

Research Cluster related to Halal Behaviour

Hilmy Abdullah Azzam¹

¹Sakarya University, Turkiye.

This study aims to see the development of research on the topic of "Halal Behavior" and research plans that can be carried out based on journals published on the theme. This study uses a qualitative method with a bibliometric analysis approach. The data used are secondary data on the theme of "Halal Behavior" which comes from the Scopus database with the number of documents 531 journal articles. Then, the data was processed and analyzed using the VosViewer application with the aim of finding out the bibliometric map of the development of "Halal Behavior" research in the world. The results of the study found that there were 4 clusters with the most frequently used words being value, attitude, trust, consumption, satisfaction, halal cosmetic, destination, purchase intention, and industry. Then, the topics of research paths related to Halal Behavior are Consumer behavior in the halal industry, Consumers' halal product purchase intention, Muslim tourists' trust in quality, and COVID-19 and Halal food purchase behavior.

Keywords: Halal Behavior; Research Cluster; Bibliometric

OPEN ACCESS

*Correspondence

Hilmy Abdullah Azzam

hilmyaa@sakarya.edu.tr

Received: 2 August 2024

Accepted: 19 October 2024

Published: 29 November 2024

Citation:

(2024) Research Cluster related to Halal Behaviour.

Islamic Marketing Review.

3.1.

Open access under Creative Commons Attribution-NonCommercial 4.0 International License (CC-BY-NC)

©Author(s)



INTRODUCTION

The term “halal” comes from Arabic, meaning “permissible” or “lawful” according to Islamic law. This term encompasses a wide range of actions, behaviors, and goods that are acceptable for Muslims to perform or consume (Ali et al., 2017; Maison et al., 2018). In contrast, “haram” refers to prohibited acts and goods. The concept of halal is not limited to dietary laws but extends to various aspects of life, including finances, clothing, and personal behavior (Sani et al., 2023). Halal behavior is deeply rooted in Islamic principles and encompasses various aspects of life, including dietary laws, financial practices, and ethical behavior (Jusmaliani & Nasution, 2009; Bakar et al., 2018).

The scope of halal behavior in daily life includes several things, namely dietary laws, where halal dietary laws prohibit the consumption of pork, alcohol, blood, dead animals that are not slaughtered according to Islamic guidelines, and any food that contains these elements. Animals must be slaughtered humanely while mentioning the name of Allah (Bismillah) (Jusmaliani & Nasution, 2009). On the other hand, the concept of *halalan thayyiban* emphasizes that halal food must also be healthy, safe, and hygienic (Syauqillah et al., 2024). Another scope is consumer behavior. Religious beliefs significantly influence halal purchasing decisions. Factors such as trust in halal certification, perceived product quality, and ethical considerations drive consumer behavior (Syauqillah et al., 2024). Several studies have shown that religiosity, subjective norms (social influence), and perceived behavioral control influence the intention to purchase halal products (Maulina et al., 2021; Van Ahsen & Hendayani, 2022).

Next is ethical and financial behavior. Halal encompasses financial transactions by prohibiting practices such as charging or paying interest (*riba*) and engaging in unethical or exploitative business activities. This ensures fairness and justice in economic transactions (Syauqillah et al., 2024). In addition, halal behavior also encompasses moral and ethical behavior in everyday interactions. This includes honesty in transactions, respect for others, and adherence to social responsibilities. The idea of halal encourages Muslims to engage in actions that uphold dignity and integrity in their communities (Jusmaliani & Nasution, 2009; Hussain et al., 2024). The next scope is consumer awareness. There is an increasing awareness among consumers regarding halal products beyond food, including cosmetics, pharmaceuticals, and personal care items. This awareness reflects a broader understanding of halal as a lifestyle choice that promotes health,

hygiene, and ethical consumption (Syauqillah et al., 2024; Hussain et al., 2024).

Further health considerations. Halal practices are associated with health benefits because they emphasize cleanliness and avoidance of harmful substances. For example, halal meat must come from healthy animals that are properly slaughtered, thereby reducing the health risks associated with contaminated or improperly handled food (Syauqillah et al., 2024; Hussain et al., 2024). Halal principles also encourage sustainable practices that protect the environment and promote social justice. This includes responsible sourcing of ingredients and fair treatment of workers involved in the production process (Syauqillah et al., 2024; Hussain et al., 2024).

Today, halal behavior is an increasingly important topic of study, especially considering the increasing global awareness and demand for halal products. This significance is related to the halal market which has experienced exponential growth, not only in Muslim-majority countries but also in non-Muslim regions. This is because, the halal lifestyle is not just a religious obligation, but has become a significant cultural phenomenon that influences consumer behavior across demographics. With approximately 1.9 billion Muslims worldwide, the demand for halal products is soaring, leading to substantial economic opportunities across sectors. Understanding halal behavior helps businesses tailor their products and marketing strategies to meet the needs of this diverse consumer base, thereby increasing market competitiveness and sustainability (Albra et al., 2023).

Based on this background, it is important to see the extent of the development of Halal Behavior today through research, and one method that can be used to see the development of research is bibliometrics using VosViewer. This method is able to create and display a map of author journals and research paths based on co-citation data or a keyword map based on joint incident data. Several studies that examine Halal Behavior are Fernando et al (2024) reviewed how metaverse impacts and contributes to the halal industry, specifically focusing on halal logistics (HL), halal supply chain management (HSCM), and consumer behavior. The results showed a limited number of studies on the success of metaverse adoption in HL, HSCM, and behavioral research. This study proposes a framework for metaverse-supply chain and halal behavior. The metaverse-supply chain framework can be used to align with halal supply chain practices based on customer needs and preferences. Metaverse integrates virtual

worlds, which enables halal supply chain networks to enhance virtual reality, digital experiences, and business performance.

Ratnasari et al (2024) analyzed studies on halal tourism in Scopus from 2010 to 2021 and revealed trends, impacts, most influential articles, and future research trends. This study analyzed 122 publications from 2010 to 2021 in Scopus, showing an increase in author contributions of 39.1% per year, peaking in 2021. The most influential article was the work of Battour and Ismail (2016), which emphasized Islamic principles in halal tourism. Mohamed Battour was the lead author, with Indonesia and Malaysia as the leading countries. Future research trends include halal tourist motivations, marketing strategies, mobile applications, and artificial intelligence in supporting halal tourism.

