

How Far has Islamic Marketing Topics Been Researched?

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This study aims to look at the development of "*Islamic Marketing*" research around the world and research plans that can be carried out based on journals published on the theme. This research uses a qualitative method with a bibliometric analysis approach. The data used is secondary data with the theme "*Islamic Marketing*" which comes from the Scopus database with a total of 885 journal articles. Then, the data is processed and analyzed using the VosViewer application with the aim of knowing the bibliometric map of "*Islamic Marketing*" research development in the world. The results of the study found that in bibliometric author mapping the authors who published the most research on the theme of "*Islamic Marketing*" were El-Bassiouny N; Islami M.M; Alserhan B.A; Junaidi J; Kadirov D; Javari A; Marinov M; Henderson J.C; Sayuti K.M.; Amin H; El-Gohary H.; Eid R; Wilson J.A.J.; Hollensen S; Yassim M; Tieman M; Bran T; and Haq F.; Wong H.Y.. Furthermore, based on bibliometric keyword mapping, there are 3 clusters that can be a research path with topics related to (1)Islamic Marketing and Its Impact on the Business, Consumption and Tourism Industries, (2)Banking Industry and Islamic Marketing and (3)Islamic Marketing and Customer Loyalty. The most used words are market, customer, consumer, Islamic marketing, Islamic bank, service, religiosity, and Muslim consumer.

Keywords: Islamic Marketing, Research Map, Bibliometric, VosViewer

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INTRODUCTION

Islamic marketing is a marketing strategy that is in line with Islamic principles and values, taking into account the beliefs and cultural norms of Muslim consumers. This approach involves several important concepts, viz: Values-based marketing, which emphasizes ethical values such as honesty and fairness; a consumer-oriented approach, which prioritizes meeting the needs of Muslim consumers while adhering to Islamic principles; the concept of balanced synthesis, which aims to harmonize the material and spiritual dimensions of life; halal and ethical standards, which place emphasis on product compliance with Islamic and ethical criteria; and respect for universal values, which encourages inclusiveness while adhering to Islamic principles (Alom & Haque, 2011; Karoui & Khemakhem, 2019).

However, in practice, the implementation of Islamic marketing strategies in a business entity is often faced with several challenges. This is certainly an obstacle to the development of Islamic marketing and can affect the company's revenue. Among the challenges in implementing Islamic marketing are the lack of understanding and knowledge of Islamic marketing principles and practices, limited empirical evidence and research on Islamic marketing, especially marketing mix decisions that are in line with Islamic principles, contradictions and controversies surrounding the concept of Islamic marketing, difficulties in balancing the material and spiritual dimensions of life, which are key aspects of Islamic marketing, difficulties in instilling assurance in Muslim consumers, especially if the business is perceived as un-Islamic or adheres to Sharia principles, difficulties in instilling morality and conscience in marketing activities, especially if the business operates in a non-Islamic environment, difficulties in adapting marketing strategies to the cultural and religious values of Muslim consumers, especially if the business is unfamiliar with such values, and difficulties in promoting the common good and leading to a symbiotic mutual relationship between the business and the consumer, especially if the business focuses only on profit (Tournois & Aoun, 2012; Karimova, 2012). Aoun, 2012; Karimova, 2015; Ashmawy, 2015; Abdullah et al., 2017; Abdullah, 2018; Daabes, 2018).

From these various problems, an effective solution is needed. Ashmawy, (2015), Fahrurrozi, (2016), and Abdullah et al (2017) explain that business entities can improve their understanding and knowledge of Islamic marketing principles and practices by

conducting research, attending training programs, and seeking guidance from experts in the field to be able to implement Islamic marketing competently. Daabes (2018) also emphasized the importance of further research conducted on Islamic marketing, particularly on marketing mix decisions in line with Islamic principles, as it can help businesses find guidance and best practices when implementing Islamic marketing strategies. Then, on the aspect of contradictions and controversies surrounding the concept of Islamic marketing can be addressed by conducting critical analysis and comparison between various perspectives. This can help businesses gain a deeper understanding of different perspectives and find ways to navigate contradictions (Daabes, 2018). In addition, according to Karimova (2015) businesses should also balance the material and spiritual dimensions of life by incorporating ethical and moral considerations into their marketing activities. This can help businesses promote their products and services in a way that is consistent with Islamic principles.

