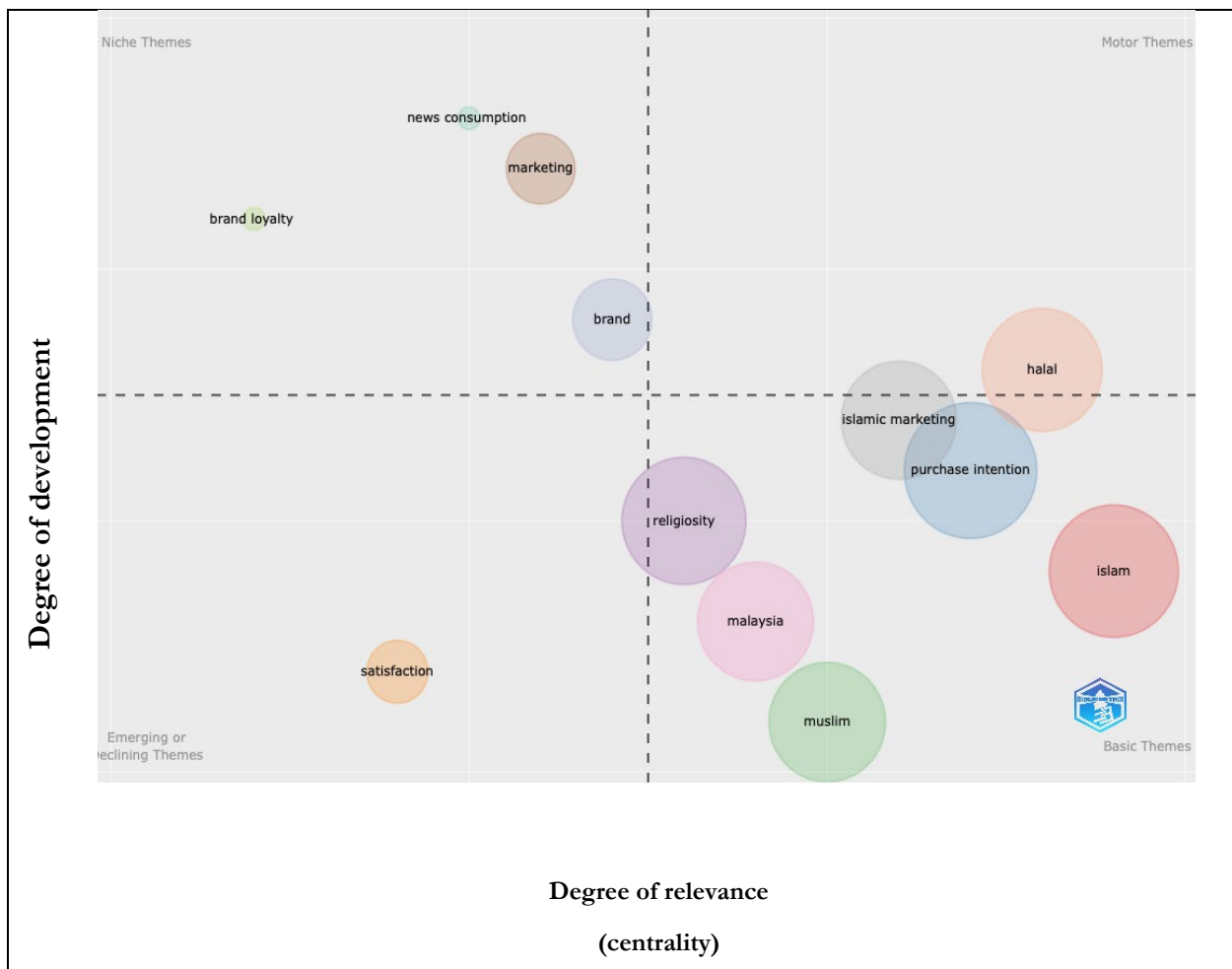
A thematic map allows four different typologies of themes in Muslim consumer publications to be defined according to the quadrant in which they are placed. The map is based on density (y-

axis) and centrality (x -axis). The centrality measures the importance of the selected theme, and the density measures the development of the chosen theme. Using Biblioshiny software (Aria & Cuccurullo, 2017), the thematic map parameters chosen were the top 250 keywords and items shown in the clusters set to the minimum frequency of five. Also, the number of representative labels in each theme was set to one. The thematic map in Figure 3 is based on the time span from 1991 to April 2023.

Themes in the lower right quadrant are the basic or transversal themes with a high centrality and a low density. The theme in this quadrant is “religiosity”, “Malaysia”, and “Muslim”. Other themes in the same quadrant include “Islamic marketing”, “purchase intention”, and “Islam”. These themes are important for the field of Muslim consumers, and much research has been done on them. The themes in the upper right quadrant are the motor themes. They are characterized by both high centrality and high density. This means that they are developed and important for the research field. The theme in this quadrant is “halal”.

Themes that appear in the lower left quadrant are emerging or declining themes. They have both low centrality and low density, meaning that they are weakly developed and marginal. The theme in this quadrant is “satisfaction”. Themes in the upper left quadrant are niche themes, which are highly developed but isolated themes. There is a lot of potential in these themes, and a researcher can do much impactful work with them. The theme in this quadrant includes “brand loyalty”, “news consumption”, “marketing”, and “brand”.

Figure 3: Thematic map of publications on Muslim consumers



4.0 RESULTS AND DISCUSSION

This study aimed to examine the trends in research on Muslim consumers. It adopted bibliometric analysis to analyse a total of 284 documents obtained from the Scopus database. The results revealed that the publication of documents on Muslim consumers had been an active enterprise since 2016. The *Journal of Islamic Marketing* was ranked first in terms of the number of articles published related to Muslim consumers. “Religiosity” was the word most used keyword in publications. The article titled “Bank patronage factors of Muslim and non-Muslim customers” by Haron et al. (1994) was the most cited paper. On the thematic map, the basic or transversal themes were represented “religiosity”, “Malaysia”, and “Muslim”. Other themes in the same quadrant include “Islamic marketing”, “purchase intention”, and “Islam”. “Satisfaction” appeared as an emerging or declining theme and “halal” as a motor theme. Some highly developed but isolated themes of Muslim consumers were “brand loyalty”, “news consumption”, “marketing”, and “brand”. The data presented in this study were extracted from Scopus; future studies may be expanded to other databases. Future research should attempt to examine other aspects of bibliometric analysis, such as social structure (i.e., collaboration network and world map).

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