Fauzi & Battour (2024) provided a comprehensive and systematic review of the structure of halal tourism using bibliometric analysis. This study showed three major themes related to halal tourism, namely the basics of halal tourism, communication through word of mouth in halal tourism and satisfaction and loyalty of Muslim tourists. In addition, word analysis found four themes that were mainly related to the challenges of halal tourism, namely tourist satisfaction, service quality and attractiveness of Muslim tourists. Mustapha et al (2024) conducted a systematic bibliometric review to address ethical issues across the halal food supply chain (HFSC), and identified the ethical challenges faced by food managers in ensuring authenticity, compliance with Sharia law, and avoiding contamination with non-halal ingredients in halal food products. Keyword analysis revealed that discussions on ethics and integrity in HFSC mainly revolved around the concept of halal and its implications, especially in supply chain management. Furthermore, ethical considerations not only serve as an important aspect to ensure halal integrity but also emerge as a strategic imperative in marketing, brand management, and global business operations.

Fauzi et al (2024) evaluated the knowledge structure of halal certification in food and beverages with bibliometric analysis. Handayani et al (2022) conducted a bibliometric analysis related to halal suppliers in the food supply chain to achieve halal standards from upstream to downstream. Abdul-Talib & Abd-Razak (2013) highlighted the development of global halal marketing by assessing its current status, challenges and issues, and steps taken to improve it. Handriana et al (2021) analyzed the purchasing behavior of millennials towards halal cosmetic products in

Indonesia. Iranmanesh et al (2022) systematically reviewed the literature on attitudes towards halal food. Bhutto et al (2023) analyzed the moderating role of halal literacy in the relationship between attitude (ATT), subjective norm (SN), perceived behavioral control (PBC) and intention to purchase halal cosmetics. Memon et al (2020) investigated the relationship between subjective norm (SN), attitude (ATT) and perceived behavioral control (PBC) in predicting intention to choose halal-labeled products.

This research was conducted to complement existing research and fill the gaps in previous research and to expand the literature related to Halal Behavior through research paths. Specifically, the purpose of this study is to see the development of "Halal Behavior" research published by journals with the theme and to see future research opportunities by formulating a research agenda.

METHOD

In this study, various scientific journal publications related to the theme of "Halal Behavior" worldwide were used as data sources. Data were collected by searching for journal publications indexed in the Scopus database using the keyword "Halal Behavior". After that, scientific articles or journals relevant to the research theme will be selected based on the publication data that has been collected. Journals equipped with DOI are criteria in the data filtering and processing process using software. There are 531 journal articles published from within the research theme of "Halal Behavior". The development of publication trends related to the research topic was analyzed using VOSviewer software, which can display bibliometric maps and allow for more detailed analysis.

In order to build a 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 were then analyzed. Furthermore, VOSviewer is able to create and display author journal maps based on co-citation data or keyword maps based on co-incident data. Therefore, in this study, an analysis of journal maps related to "Halal Behavior" will be carried out, including author maps, and keywords which are then analyzed for research paths that can be carried out in the future through clusters on keyword mapping.

This study uses a descriptive qualitative approach with meta-analysis and descriptive statistical literature study based on 531 journal publications discussing the theme of "Halal Behavior". 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 study is also referred to as a constructive method, where the data collected in the research process will be constructed into a theme that is easier to understand and meaningful. The sampling technique used in this study is the purposive non-probability sampling method, which aims to meet certain information in accordance with the desired research objectives.

Bibliometric analysis is widely applied in studies in various scientific fields. In the field of economics, for example, bibliometric studies can be seen in [Laila et al., \(2021\)](#), [As-Salafiyah et al., \(2021\)](#), [Nasution et al., \(2022\)](#), and [Puspita \(2023\)](#). Meanwhile in the field of management, studies using a bibliometric approach can be found in [Antonio et al., \(2020\)](#), [Al-Qital et al., \(2022\)](#), [Uula & Devi \(2021\)](#), and [As-Salafiyah et al., \(2023\)](#). As for the legal field, the application of bibliometric studies can be seen in studies conducted by [Antonio et al., \(2021\)](#), [Fitria et al., \(2022\)](#), and [Maulida & Ali \(2023\)](#).

Other examples of studies using bibliometric methods include accounting studies ([Taqi et al., 2021](#);

[Rusydiana et al., 2020](#); [Taqi et al., 2022](#); [Firmansyah & Rusydiana, 2021](#)), finance ([Srisusilawati et al., 2021](#); [As-salafiyah et al., 2022](#); [Maulida, 2023](#)), marketing ([Rusydiana et al., 2023](#); [Uula & Avedta, 2023](#); [Putri & Irfany, 2023](#); [Sari & Maysyaroh, 2022](#); [Rusydiana et al., 2021](#) ; [Nuraini, 2022](#)), social finance ([Nuraini, 2021](#); [Niswah, 2022](#)) to studies related to the halal industry ([Izza, 2021](#); [Nekha & Kartikawati, 2022](#); [Rahardjo, 2023](#); [Al Qital, 2022](#)). The tools most widely used in bibliometric studies are VosViewer ([Uula & Ikhwan, 2022](#); [Avedta, 2023](#); [Sanrego & Taufiq, 2023](#); [Riani, 2021](#)) and the Biblioshiny-R application ([Gunawan & Herman, 2022](#); [Nuraini & Jazil, 2023](#); [Puspita et al., 2023](#); [Ikhwan, 2021](#)).

RESULT AND DISCUSSION

Research Map

The figure below describes the trend of keywords that appear in research on the theme of "Halal Behavior" and the larger form is the most used word in journal publications with the theme of "Halal Behavior".