Therefore, it is important to see the extent of the *current* development of *Islamic marketing* through research, and one method that can be used to see the development of research is bibliometrics using VosViewer. The method is able to create and display author journal maps and research paths based on co-citation data or keyword maps based on shared incident data. Some studies that examine related to Islamic marketing include Sandikci (2011) exploring the reasons underlying the recent interest in Islamic Marketing, discussing previous research on the topic and offering future research perspectives; Mamun et al (2020) review the literature related to Islamic marketing and formulate a research agenda on the topic; Adnan (2013) explains the theoretical framework of Islamic marketing; Islam (2021) examines segmentation, targeting, and positioning in Islamic Marketing; Ahmad (2018) examines debates related to Islamic marketing; Alserhan et al (2017) explains the theory of Islamic marketing; and Zarrad & Debabi (2015) examine the ethics of Islamic marketing based on a literature review.

This research was conducted to complement existing research and fill the gaps in previous research and to expand the literature related to Islamic marketing through the research path. Specifically, the purpose of this study is to see the development of "*Islamic marketing*" research around the world published by journals on the theme and see future research opportunities by formulating a research agenda.

PREVIOUS STUDIES

Islamic marketing refers to marketing practices that are in accordance with Islamic principles and values, which take into account the religious beliefs and cultural values of Muslim consumers. In understanding *Islamic marketing*, there are several points that need to be understood, namely *value-based marketing*, which emphasizes the importance of ethical and moral values in business practices. It promotes honesty, fairness, transparency, and social responsibility. Then, the *consumer-oriented approach* that focuses on meeting the needs and preferences of Muslim consumers while adhering to Islamic principles. It aims to provide products and services that are aligned with religious and cultural values. *Balanced synthesis*, seeks to achieve a balance between the material and spiritual dimensions of life. It aims to maximize individual well-being in this world and the hereafter, promoting socio-economic justice and brotherhood. *Halal and ethical standards*, places a strong emphasis on ensuring that products and services are halal (permitted according to Islamic law) and meet ethical standards. This includes aspects such as sourcing, production, labeling, and distribution. Finally, *respect for universal values*, Islamic marketing values are universally acceptable and respected. It promotes a marketing culture that respects diversity and inclusiveness, while upholding Islamic principles (Alom & Haque, 2011; Karoui & Khemakhem, 2019).

Based on this, Islamic marketing has a difference with conventional marketing. The fundamental difference between the two is that Islamic marketing is guided by ethical principles derived from Islamic teachings, such as honesty, justice, and social responsibility. Meanwhile, conventional marketing is guided by the principles of profit maximization and market competition (Alom & Haque, 2011; Shamsudin & Rahman, 2014). In terms of content and message, Islamic marketing focuses on promoting products or services that are halal (permissible) and beneficial to society. Advertising in Islamic marketing emphasizes the ethical and social benefits of the product, rather than focusing only on its features or price. Conventional marketing, on the other hand, prioritizes highlighting the features, price, or competitive advantage of a product, without necessarily considering its ethical implications. Islamic marketing strongly avoids promoting products or services that are harmful to health, the environment, or society, for example, advertising alcohol, tobacco, or gambling. However, conventional marketing has no such restrictions and may promote products or services that are considered harmful or controversial.

Furthermore, Islamic marketing usually includes religious symbols or references in advertisements to attract the target audience. For example, advertisements for halal food products may include halal certification symbols or mention the product's compliance with Islamic law. Conventional marketing, on the other hand, usually does not include religious symbolism unless it is relevant to the target audience or the product being advertised (Shamsudin & Rahman, 2014).

Furthermore, several studies relevant to this research include Hassan et al (2022) studying the performance of the Journal of Islamic Marketing (JIMA). The results concluded that Islamic marketing established itself as a separate industry, not as an Islamic finance group. The study found that JIMA played an active role in that. Islamic marketing is primarily an Asian-dominated industry. Malaysia has led the development and publication of Islamic Marketing resources, followed by recent initiatives in Indonesia, Iran and Pakistan. There are also unique cases of Islamic Marketing growth in non-Asian Muslim minority countries, including the United States, United Kingdom and Australia. Finally, loyalty, religiosity, halal food and Muslim consumer intentions are key dimensions covered by the JIMA authors.

