A Scientometric Analysis on Islamic Consumer Behavior

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In everyday life, every human being cannot be separated from the act of fulfilling needs or what is better known as consumption activities. Consumption activities are part of very important economic activities. This activity includes all consumer behavior related to exchange activities, both in the form of exchanging the value of products or services to meet consumer needs and desires. However, in practice, consumption activities are often not in line with social welfare goals. Many consumption activities cause injustice and harmful behaviors among others. This is because consumption behavior often prioritizes self-interest to get maximum satisfaction (utilitarianism). By applying Islamic values in consumption, welfare can be realized that provides maslahah both individually and socially and luck (falih) and happiness in the world and the hereafter. The starting point is to change the behavior of individuals and society into Islamic consumers. This study aims to determine the development map and trend of Islamic Consumer Behavior published by well-known journals in the field of Islamic Economics and finance. The data analyzed were more than 293 Scopus indexed research publications. The export data is then processed and analyzed using the R Biblioshiny application program to find out the bibliometric map of the development of Islamic Consumer Behavior. The results showed that the number of publications on the development of the role of Islamic economic and financial research continues to increase.

Keywords: Islamic Consumer Behavior; Bibliometrics; R

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INTRODUCTION

In everyday life, every human being cannot be separated from the act of fulfilling needs or what is better known as consumption activities. Consumption is spending or using a value of goods or services. According to economics, consumption is any activity to utilize, spend the use of goods and services to meet needs in an effort to maintain survival (Wibowo, 2013). So in this case it is not just concerned with pleasure, satisfaction alone but consuming an item/service because it is natural to fulfill. In terms of behavior, every human being has a different way or behavior in terms of performing consumption actions. Many factors can underlie consumption behavior, including those that come from internal and external motivation. Internal motivation comes from individual personalities such as the good character that exists in that individual. Meanwhile, external motivation can come from the culture of the social environment, the world of education and other external factors that can influence individuals in taking an action.

Consumption is a very important part of economic activity. There is not a single human being who is not involved in consumption activities. This activity includes all consumer behavior related to exchange activities, both in the nature of exchanging the value of products or services to meet consumer needs and desires. So consumer behavior is a long-term behavior towards the allocation of income to consume which includes the process of making decisions on products or services to be consumed to meet life needs while achieving satisfaction (Hasan, 2002).

However, in practice, consumption activities are often not in line with social welfare goals. Many consumption activities cause injustice and harmful behaviors among others. This is because consumption behavior often prioritizes self-interest to get maximum satisfaction (utilitarianism). The concept of self-interest has consequences for consumption behavior that is more lax (ignoring the interests of others) because the rational measure is to fulfill self-interest. Likewise, utilitarianism emphasizes how the "greatest benefit" or maximum satisfaction can be obtained even if it has to sacrifice the interests of others (Pujiyono, 2006).

This attitude of self-interest and utilitarianism is also further strengthened by the conventional economic paradigm which says that human needs are relatively unlimited while available resources are very limited, causing scarcity (Sukirno, 2002). As a result, humans in meeting their every need will try to choose the most profitable alternative for themselves. Thus, consumer behavior arises whose goal is to obtain maximum satisfaction (optimum utility) by trying to consume as many goods and services as possible, with limited income.

Since the consumer is assumed to always aim to obtain maximum satisfaction, he will choose to consume an item, depending on the level of satisfaction provided by the item. To achieve his goal, he will look at his budget. If it is enough, he will buy it; if not, he will either not buy it or buy another good that is maximally satisfying and within his budget. From the paradigm that emphasizes optimum utility above, there are two things that can be criticized. (1) The goal of conventional consumers is to seek the highest satisfaction. Determination of goods or services consumed is based on satisfaction criteria, not benefits and goodness. Whereas not all satisfying goods are identical to benefits and goodness. (2) The limit or control of consumption is the ability of the budget. This means that as long as he has income, then nothing can prevent him from consuming the desired goods. This attitude denies consideration of the interests of others, or consideration of other aspects such as halalness.

The implication of the above paradigm is that many people whose consumption behavior tends to be selfish (self-interest), the halal and haram status of goods and how to get them is not a major consideration. Of course, the orientation is also not in line with concern for others, so it is far from the goal of realizing equitable welfare, the rich getting richer and the poor getting poorer. This is because the value system is built on a fragile foundation, namely the paradigm of rational economic man, positivism, and say law.