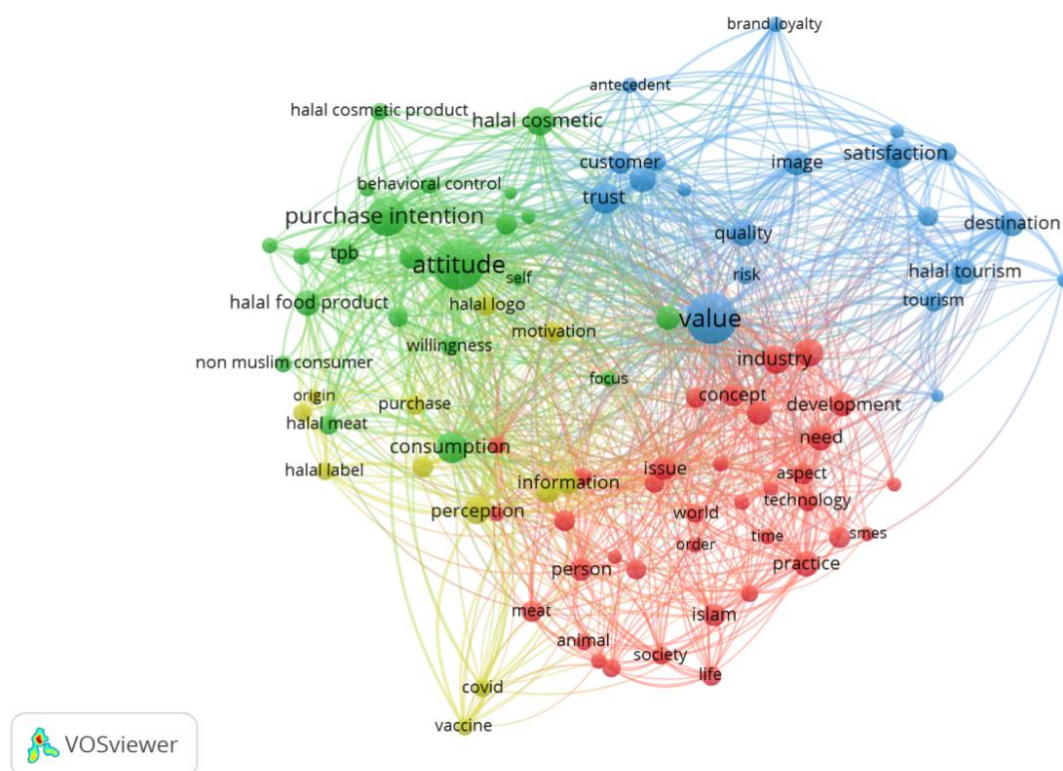


Figure 1. Research Cluster

In the mapping, the keywords that appear most frequently in the publication "Halal Behavior" include value, attitude, trust, consumption, satisfaction, halal

cosmetics, destination, purchase intention, and industry, which are then divided into 4 clusters, as follows:

Cluster 1: Consumer behavior in the halal industry

This cluster contains 36 keyword items, namely acceptance, animal, aspect, business, challenge, concept, concern, development, habit, halal industry, halal supply chain, industry, islam, islamic marketing, issue, lack, life, majority, meat, need, opportunity, order, participant, person, perspective, practice, preference, reason, service, smes, society, technology, time, use, woman, world. This cluster discusses various topics that are relevant to the consumption patterns of society based on halal principles. For example, factors that influence consumer decisions in choosing halal products or services, consumer preferences for halal products, the role of digital technology in shaping halal consumption patterns, halal consumption trends in the younger generation, such as halal fashion, halal cosmetics, and halal tourism.

Several studies relevant to the topic include [Khan et al \(2017\)](#) who investigated the determinants of consumer behavior in purchasing halal-supported products in the growing Muslim market in Pakistan. The results showed that religious commitment, motivation to comply, self-identity, and perceived behavioral control have a positive and significant influence on the intention to purchase halal-supported products. It concludes that individuals who perceive themselves as different Muslims, namely feeling a clear self-identity, higher levels of behavioral control, religious commitment and strong motivation to comply with Sharia teachings on halal purchasing, ultimately purchase halal-certified products.

[Djunaidi et al \(2021\)](#) analyzed the factors that influence consumer perceptions in purchasing halal products. This study shows that the factors that significantly influence purchases are the variables of religiosity, halal label certification, and product price. In contrast, the variables of halal awareness and brand image do not have a significant effect. [Ahmad et al \(2015\)](#) investigated the relationship between knowledge and religiosity on attitudes towards halal food and cosmetic products. Their study concluded that religiosity has a greater influence on behavior than knowledge related to halal matters, and there is a significant difference in respondent behavior between halal food products and halal cosmetic products.

[Ismoyowati \(2015\)](#) explained consumer behavior, especially in the consumption of chicken-based foods that are very popular in Indonesia. This study concluded that consumers consider the halalness of food, although they put it second after the taste of the food. Consumer knowledge about halal appears to differ

among consumer groups, but they agree on the perception that religion and nutrition are factors that influence their decision to consume halal food. [Ashraf \(2019\)](#) examined consumer behavior towards purchasing halal food in Bangladesh. His study revealed that four factors, namely trust, attitude, normative structure, and self-efficacy, significantly influence the purchase of halal food. The results also showed that trust in halal food is one of the most important variables in food marketing in Bangladesh.

[Khalek \(2014\)](#) examined the attitudes of young Muslim consumers in Malaysia towards halal food outlets and JAKIM halal certification. The results of the study concluded a positive attitude among young Muslims towards these outlets and certification, although subjective norms had a less significant influence compared to attitudes and behavioral control. [Muhammed et al \(2019\)](#) investigated how halal concerns, along with emotional and epistemic values, influence consumer behavior in selecting and purchasing halal-certified food in Malaysia. The findings of this study revealed that halal certification has a significant impact on consumer choice, with epistemic and emotional values also playing an important role in decision making.

[Aisyah \(2016\)](#) analyzed the factors influencing Muslim consumers' decision to purchase halal cosmetics and personal care products in Indonesia, using the Theory of Planned Behavior. The study found that attitude, subjective norm, perceived behavioral control, and purchase intention were positively related to this purchase decision, indicating that understanding these traits can help marketers develop effective strategies to increase demand in the halal product industry.