Floren et al (2020) systematically reviewed the existing literature on Islamic Marketing and its main impact on consumer behavior. Islam as a religion has been found to impact on the ethical beliefs and behavior of Muslim consumers from different countries, as well as the choice of consumer services and some products tabooed under Islamic Sharia law. The results show that Islamic marketing has a significant impact on the characteristics of Muslim consumers and therefore influences their ultimate choices about certain products and services.

Shah et al (2022) integrate and synthesize Islamic Marketing literature, understand related phenomena and concepts and provide suggestions for future research. The research findings show the emergence of five major themes, namely, Islamic Marketing and its perspectives, activities in Islamic Marketing, opportunities, controversies and challenges in Islamic Marketing, Islamic principles and determinants of consumer behavior and awareness of Islamic products. Each of these themes is composed of sub-themes that are discussed in detail in the results and discussion section.

Other relevant research includes Sandıkcı (2011), exploring the reasons underlying the recent interest in Islamic Marketing, discussing previous research on the topic and offering future research perspectives; Mamun

et al (2020) reviewing the literature related to Islamic marketing and formulating a research agenda on the topic; Adnan (2013) explains the theoretical framework of Islamic marketing; Islam (2021) examines segmentation, targeting, and positioning in Islamic Marketing; Ahmad (2018) examines debates related to Islamic marketing; Alserhan et al (2017) explains the theory of Islamic marketing; Zarrad & Debabi (2015) examine the ethics of Islamic marketing based on a literature review.

Based on some of the research above, there is no research that specifically discusses Islamic Marketing based on the Scopus database using bibliometric studies. Therefore, this research was conducted to complement existing research and fill the void of previous research. The purpose of this research is specifically to see the development of "Islamic Marketing" research around the world published by journals with this theme and see future research opportunities by formulating a future research agenda.

RESEARCH METHODOLOGY

In this study, various scientific journal publications related to the theme of "Islamic Marketing" around the world were used as data sources. Data was collected by searching for journal publications indexed in the Scopus database using the keyword "Islamic Marketing". After that, scientific articles or journals that are relevant to the research theme will be selected based on the publication data that has been collected. Journals equipped with DOI are the criteria in the screening process and data processing using software. There are 885 journal articles published from within the research theme "Islamic Marketing". The development of publication trends related to the research topic was analyzed using VOSviewer software, which can generate bibliometric maps and allow for more detailed analysis.

In order to build the map, VOSviewer uses the abbreviation VOS which refers to Visualizing Similarity. In previous studies, the VOS mapping technique has been used to obtain bibliometric visualizations which are then analyzed. Furthermore, VOSviewer is able to create and display author journal maps based on co-citation data or keyword maps based on co-incidence data. Therefore, this study will analyze journal maps related to "Islamic Marketing", including author maps, and keywords which are then analyzed for research paths that can be carried out in the future through clusters in *keyword mapping*.

This research uses a descriptive qualitative approach with meta-analysis and descriptive statistical

literature study based on 885 journal publications that discuss the theme of "Islamic Marketing". Meta-analysis is a method that integrates previous research related to a particular topic to evaluate the results of existing studies. Furthermore, the qualitative method used in this research is also referred to as a constructive method, where the data collected in the research process will be constructed into themes that are easier to understand and meaningful. The sampling technique used in this research is purposive non-probability sampling method, which aims to fulfill certain information in accordance with the desired research objectives. Studies related to Islamic economics and finance with a bibliometric approach have been carried out quite a lot by researchers. Some of them are done by Puspita (2021), Rahayu (2021), Rahardjo (2021), Riani (2021), Izza (2022), and Az-Zahro (2022).

RESULTS AND DISCUSSION

This research discusses "Islamic Marketing" by utilizing 885 publications of journal articles indexed in Scopus. Bibliometrics is a method used to measure and evaluate scientific performance by taking into account factors such as citations, patents, publications, and other more complex indicators. Bibliometric analysis is conducted to evaluate research activities, laboratories, and scientists, as well as the performance of countries and scientific specializations. Some of the steps in bibliometric analysis include identifying the background of the research, collecting the databases to be used, and determining the main indicators to be used in the research.

This section will deepen the meta-analysis results by showing a visual mapping chart depicting 885 journals related to "Islamic Marketing". In this research, mapping is done by analyzing keywords and important or unique terms contained in journal articles. Mapping is a process to identify knowledge elements, configurations, dynamics, dependencies, and interactions among these elements. The results of network visualization of 885 journals with the theme "Islamic Marketing" will be explained in more detail in the next section.