In an Islamic perspective, consumer behavior is always guided by Islamic teachings, including: 1. The goods must be halal and good (halal: thayyib), in substance and how to obtain them. 2. Do not prioritize yourself (self-interest) and ignore others. In Islam, a Muslim is obliged to share the food he cooks with his neighbors who feel the aroma of the food. A Muslim is forbidden to live in a state of excess while there are neighbors who suffer from hunger. The application of this hadith also means that one must be able to restrain one's desire (lust) to seek satisfaction if it interferes with the satisfaction of others. 3. Distinguish between needs and wants. 4. Muslim consumer preferences are based on the principles of justice, cleanliness, simplicity, generosity, and morality.
(Abdillah, 2007). 5. The purpose of consumption in Islam is *maslahah* and *falah* which contains elements of *benefit* and *blessing*. The element of benefit is the fulfillment of physical, psychological and material needs of a worldly nature. While blessing is the fulfillment of spiritual needs that are * ukhrawi* (reward and pleasure of Allah) (Misanan, 2011).

By applying Islamic values in consumption, welfare can be realized that provides *maslahah* both individually and socially and *falah* and happiness in the world and the hereafter. The starting point is to change the behavior of individuals and society into Islamic consumers.

**LITERATURE REVIEW**

**Definition of Consumer Behavior Theory**

James F. Angel (1994) argues that consumer behavior is defined as the actions of individuals who are directly involved in obtaining and using economic goods and services including the decision-making process that precedes and determines these actions.

Loudon & Bitta (1979) suggest that consumer behavior can be defined as the decision-making process and physical individual activities involved in the process of evaluating, obtaining, using or being able to use goods and services.

According to Gerald Zaltman and Melanie Wallendorf Consumer behavior is the actions, processes, and social relationships carried out by individuals, groups and organizations in obtaining, using a product or other as a result of their experience with products, services and other resources.

Peter (1999) says that consumer behavior is a dynamic interaction between influence and cognition, behavior and events around us where humans carry out the exchange aspects of their lives.

**Foundations and Principles of Consumer Behavior According to Islam**

The theory of consumer behavior, which is based on Islamic law, has fundamental differences with conventional theory. This difference concerns the basic values that form the foundation of the theory, the motives and objectives of consumption, to the choice technique and budget allocation for consumption. There are three basic values that become the foundation for the consumption behavior of Muslims, namely:

1. **Belief in the existence of the Day of Judgment** and the afterlife, this principle directs a consumer to prioritize consumption for the hereafter rather than the world. Prioritizing consumption for worship over worldly consumption. Consumption for worship is *future consumption*, while worldly consumption is *present consumption*.

2. **The concept of success in the life of a Muslim** is measured by the morals of Islam, and not by the amount of wealth owned. The higher the morality, the higher the success. Virtue, righteousness and devotion to Allah SWT. are the keys to Islamic morality. Virtue and righteousness can be achieved by good and beneficial behavior for life and abstaining from evil.

3. **The position of wealth is a gift from Allah SWT.** And not something that in itself is bad (so it must be shunned excessively). Wealth is a tool to achieve life goals, if it is cultivated and utilized properly as the Qur'an Surah al-Baqarah verse 262: "Those who spend their wealth in the way of Allah, then they do not accompany what they spend by mentioning their gifts and by not hurting (the feelings of the recipient), they will have a reward on the side of their Lord. There is no fear for them nor do they grieve".

According to Manan (1993), apart from the three basic foundations above, there are still five principles of consumption in Islam, namely:

1. **The principle of justice.** This principle contains a double meaning regarding seeking halal sustenance and is not prohibited by law. The word of Allah SWT. in the Qur'an letter al-Baqarah verse 173: "Verily Allah only forbids to you carrion, blood, pork, and animals (when slaughtered) called (the name) other than Allah. But whoever is compelled to eat them and does not desire to do so, nor does he transgress the limits, there is no sin on him. Verily, Allah is forgiving and merciful."

2. **The principle of cleanliness.** This means that the food must be good and suitable for eating, not dirty or disgusting so as to spoil the taste.

3. **The principle of simplicity.** This principle regulates human behavior regarding eating and drinking that is not excessive. The word of Allah SWT. in the Qur'an letter al-A'raf verse 31: "O son of Adam, wear your beautiful clothes in every (entering) mosque, eat and drink, and do not be excessive, surely Allah does not like excess!"