[Arifin et al \(2023\)](#) examined the behavior of young Muslim consumers in Indonesia regarding halal products, focusing on the influence of content quality, religious awareness, and brand awareness on purchasing behavior and loyalty. The research findings showed that religious awareness and content quality had a significant impact on purchasing decisions, while brand awareness acted as a mediating factor, with gender moderating the relationship between purchasing behavior and consumer loyalty. [Ratih et al \(2022\)](#) investigated the factors influencing Indonesian Muslim consumers in Japan regarding their intention to purchase halal food, focusing on religiosity, food ingredients, halal labels, knowledge, and income. The research findings revealed that religiosity and food ingredients significantly influenced purchasing intentions, while halal labels, knowledge, and income did not have a significant impact.

Cluster 2 :Consumers' halal product purchase intention

This cluster contains 22 keyword items, namely attitude, behavioral control, behavioral control, consumption, determinant, focus, framework, halal awareness, halal cosmetic, halal cosmetic product, halal food product, halal meat, halal purchase intention, moderating effect, Muslim customer, non-Muslim consumer, planned behavior, planned behavior, purchase intention, self, tpb, willingness. The topics in this cluster specifically discuss the factors that influence consumer intention to purchase halal products. The focus includes how elements such as religiosity, knowledge about halal, product quality, trust in halal certification, perceived benefits, and social pressure shape these intentions.

Some relevant studies include [Aziz & Chok \(2013\)](#) who investigated the relationship between halal awareness, halal certification, marketing promotion, and branding on halal product purchase intention among non-Muslims in Malaysia, and found a positive relationship with purchase intention and a negative relationship with food quality. [Awan et al \(2015\)](#) identified factors influencing Halal purchase intention in Pakistan's Halal food sector, highlighting the important role of Halal marketing, personal and social perceptions, and Halal certification. This study revealed that consumers prioritize marketing strategies over religious beliefs when making purchase decisions, indicating a willingness to invest in Halal food products.

[Elseidi \(2018\)](#) investigated the perceptions and purchasing behavior of Arab Muslim consumers regarding halal food products in UK supermarkets, using the theory of planned behavior (TPB). The study found that subjective norms significantly influenced purchase intention for consumers with high and low Islamic religiosity, highlighting the importance of these factors for the halal food industry. [Ali et al \(2018\)](#) investigated the influence of traditional brand constructs (brand image, satisfaction, trust, and loyalty) on consumer purchase intention towards Halal products, specifically Halal milk in Pakistan. The findings of the study revealed that perceived brand quality positively impacted these constructs and, in turn, significantly influenced consumer purchase intention. [Bashir \(2019\)](#) investigated the factors influencing foreign consumers' purchase intention towards halal food products in South Africa, focusing on halal awareness, halal logo, and consumer attitude. The findings of the study revealed that these factors significantly impacted purchase

behavior, with non-Muslim consumers showing higher levels of halal awareness and positive attitudes compared to Muslim consumers.

[Khan et al \(2021\)](#) identified factors influencing purchase intention of halal cosmetic products among Generation Y consumers in Malaysia. The study found that ingredient safety and halal logo were significant predictors, while religious beliefs played a minimal role. The study contributes to the theory of planned behavior by including religious beliefs as a motivational factor. [Hussain et al \(2016\)](#) investigated factors influencing Muslim consumers' perceptions and purchase intentions towards Halal products in Pakistan, using the Theory of Reasoned Action. The study identified that, except for health consciousness and Halal logo, factors such as processing, ingredients, perceived value, food safety concerns, and religious beliefs positively impacted consumers' attitudes and intentions towards purchasing Halal food.

[Widyanto & Sitohang \(2022\)](#) investigated the factors influencing the purchase intention of Muslim millennials for halal-certified cosmetics and pharmaceutical products, emphasizing the role of attitude as a mediating variable. This study found that although religiosity and subjective norms did not directly influence purchase intention, both influenced it indirectly through attitude, and both halal knowledge and certification partially mediated this relationship. [Memon et al \(2020\)](#) investigated how subjective norms, attitudes, and perceived behavioral control predict purchase intention for halal-labeled products, while examining the moderating role of religiosity. The study findings showed that attitudes and perceived behavioral control positively influenced halal purchase intention, but subjective norms did not, and religiosity did not moderate this relationship.

[Ali et al \(2021\)](#) investigated the influence of traditional brand constructs on halal product purchase intention among Chinese Muslim consumers. The study found that halal brand image significantly influences perceived quality, satisfaction, trust, and loyalty, which in turn positively influence purchase intention. [Zakaria et al \(2017\)](#) investigated how halal awareness, marketing, and religiosity influence customers' intention to purchase halal-certified products, focusing on respondents from SABASUN Hypermarket in Kuala Terengganu. The findings showed a positive relationship between halal awareness and religiosity, with religiosity being the most significant factor motivating customers to purchase halal-certified products.

Cluster 3 :Muslim tourists' trust in quality

This cluster contains 20 keyword items, namely antecedent, behavioral intention, brand, brand loyalty, customer, destination, halal tourism, image, Muslim tourist, Muslim traveler, Muslim traveler, non-Muslim country, quality, restaurant, risk, satisfaction, tourism, tourist, trust, value. This cluster examines how Muslim tourists' trust in the quality of tourism services and products is influenced by various factors. Research related to this topic has not been widely found, among the relevant studies, [Al-Ansi & Han \(2019\)](#) examined the role of halal-friendly destination performance, value, satisfaction, and trust in generating destination image and loyalty. This study revealed that the performance of halal-friendly destinations is very and positively related to the developed responsiveness construct, which significantly contributes to predicting Muslim tourists' attitudes and future desires towards the destination.

[Eid & El-Gohary \(2015\)](#) examined the role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. The results showed that Islamic religiosity moderated the effects of Islamic physical attribute value and Islamic non-physical attribute value on Muslim customer satisfaction. These findings reinforce the importance of religiosity in understanding Muslim customer satisfaction and behavior. [Navajas-Romero et al \(2020\)](#) analyzed the loyalty of Muslim tourists at the Cordoba Cathedral Mosque. The results showed that tourists valued various aspects of their experience, such as the explanations given by the guide, the preservation of the heritage site, and the care and maintenance of the surrounding area. The Mosque-Cathedral in Cordoba thus unites and connects tourists with the destination, which positively influences tourist loyalty to the city. The quality embedded in this heritage site, which is related to the quality perceived during the visit, becomes a positive attribute for travelers who want to get to know the local culture.