Bibliometric Author Mapping

By using bibliometric analysis using VOSviewer software, a mapping of authors who contribute to the field of "Islamic Marketing" is obtained. The resulting image provides a visual representation of the mapping, the bigger and brighter the point marked in yellow, the more the number of journal publications related to the

theme of "*Islamic Marketing*" that have been published by that author.

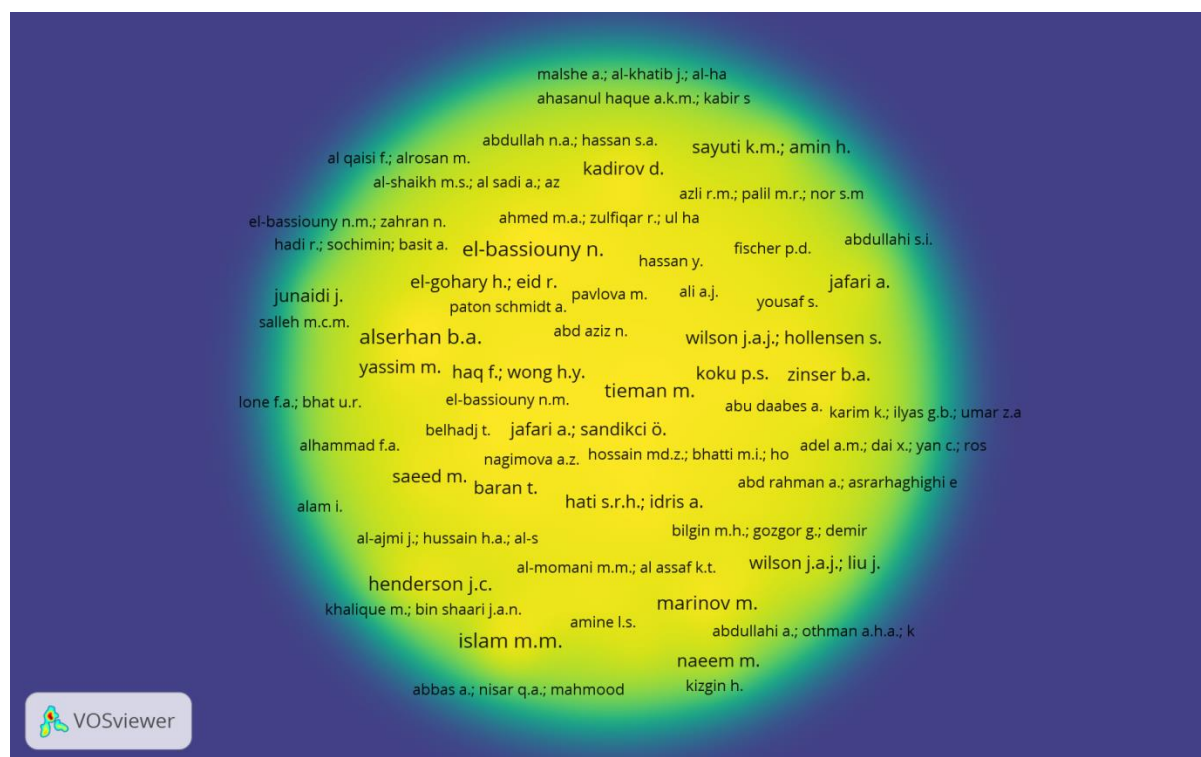


Figure 1: Author Mapping

The figure above explains that the cluster density in the bibliometric map depends on the intensity of the yellow color shown. And the yellow color on the map depends on how many items are related to other items. For this reason, this section is very important to get an overview of the general structure of the bibliometric map that is considered important to analyze. From this, it is possible to identify the authors who publish the most works.

In general, each author or researcher has different tendencies in each publication of his work. On some occasions, an author appears as a single author, but on other occasions the author can write together with other authors or researchers, so that it will affect the density of the cluster and some clusters show different densities. However, authors who have a large enough cluster density identify that these authors have published the

most research on the theme of "*Islamic Marketing*", when compared to authors whose cluster density is lower, so the results found can be a reference for other researchers in the future. Dari hasil analisis, didapatkan penulis yang paling banyak melakukan publikasi terkait dengan Social "*Islamic Marketing*" diantaranya adalah El-Bassiouny n; Islami M.M; Alserhan B.A; Junaidi J; Kadirov D; Javari A; Marinov M; Henderson J.C; Sayuti K.M.; Amin H; El-Gohary H.; Eid R; Wilson J.A.J.; Hollensen S; Yassim M; Tieman M; Bran T; dan Haq F.; Wong H.Y.