4. **The principle of generosity.** By obeying the commands of Islam, there is no danger or sin...
when we eat and drink halal food provided by God, as Allah SWT says in the Qur'an letter Al-Maidah verse 96 which means: "Allowed to you sea game and food (derived) from the sea as a delicacy for you, for those on a journey, and forbidden to you (catch) land game, while you are in ihram, and fear Allah to whom you will be gathered."

5. **Principle of morality.** A Muslim is taught to mention the name of Allah SWT. before eating and express gratitude after eating (Imadudin, 2001).

While the principle of consumption according to Sakti (2002), that there are four main principles in the Islamic economic system that are hinted at in the Qur'an:

1. Living frugally and not being luxurious. This means that economic action is only to fulfill needs, not wants.
2. Implementation of zakat, infaq, and shadaqah.
3. Prohibition of usury. Making the profit-sharing system with mudharabah and musyarakah instruments as the credit system and its interest instruments.
4. Running halal businesses; from products or commodities, production processes to distribution.

**RESEARCH METHODS**

![Figure 1: Flow diagram of the search strategy](image)

The review process was conducted on December 6, 2021. Figure 1, illustrates the three steps in identifying research documents, namely eligibility, screening, and inclusion, involved in the systematic
review process. The keywords that will be used in this study try to answer the research questions above. Some general statistics of the data set are presented to get an overview of research related to good governance. All articles that met the search query were evaluated from the aspect of text analysis.

Then the research documents were analyzed using bibioshiny software, a free software supported by the R environment (CRAN, The Comprehensive R Archive Network, https://cran.r-project.org/) which provides a set of tools for quantitative research in bibliometrics and scientometrics (Aria & Cucurullo, 2017). In bibliometric literature, the greatest attention is on the construction of bibliometric maps (Puspita, 2023). Research related to the effect of differences on similarity measures (Ahlgren et al., 2003), and they were tested with different mapping techniques (Boyack et al., 2005). Next, a text analysis will be conducted on the bibliometrix mapping results related to "word".

RESULTS AND DISCUSSION

Source

The following is a table of document types used in research with the keyword Islamic Consumer Behavior. The number of documents analyzed is 293 documents which are divided into 4 document types, including journal articles (242 documents), anthologies / book chapters (18 documents), conference papers (21 documents), and reviews (12 documents).

<table>
<thead>
<tr>
<th>No.</th>
<th>Document Type</th>
<th>Number of Articles</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Journal Article</td>
<td>242</td>
<td>82.59%</td>
</tr>
<tr>
<td>2</td>
<td>Book Chapter</td>
<td>18</td>
<td>6.14%</td>
</tr>
<tr>
<td>3</td>
<td>Conference Paper</td>
<td>21</td>
<td>7.16%</td>
</tr>
<tr>
<td>4</td>
<td>Review</td>
<td>12</td>
<td>4.11%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>293</td>
<td></td>
</tr>
</tbody>
</table>

Based on the results of the document type grouping above, the document type most widely used as a research subject with the keyword "Islamic Consumer Behavior" is a document in the form of a journal article with a percentage of 82.59% or as many as 242 documents, and the document with the smallest percentage is a review where the percentage is 4.11% or as many as 12 documents. Based on the type of document, it can be concluded that the references used are quite valid because most of them come from scopus indexed scientific journals.

Text Analysis

Text analysis was conducted using R-studio and bibioshiny software developed by Massimo Aria and Corrado Cucurullo from the University of Naples and Luigi Vanvitelli from the University of Campania (Italy). Text analysis is carried out by analyzing more deeply on searches related to words that often appear in the theme of Islamic Consumer Behavior. This is intended to add references that can be done by the government in tackling economic problems based on existing research from all over the world.

To explore the results of the meta-analysis, this section will present a visual mapping chart of 293 documents related to Islamic Consumer Behavior. The results of the keyword mapping analysis become the basis for mapping together important or unique terms contained in a particular document. Mapping is a process that allows one to recognize knowledge elements and their configurations, dynamics, interdependencies, and interactions.

SOURCES ANALYSIS

Most Relevant Sources

The figure above shows the number of research documents published by each journal based on their level of relevance to the theme of Islamic Consumer Behavior in Islamic economics and finance research. The data displays a list of the top journals published and the interval of the number of documents published with a blue bar chart. The darker the blue color indicates the more quantity and relevance of the research theme, the number of documents published by all journals ranges from 0 to 91 documents.