[Iranmanesh et al \(2018\)](#) investigated the impact of trust and religiosity on the attitudes and satisfaction of Islamic medical tourists, revealing that trust significantly influenced attitudes while religiosity did not. The study also found that gender and education moderated the relationship between religiosity and attitudes, as well as the relationship between trust and attitudes. [Siregar et al \(2021\)](#) investigated how destination image influenced tourists' intention to revisit Sharia tourism destinations in Aceh, focusing on the mediating role of service quality, tourist satisfaction, and destination trust. The study findings revealed that

destination image significantly influenced service quality, tourist satisfaction, destination trust, and intention to revisit, with significant gender differences in the relationships.

Cluster 4 :COVID-19 and Halal food purchase behavior

This cluster contains 12 keyword items, namely covid, food product, halal label, halal logo, information, motivation, origin, perception, purchase, purchase behavior, religion, vaccine. The topics in this cluster discuss how the COVID-19 pandemic affects consumption patterns and purchasing decisions for halal products. Several relevant studies include [Rabbi et al \(2021\)](#) exploring the purchasing behavior of Bangladeshi consumers related to stress caused by food shortages during the COVID-19 pandemic and perceptions of the food industry after the outbreak. The results of the study found that higher intensity of the impact of COVID-19 resulted in higher food stress associated with decreased income and higher food prices. Then, food stress directly affects consumer purchasing and consumption behavior.

[Sobaih \(2023\)](#) examined the direct impact of food consumption culture, perceived severity of COVID-19, and religiosity on food overpurchase intention and the indirect effect through attitude toward food overpurchase. The results showed that perceived severity of COVID-19 had a significant positive direct effect on attitude toward food overpurchase and food overpurchase intention. Although food consumption culture was not found to have a significant direct effect on food overpurchase intention during the pandemic, it did have a direct effect on attitude toward food overpurchase. On the other hand, religiosity was found to have a positive effect on consumer attitude and food overpurchase intention. The results confirmed that consumers misunderstand the Islamic religious principle of food consumption, which does not accept food overpurchase or waste. Attitude toward food overpurchase was found to mediate the relationship between food consumption culture, perceived severity of COVID-19, religiosity, and food overpurchase intention.

[Anam et al \(2021\)](#) examined the mediating role of purchase intention on the relationship between halal product knowledge, halal awareness, and halal labels on halal food purchasing decisions during the COVID-19 pandemic. The results of the study explained that the direct influence of product knowledge, halal awareness, and halal labels did not have a significant effect on

purchasing decisions. Meanwhile, purchase intention had a positive and significant effect on purchasing decisions. The purchase intention variable was significantly and positively influenced by product knowledge, halal awareness, and halal labels. Meanwhile, the mediating variable of purchase intention was a significant variable in mediating the influence of product knowledge, halal awareness, and halal labels on halal food purchasing decisions.

Lee et al (2023) investigated the factors influencing consumers' purchasing decisions towards halal products before and during the COVID-19 pandemic, based on the Engel-Kollat-Blackwell (EKB) theory. The results showed that before the COVID-19 pandemic, consumers mainly purchased halal products based on four main factors: purchasing experience, certification labels, Internet searches, and previous consumption experiences. However, during the pandemic, the rankings and factors have changed to six indicators, namely previous consumption experience, purchasing experience, certification labels, standard specifications, Internet searches, and halal certification labels.

Priantina & Sopian (2022) explained the impact of COVID-19 on the consumption behavior and halal preferences of the millennial generation. COVID-19 and the threat of economic crisis can change consumption behavior and halal preferences. The millennial generation in cities around the capital city of Indonesia currently contributes up to 28 percent of the total population. The results of the study showed that the magnitude of the crisis, fear of missing out, and social media have a significant influence on consumer behavior. However, religiosity was also found to moderate the effect of the magnitude of the crisis on consumer behavior. On the other hand, halal preferences were found to be influenced only by religiosity. Fathoni et al (2022) explained the level of consumer awareness of halal food products during the Covid-19 pandemic. This study found that the level of consumer awareness of halal food in Indonesia is very high. Meanwhile, the determining factors are religiosity, media exposure, and hygienic reasons.

Ben Hassen et al (2020) investigated the immediate impact of COVID-19 on Qatari consumers' awareness, attitudes, and behaviors related to food consumption. The study revealed clear changes in the way consumers eat, shop, and interact with food. The survey results showed a shift towards healthier eating patterns, increased consumption of domestic products due to food safety concerns, changes in how food is

obtained (with a surge in online grocery shopping), increased culinary skills, and an absence of panic buying and hoarding of food in Qatar.

Billah et al (2020) investigated the factors influencing consumer behavior and purchase intention of halal food products in southern Thailand, particularly in the context of the COVID-19 pandemic. Utilizing Ajzen's theory of planned behavior, the study found that consumers' habits and knowledge about halal food significantly impacted their purchase decisions, highlighting the importance of understanding these factors to promote sustainable consumption. Wulandari et al (2023) investigated how common risks associated with food delivery apps during the COVID-19 pandemic in Indonesia affected customer satisfaction and trust, as well as the impact of halal awareness on purchase intention of halal products. The study highlighted the various risks perceived by customers, including health and financial risks, that influenced their overall purchase behavior.

CONCLUSION

This study aims to determine the extent of the development of research on the theme of "Halal Behavior" in the world. The results of the study show that the number of research publications related to "Halal Behavior" is 531 journal articles indexed by Scopus. Furthermore, in the development of research related to "Halal Behavior" based on bibliometric keyword mapping, the most widely used keywords are value, attitude, trust, consumption, satisfaction, halal cosmetic, destination, purchase intention, and industry. Based on the keywords that are often used, they are then grouped into 4 research map clusters with topics that discuss Consumer behavior in the halal industry, Consumers' halal product purchase intention, Muslim tourists' trust in quality, and COVID-19 and Halal food purchase behavior.