Research Map

The figure below describes the trend of keywords that appear in research on the theme of "*Islamic Marketing*" and the larger shapes are the most used words in journal publications on the theme of "*Islamic Marketing*".

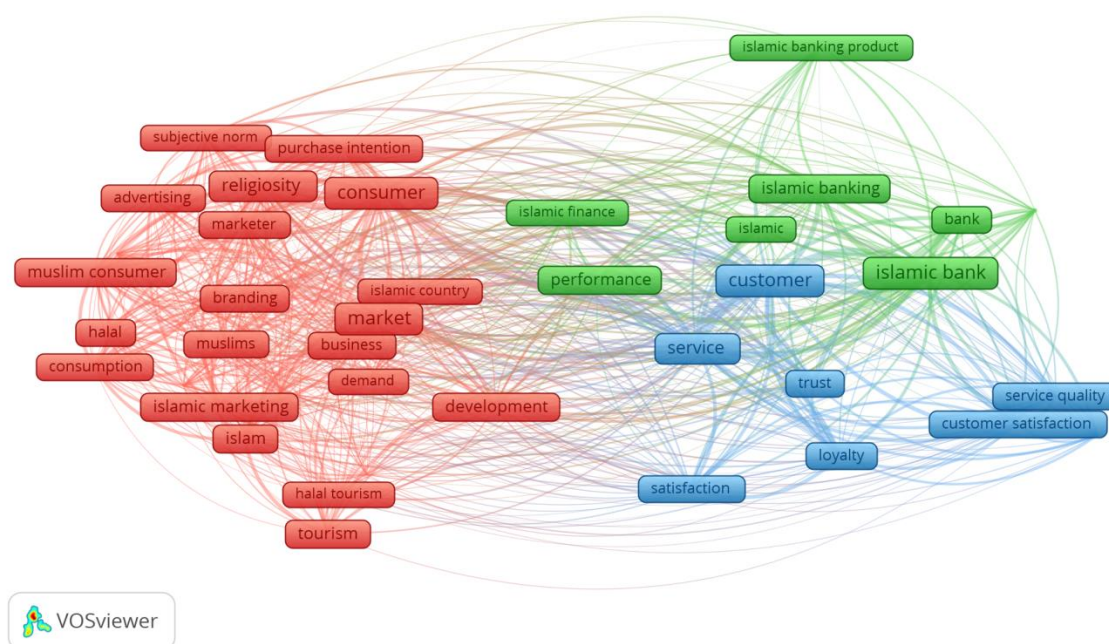


Figure 2: Research Cluster

As for the mapping, the keywords that appear most in the publication "*Islamic Marketing*" include market, customer, consumer, Islamic marketing, Islamic

bank, service, religiosity, and Muslim consumer, which are then divided into 3 clusters, as follows:

Table 1: Cluster on Islamic Marketing Research

Cluster	Keywords
Cluster 1 (25 items)	Advertising, branding, business, consumer, consumption, demand, development, halal, halal certification, halal food, halal product, halal tourism, islam, islamic country, islamic marketing, islamic perspective, market, marketer, muslim consumer, muslims, opportunity, purchase intention, religiosity, subjective norm, tourism
Cluster 2 (8 items)	Bank, conventional bank, islamic bank, islamic banking, islamic banking product, islamic finance, performance
Cluster 3 (8 items)	Customer, customer loyalty, customer satisfaction, loyalty, satisfaction, service, service quality, trust

Research maps that can be created based on 3 *keyword mapping clusters*, namely:

Cluster 1: Islamic Marketing and Its Impact on the Business, Consumption and Tourism Industries

In this cluster, the topics discussed are related to the impact of Islamic marketing on business, consumption and the tourism industry. Based on the search, research that discusses the impact of Islamic marketing is still very little found. Whereas Islamic marketing itself has several benefits and impacts on

various aspects of society, including consumer behavior, customer satisfaction, and community welfare (Pitchay, 2012; Ahmed & Rahman, 2015; Ahmadova, 2017). Some studies that are relevant to this topic include Hassan et al (2008) examining the ethics of Islamic marketing and its impact on customer satisfaction in the Islamic banking industry. Etika pemasaran Islam menggabungkan prinsip maksimalisasi nilai dengan prinsip pemerataan dan keadilan untuk kesejahteraan masyarakat. Compliance with Islamic ethics in the Islamic banking industry can help improve the standards of behavior and life of bankers and customers. Dalam

lingkungan pemasaran yang berubah dengan cepat, kebutuhan untuk berfokus pada pelanggan tidak pernah sepenting saat ini. Today where customers are becoming more demanding and increasingly mobile among competing financial providers, focusing on the customer alone is not enough. Therefore, research that examines the impact of implementing Islamic marketing needs to be investigated further.