REFERENCES

- Abdul-Talib, AN, & Abd-Razak, IS (2013). Cultivating export market oriented behavior in halal marketing: Addressing the issues and challenges in going global. *Journal of Islamic Marketing*, 4(2), 187-197.
- Ahmad, AN, Abd Rahman, A., & Ab Rahman, S. (2015). Assessing knowledge and religiosity on consumer behavior towards halal food and cosmetic products. *International Journal of Social Science and Humanity*, 5(1), 10.
- Al-Qital, S., Sunarya, S. L., & Rusydiana, A. S. (2022). Manajemen Pariwisata Halal. *Ar Rebla: Journal of*

- Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy*, 2(2), 140-157.
- Al Qital, S. (2022). Bibliometrix Application on Halal Tourism Management Research. *Journal of Islamic Economic Literatures*, 3(2).
- Aisyah, M. (2016). Consumer demand on halal cosmetics and personal care products in Indonesia. *Al-Iqtishad: Journal of Islamic Economics*, 9(1), 125-142.
- Al-Ansi, A., & Han, H. (2019). Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty. *Journal of destination marketing & management*, 13, 51-60.
- Albra, W., Muchtar, D., Nurlela, N., Muliani, M., Safitri, R., & Nisa, FZ (2023). The Role of Halal Awareness on the Relationship between Religiosity and Halal Purchase Intention. *International Journal of Islamic Economics and Finance (IJIEF)*, 6(2), 312-336.
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2021). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*, 12(7), 1339-1362.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2017). Factors influencing Halal meat purchase intention: Evidence from international Muslim students in China. *British Food Journal*, 119(3), 527-541.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715-735.
- Anam, MS, Annisa, AA, & Nafas, MNM (2021, December). Mediation Role of Buying Interest in Halal Food Purchase Decisions During the COVID-19 Pandemic. In *Annual International Conference on Islamic Economics and Business (AICIEB)* (Vol. 1, pp. 1-8).
- Antonio, M. S., Rusydiana, A., Laila, N., Hidayat, Y. R., & Marlina, L. (2020). Halal value chain: A bibliometric review using R. *Library Philosophy and Practice (e-journal)*, 4606.
- Antonio, M. S., Rusydiana, A. S., Purwoko, D., Khatimah, H., & Puspita, A. T. (2021). Islamic library: History, classification, and waqf role. *Library Philosophy and Practice*, 2021, 1-17.
- Arifin, MR, Raharja, BS, & Nugroho, A. (2023). Do young Muslims choose differently? Identifying consumer behavior in Halal industry. *Journal of Islamic Marketing*, 14(4), 1032-1057.
- Ashraf, MA (2019). Islamic marketing and consumer behavior toward halal food purchase in Bangladesh: An analysis using SEM. *Journal of Islamic Marketing*, 10(3), 893-910.
- As-Salafiyah, A., Riani, R., & Soeparno, W. S. I. (2023). Covid-19 Pandemic and Exit Policy Strategy: A Cluster Analysis using R. *Business and Sustainability*, 2(2).
- As-Salafiyah, A., Rusydiana, A. S., & Marlina, L. (2022). Mapping Research on Islamic Fintech Using Biblioshiny-R. *Journal of Islamic Economic Literatures*, 3(2).
- As-Salafiyah, A., Rusydiana, A. S., & Mustafa, M. I. (2021). Meta analysis on mosque economics. *Library Philosophy and Practice*, 0_1-14.
- Avedta, S. (2023). Review on Waqf in Ottoman. *Islamic Economics and History*, 2(1).
- Awan, H.M., Siddiquei, A.N., & Haider, Z. (2015). Factors influencing Halal purchase intention—evidence from Pakistan's Halal food sector. *Management Research Review*, 38(6), 640-660.
- Aziz, YA, & Chok, NV (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. *Journal of International Food & Agribusiness Marketing*, 25(1), 1-23.
- Bakar, NRA, Shahwahid, FM, & Eksan, SHR (2018). Theory of planned behavior and halal compliance. *International Journal of Academic Research in Business and Social Sciences*, 8(5), 816-829.
- Bashir, A. M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *British Food Journal*, 121(9), 1998-2015.
- Ben Hassen, T., El Bilali, H., & Allahyari, MS (2020). Impact of COVID-19 on food behavior and consumption in Qatar. *Sustainability*, 12(17), 6973.
- Bhutto, M.Y., Ertz, M., Soomro, Y.A., Khan, M.A.A., & Ali, W. (2023). Adoption of halal cosmetics: extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, 14(6), 1488-1505.
- Billah, A., Rahman, M.A., & Hossain, MTB (2020). Factors influencing Muslim and non-Muslim consumers' consumption behavior: A case study on halal food. *Journal of Foodservice Business Research*, 23(4), 324-349.
- Djunaidi, M., Oktavia, CBA, Fitriadi, R., & Setiawan, E. (2021). Perception and Consumer Behavior of Halal Product Toward Purchase Decision in Indonesia. *Journal of Industrial Engineering*, 22(2), 171-184.
- Eid, R., & El-Gohary, H. (2015). The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. *Tourism management*, 46, 477-488.
- Elseidi, RI (2018). Determinants of halal purchasing intentions: evidence from UK. *Journal of Islamic Marketing*, 9(1), 167-190.
- Fathoni, MA, Suryani, S., & Sumilir, S. (2022). Determinant of consumer awareness toward