Abuznaid (2020) discusses the impact of Islam on marketing practices and Muslim consumer behavior. Religion has received little attention from consumer researchers mainly because they believe that the influence of religion on the consumption process is indirect and the topic of religion has no place in consumer behavior theory and literature. As a result of the widening gap and culture of conflict between Western and Muslim countries, many international companies are negatively affected by changes in the international environment, which are reflected in changes in consumer behavior. The results show that Islam has a great impact on Muslim purchasing behavior. Consumer behavior issues are becoming more heterogeneous due to cultural differences. This phenomenon makes it even more important to understand the factors that influence it.

Faizal et al (2021) explain the application of Islamic marketing ethics in marketing digitalization during the COVID-19 MCO period in Malaysia. The implementation of the Movement Control Order (MCO) due to the spread of the COVID-19 outbreak has an impact on business continuity, especially Muslimpreneurs who are engaged in small-scale businesses. Restrictions forced business activities to adapt and change, entrepreneurs turned to online and digital business methods specifically for marketing, supplying, and delivering goods sold. As a Muslim, Muslimpreneurs must not compromise with unethical elements in their entrepreneurial activities. Thus, their digitally conducted business marketing and promotion activities must be in line with Islamic law and the basic principles of ethics in Islamic business. This research concludes that Islamic Marketing Ethics sourced from the framework of Islamic teachings (Iman, Islam & Ihsan) are taken for granted by the community to live conducive, peaceful and joyful lives.

Other relevant research includes Jaelani et al (2020) examining sustainable events and festivals in Cirebon, Indonesia based on an Islamic marketing perspective; Floren (2020) discusses Islamic marketing and consumer behavior and Al-Nashmi & Almamary

(2017) explains the relationship between Islamic marketing ethics and brand credibility.

Cluster 2: Banking Industry and Islamic Marketing

The next cluster discusses topics related to the banking industry and Islamic marketing. Among the relevant studies, Suandi et al (2020) investigated the effect of Islamic marketing ethics and convergence marketing on competitive advantage and bank performance. The results revealed that Islamic marketing ethics and convergence marketing have sufficient confidence to have a significant influence on competitive advantage, resulting in a positive association with competitive advantage. However, Islamic marketing ethics and convergence marketing do not affect bank performance directly. Competitive advantage positively mediates the relationship. Furthermore, organizational digital literacy does not moderate the relationship between convergence marketing and bank performance. The results also show that convergence marketing has no direct effect on bank performance but has an indirect effect through competitive advantage. Convergence marketing must first create a bank advantage over its competitors to have a favorable effect on bank performance.

Riaz (2016) evaluated the extent to which the ethical ideals espoused by the Islamic marketing ethics literature are reflected in Islamic Marketing Banking practices. An important aspect of Islamic banking (IB) is the inherent ethical strength derived from sharia principles. The ethical framework should serve as a true differentiator of their practices from conventional finance. The ethical foundation that purportedly underlies IB practices should also provide an adequate framework for professionals to avoid unethical practices in economic behavior and financial transactions while achieving the objectives of Shariah. The fundamentals of Islamic finance, such as risk and reward sharing, have been reported to have universal value as the principles of fairness and justice may appeal to a larger and diverse base of investors and depositors regardless of their religion. By promoting Islamic ethical principles in their marketing practices, IBs may attract a larger clientele of both Muslims and non-Muslims.

Ahamedullah (2015) examines the ethics of Islamic marketing and its application in the Islamic banking industry. This research specifically discusses that the term Islamic marketing has gained a lot of traction in recent days among Sharia scholars and financial marketing experts. Many research papers and journal articles have been published in magazines and

newspapers which apparently created massive awareness among people on this topic. This particular sector of Islamic Marketing has now become a great area for research and project work. Even after all these publications related to Islamic Marketing, there are no well-formulated rules and regulations to govern the principles and processes of Shariah-based marketing.