- halal food during the COVID-19 pandemic: Evidence from Indonesia. *IQTISHODUNA: Jurnal Ekonomi Islam*, 11, 67-84.
- Fauzi, M.A., & Battour, M. (2024). Halal and Islamic tourism: science mapping of present and future trends. *Tourism Review*.
- Fauzi, MA, Mohd Ali, NS, Mat Russ, N., Mohamad, F., Battour, M., & Mohd Zaki, NN (2024). Halal certification in food products: science mapping of present and future trends. *Journal of Islamic Marketing*.
- Fernando, Y., Eing, GC, & Wahyuni-TD, IS (2024). Metaverse-supply chain and halal behavior: bibliometric analysis, framework and implications. *Journal of Islamic Marketing*.
- Firmansyah, I., & Rusydiana, A. S. (2021). Bibliometric analysis of articles on accounting and Covid-19 during the pandemic. *Library Philosophy and Practice*, 0_1-14.
- Fitria, L., Hija, N., Arsyi, M., & Firdausi, S. K. (2022). A Bibliometric Mapping on Maqasid Shariah in Islamic Perspective. *Maqasid al-Shariah Review*, 1(1).
- Gunawan, M. R., & Herman, F. (2022). Islamic Fiscal Policy: A Scientometric Analysis Using R. *Islamic Economics Methodology*, 1(1).
- Handayani, DI, Masudin, I., Haris, A., & Restuputri, DP (2022). Ensuring the halal integrity of the food supply chain through halal suppliers: a bibliometric review. *Journal of Islamic Marketing*, 13(7), 1457-1478.
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, NA, Aisyah, RA, Ayu Aryani, MG, & Wandira, RK (2021). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, 12(7), 1295-1315.
- Hussain, A., Ahmad, M., & Ali, S.A. (2024). Exploring the Concepts of Halal and Haram in Islam and Their Scientific Perspective: A Systematic Literature Review. *Journal of Halal Industry & Services*, 7(1).
- Hussain, I., Rahman, S.U., Zaheer, A., & Saleem, S. (2016). Integrating factors influencing consumers' halal products purchase: Application of theory of reasoned action. *Journal of international food & agribusiness marketing*, 28(1), 35-58.
- Ikhwan, I. (2021). Text analytic on halal research. *Journal of Islamic Economic Literatures*, 2(2).
- Iranmanesh, M., Moghavvemi, S., Zailani, S., & Hyun, S.S. (2018). The role of trust and religious commitment in Islamic medical tourism. *Asia Pacific Journal of Tourism Research*, 23(3), 245-259.
- Iranmanesh, M., Senali, M.G., Ghobakhloo, M., Nikbin, D., & Abbasi, G.A. (2022). Customer behavior towards halal food: a systematic review and agenda for future research. *Journal of Islamic Marketing*, 13(9), 1901-1917.
- Ismoyowati, D. (2015). Halal food marketing: a case study on consumer behavior of chicken-based processed food consumption in central part of Java, Indonesia. *Agriculture and Agricultural Science Procedia*, 3, 169-172.
- Izza, N. N. (2021). Halal Travel Research Development. *Halal Tourism and Pilgrimage*, 1(1).
- Jusmaliani, J., & Nasution, H. (2009). Religiosity aspect in consumer behavior: Determinants of halal meat consumption. *ASEAN Marketing Journal*, 1(1), 1.
- Khalek, A. A. (2014). Young consumers' attitude towards halal food outlets and JAKIM's halal certification in Malaysia. *Procedia-Social and Behavioral Sciences*, 121, 26-34.
- Khan, M. M., Asad, H., & Mehboob, I. (2017). Investigating the consumer behavior for halal endorsed products: Case of an emerging Muslim market. *Journal of Islamic Marketing*, 8(4), 625-641.
- Khan, N., Sarwar, A., & Tan, B.C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461-1476.
- Laila, N., Rusydiana, A. S., Irfany, M., Hr, I., Srisusilawati, P., & Taqi, M. (2021). Energy Economics in Islamic Countries: A Bibliometric Review. *International Journal of Energy Economics and Policy*, 11(2), 88-95.
- Lee, T.R., Lin, YS, Kassim, E.S., & Sebastian, S. (2023). Consumer decisions toward halal purchases before and during the COVID-19 pandemic: a gray relational analysis approach. *British Food Journal*, 125(9), 3351-3367.
- Maison, D., Marchlewska, M., Syarifah, D., Zein, RA, & Purba, HP (2018). Explicit versus implicit "halal" information: Influence of the halal label and the country-of-origin information on product perceptions in Indonesia. *Frontiers in psychology*, 9, 382.
- Marlina, L., Rusydiana, A. S., Hidayat, P., & Firdaus, N. (2021). Twenty years of Islamic banking in Indonesia: A biblioshiny application. *Library Philosophy and Practice (e-journal)*, 4999.
- Maulina, A., Hartono, H., & Sofiana, M. (2021). Analysis of the Theory of Planned Behavior on intention to buy halal food products. *Scientific Journal of Wisdom*, 18(1), 53-58.
- Maulida, S., & Ali, M. M. (2023). Maqasid Shariah Index: A Literature Review. *Maqasid al-Shariah Review*, 2(1).
- Maulida, S. (2023). Clustering research on Islamic fintech studies. *Islamic Finance and Technology*, 1(1).
- Memon, Y. J., Azhar, S. M., Haque, R., & Bhutto, N. A. (2020). Religiosity as a moderator between theory of planned behavior and halal purchase intention. *Journal of Islamic Marketing*, 11(6), 1821-1836.

- Muhamed, AA, Ab Rahman, MN, Mohd Hamzah, F., Che Mohd Zain, CR, & Zailani, S. (2019). The impact of consumption value on consumer behavior: A case study of halal-certified food supplies. *British Food Journal*, 121(11), 2951-2966.
- Mustapha, MR, Ahamad, F., Hazahari, NY, & Samsudin, N. (2024). Ethical issues in the halal food supply chain: a systematic bibliometric review. *Journal of Islamic Marketing*, 15(12), 3804-3819.
- Nasution, A. A., Harahap, D., & Uula, M. M. (2022). Environmental, Social, Governance (ESG) and Islamic Finance: A Review. *Management and Sustainability*, 1(1).
- Navajas-Romero, V., Hernández-Rojas, R.D., Hidalgo-Fernández, A., & Jimber del Rio, J.A. (2020). Tourist loyalty and mosque tourism: The case of the Mosque-Cathedral in Córdoba (Spain). *Plos one*, 15(12), e0242866.
- Nekha, A., & Kartikawati, D. R. (2022). How Far Has Halal Travel Been Studied?. *Halal Tourism and Pilgrimage*, 2(1).
- Niswah, I. D. (2022). Meta-Analysis on Zakat Index. *Tamkin Journal*, 1(1).
- Nuraini, I. (2022). A Bibliometric Analysis of Pesantren and Entrepreneurship. *The Economic Review of Pesantren*, 1(1).
- Nuraini, I. (2021). The Evaluation of Zakat Index Literatures. *Fara'id and Wealth Management*, 1(1).
- Nuraini, I., & Jazil, T. (2023). A Biblioshiny Application Using R On Zakat Index. *Islamic Economics Methodology*, 2(1).
- Priantina, A., & Sopian, S. M. (2022). The impact of COVID-19 on millennials' consumption behavior and halal preference: does religiosity matter?. *The Journal of Muamalat and Islamic Finance Research*, 125-135.
- Puspita, A. T. (2023). Text Analytics on Green Economy using Bibliometrix. *Economics and Sustainability*, 1(1).
- Puspita, A. T., Rahardjo, S., & Rahayu, S. S. (2024). Review on Halal Cluster. *Halal Tourism and Pilgrimage*, 3(2).
- Putri, S. I. A., & Irfany, M. I. (2023). A Bibliometric Analysis of Eco-Fashion. *Islamic Marketing Review*, 2(2).
- Rabbi, M. F., Oláh, J., Popp, J., Máté, D., & Kovács, S. (2021). Food security and the COVID-19 crisis from a consumer buying behavior perspective—the case of Bangladesh. *Foods*, 10(12), 3073.
- Rahardjo, S. (2023). Biblioshiny Application to Map Halal Logistic Research. *Islamic Marketing Review*, 2(2).
- Ratih, IS, Jatnika, MD, Sinatrya, AK, & Syamsiyah, N. (2022). Muslim-Consumers Behavior in Willingness to Buy Halal Food in Japan. *Ulul Albab: Journal of Islamic Law Studies and Research*, 5(1), 1-17.
- Ratnasari, RT, Sari, NS, Ahmi, A., & Ismail, S. (2024). Research trends of halal tourism: a bibliometric analysis. *Journal of Islamic Accounting and Business Research*.
- Riani, R. (2021). Dual Monetary System. *Journal of Islamic Economic Literatures*, 2(2).
- Rusydiana, A. S. (2021). Bibliometric analysis of journals, authors, and topics related to COVID-19 and Islamic finance listed in the Dimensions database by Biblioshiny. *Science Editing*, 8(1), 72-78.
- Rusydiana, A. S., Irfany, M. I., As-Salafiyah, A., & Tieman, M. (2023). Halal supply chain: a bibliometric analysis. *Journal of Islamic Marketing*, (ahead-of-print).
- Rusydiana, A., Antonio, M. S., Assalafiyah, A., & Yusup, A. (2021). Hajj Investment Fund: A Bibliographic Study of The Hajj Economy. *International Journal of Religious Tourism and Pilgrimage*, 9(1), 12.
- Rusydiana, A. S., Taqi, M., Firmansyah, I., Assalafiyah, A., & Kustiningsih, N. (2020). A Bibliometric Analysis of Islamic Accounting Research Indexed by Dimensions. *ai. Library Philosophy and Practice*, 1-14.
- Sani, AA, Rahmayanti, D., Kamal, AH, Ilmiah, D., & Abdullah, NB (2023). Understanding Consumer Behavior: Halal Labeling and Purchase Intentions. *Journal of Digital Marketing and Halal Industry*, 5(1), 117-142.
- Sanrego, Y. D., & Taufiq, M. (2023). Review on Islamic Empowerment Model. *Tamkin Journal*, 2(2).
- Sari, M., & Maysyaroh, S. (2022). How Far Takaful Efficiency Has Been Researched?: A Bibliometric Approach from Dimensions Database. *Islamic Marketing Review*, 1(1).
- Siregar, MR, Siregar, MI, Saputra, J., Muzammil, A., & Muhammad, Z. (2021). The mediating role of service quality, tourists' satisfaction and destination trust in the relationship between destination image and tourist revisiting intention. *Journal of Environmental Management & Tourism*, 12(6 (54)), 1603-1616.
- Sobaih, AEE (2023). Excessive food buying in Saudi Arabia amid COVID-19: examining the effects of perceived severity, religiosity, consumption culture and attitude toward behavior. *International Journal of Environmental Research and Public Health*, 20(4), 3126.
- Srisusilawati, P., Rusydiana, A. S., Sanrego, Y. D., & Tubastuvi, N. (2021). Biblioshiny R application on islamic microfinance research. *Library Philosophy and Practice*, 2021(5096), 1-24.
- Sukmana, R., Rusydiana, A. S., & Laila, N. (2023). Waqf and Sustainability: A Text Mining. *Management and Sustainability*, 2(2).
- Syauquillah, M., Rofiq, A., Khusnudin, K., & Asnawi, N. (2024). Halal Awareness Behavior of Producers and Consumers from Maqashid Sharia

- Perspective. *Tasharruf: Journal of Economics and Business of Islam*, 9(1), 89-101.
- Taqi, M., Sabaruddinsah, S., & Rusydiana, A. S. (2022). Audit Zakat Research: A Bibliometric Analysis. *Ammwaluna: Jurnal Ekonomi dan Keuangan Syariah*, 6(1), 15-28.
- Taqi, M., Rusydiana, A. S., Kustiningsih, N., & Firmansyah, I. (2021). Environmental accounting: A scientometric using biblioshiny. *International Journal of Energy Economics and Policy*, 11(3), 369-380.
- Uula, M. M., & Avedta, S. (2023). Technology Acceptance Model (TAM) on Banking: A Review. *Islamic Marketing Review*, 2(1).
- Uula, M. M., & Ikhwan, I. (2022). Sustainable Accounting: Islamic Perspective and The Research Path. *Accounting and Sustainability*, 1(1).
- Van Ahsen, MS, & Hendayani, R. (2022). Consumer Behavior toward Halal Food Using Theory of Planned Behavior and Theory of Interpersonal Behaviors among Muslim Students in Tasikmalaya. *Journal of Social, Political and Human Sciences*, 5(2), 33-42.
- Widyanto, HA, & Sitohang, IAT (2022). Muslim millennial's purchase intention of halal-certified cosmetics and pharmaceutical products: the mediating effect of attitude. *Journal of Islamic Marketing*, 13(6), 1373-1394.
- Wulandari, SA, Sari, RP, & Hadining, AF (2023). Analysis of Customer Behavior and Attitudes (General Risk) on Satisfaction, Trust and Halal Awareness of Purchase Intentions in Food Delivery Applications. *JDM (Journal of Management Dynamics)*, 14(1), 99-110.
- Zakaria, Z., Majid, MA, Ahmad, Z., Jusoh, Z., & Zakaria, NZ (2017). Influence of Halal certification on customers' purchase intention. *Journal of Fundamental and Applied Sciences*, 9(5S), 772-787