Aman (2020) examines the ethics of Islamic marketing and Islamic financial institutions. In particular, this study discusses in detail the characteristics of Islamic Marketing that are relevant to Islamic financial institutions to position and offer their products. This research is motivated by criticism that Islamic financial institutions lack the spirit of Islamic values for marketing and branding commercial business entities. Therefore, this research outlines the differences between Islamic and conventional marketing. Also, it contributes to explaining the characteristics of the Islamic Marketing mix relevant to Islamic financial institutions based on Islamic principles.

Cluster 3: Islamic Marketing and Customer Loyalty

Similar to the previous cluster, there are still few research topics that discuss Islamic Marketing and Customer Loyalty, and examples of research relevant to this topic include Mondir et al (2023) analyzing the effect of the Islamic Marketing mix (product, price, place, promotion, process, people and physical evidence) on customer loyalty on customer satisfaction. Internet advances have created many e-commerce in Indonesia. E-commerce is a place for millennials who want to buy goods and services online. In Indonesia, Shopee is an e-commerce that is the market leader. Shopee uses the Islamic Marketing mix to maintain its position in the Indonesian market. The results showed that product, place, promotion and people have a significant effect on customer satisfaction while price, process and physical evidence are not significant. Product, promotion and physical evidence also have a significant effect on customer loyalty while price, place, process and people do not. Customer satisfaction also has no significant effect on customer loyalty. The results also show that consumers cannot mediate products, prices, places, promotions, processes, people and physical evidence to consumer loyalty.

Nasuka (2021) built a conceptual and empirical model of the effect of Islamic marketing ethics on Islamic bank customer loyalty through customer satisfaction with salesperson services and customer satisfaction at Islamic banks during 2020. The results showed that Islamic ethical behavior has a significant

effect on customer loyalty directly or indirectly through customer satisfaction. Customer satisfaction with core services has a direct impact on customer loyalty in Islamic banks.

Qurrata et al (2021) tested the impact of social media and Islamic Marketing on customer satisfaction and customer loyalty. Business operations and success have been influenced by internet technology and social media. The interaction between sellers and buyers has changed since social media influenced the way of marketing. When sellers know how to maximize their facilitation in behavior, social media will produce excellent company sales results. Thus, social media engagement has increased. The results explain that not only social media but also Islamic Marketing has an impact on customer satisfaction. Also, customer satisfaction has a positive relationship with customer loyalty. It can be concluded that customers need social media because of its important role in communicating information. However, Islamic Marketing related to social media should be maintained and improved to increase the company's revenue.

Abbas et al (2020) examined the important features of Islamic marketing ethics and identified their influence on customer satisfaction in Islamic banking. Islamic Marketing ethics focuses on the principles of equity, justice and value maximization for the welfare of society. These ethics play an important role in raising the standards of customer behavior. Customer-focused strategies are now considered an important element due to rapidly changing marketing trends in Islamic banks. The results concluded that Islamic marketing ethics play an important role in increasing customer satisfaction. Islamic banks should focus on the marketing mix along with Islamic perspectives and ethics to increase the level of customer satisfaction.

CONCLUSIONS

This study aims to determine the extent of the development of research on the theme of "*Islamic Marketing*" in the world. The results of the study show that the number of research publications related to "*Islamic Marketing*" there are 885 Scopus indexed journal articles. Furthermore, based on the results of the analysis on bibliometric author mapping, it shows that El-Bassiouny N; Islami M.M; Alserhan B.A; Junaidi J; Kadirov D; Javari A; Marinov M; Henderson J.C; Sayuti K.M.; Amin H; El-Gohary H.; Eid R; Wilson J.A.J.; Hollensen S; Yassim M; Tieman M; Bran T; and Haq F.; Wong H.Y is the author who did the most publications on the theme of "*Islamic Marketing*". Furthermore, in the

development of research related to "Islamic Marketing" based on bibliometric keyword mapping, it is divided into 3 clusters with the most used words are *market, customer, consumer, Islamic marketing, Islamic bank, service, religiosity, and Muslim consumer*. Based on frequently used keywords, it can then be grouped into 3 *research map* clusters with topics that discuss (1) *Islamic Marketing and Its Impact on the Business, Consumption and Tourism Industries*, (2) *Banking Industry and Islamic Marketing*, and (3) *Islamic Marketing and Customer Loyalty*.

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