Journal of Islamic Marketing is a journal that is in the top position with 91 published documents displayed in a dark blue bar graph compared to other journal bars. This is because the journal is relevant to the theme discussed.
Figure 2: Most Relevant Sources

Source Impact

The calculation of journals is not only done based on the quantity produced or its relevance. However, this research is also conducted based on the impact of each journal that publishes Islamic Consumer Behavior themed papers by calculating the journal's h-Index which is depicted in a blue bar graph. In addition to showing the h-Index value obtained, the diagram above also illustrates the impact produced by the journal through the blue color displayed. The darker the blue color on the diagram, the greater the impact of the journal. Then the interval of the journal h-index in this study ranges from 0.0 to 23.0.

From the data above, it can be seen that the Journal of Islamic Marketing is in the top position with an hIndex of 23.0 which is marked in dark blue. Furthermore, it can be seen that the International Journal of Bank Marketing is in the second position with an hIndex of 9.0. As for journals with hIndex 1.0, there are 3 journals marked in bright blue on the diagram, which indicates the low impact of the journal. The journal with the highest impact is Journal of Islamic Marketing (JIMA). JIMA covers the entire field of marketing and its related sub-disciplines. JIMA publishes articles based on quantitative or qualitative empirical work, conceptual, theoretical, literature reviews, case studies, book reviews, executive interviews, and thought pieces without preference.
While the journal welcomes new, innovative, and groundbreaking contributions from various traditions; the focus of the author's work should be aimed at meeting the needs of the marketing audience and the connection to Islam and Muslims should be clearly articulated. The following are some suggested areas of interest: - Theory Development, Practice, and Research Methods - Marketing of Islamic Financial Products and Services - Halal Food, Beverages, Pharmaceuticals, Cosmetics, Toiletries, and Supply Chain - Arts, Fashion, Lifestyle, Entertainment, and Sports - Hospitality Tourism, Spiritual and Health Religiosity, Muslim Rituals and Worship Patterns, Community, Interfaith, Ethnocentrism, Multiculturalism, and Cross-Culturalism, Islamic Codes of Conduct and Ethics.

Source Growth

Figure 3: Source Impact

Figure 4: Source Growth
This study also discusses the development of journals that are the source of research on the theme of Islamic Consumer Behavior in Islamic economics and finance research. The curve above shows the development of the annual appearance of each journal from 1989 to 2021, so that an overview can be obtained whether the journal has increased or decreased with the curve line during the research period, especially in the publication of papers with the theme of Islamic Consumer Behavior. The curve illustrates that research with the theme of Islamic Consumer Behavior in Islamic economics and finance research tends to experience fluctuating growth in its publication.

From the curve above, it can also be seen that the Journal of Islamic Marketing has the highest number of publications in 2021. From the beginning of its appearance in 2009, this journal has continued to experience a very significant growth in its publication every year. Leaving far behind other journals that only publish in the range of 0 to 25 each year.

**AUTHORS ANALYSIS**

**Most Relevant Authors**

The figure above shows the number of research documents published by each author based on their level of relevance to the theme of Islamic Consumer Behavior in Islamic economics and finance research. The data displays a list of the top author names published and the interval of the number of documents published with a blue bar chart. The darker the blue color indicates the greater quantity and relevance of the research theme, the number of documents published by all journals ranges from 0 to 19.0 documents.

Author Amin H is the author who is in the top position with the number of published documents totaling 19.0 documents displayed in the dark blue bar graph compared to other journal bars. This is because the journal is relevant to the theme discussed. As for the authors who occupy the bottom position with the number of publications of 3.0 there are 14 authors who are marked in bright blue. This means that in terms of quantity and relevance, the theme of Islamic Consumer Behavior is still lacking. Also, a total of 20 authors are listed in the most relevant data sources.

Among Amin H’s writings is a paper entitled "Choosing murabahah to the purchase orderer (MPO) vehicle financing: an Islamic theory of consumer behavior perspective". This study aims to examine the effect of Islamic altruism, the level of faith and the maqasid consumer index on the willingness of young intellectuals to choose murabahah on purchase order (MPO) vehicle financing. In addition, the role of the
level of faith or faith as a mediator is also examined. Previous studies have reported limited application of the theory of Islamic consumer behavior (ITCB) to the context of vehicle financing. This lack of theoretical grounding may provide a potential explanation for the mixed empirical support that has been found. Therefore, this study utilizes ITCB to study the willingness of young intellectuals to take out such facilities. Data were analyzed using partial least squares based on 312 respondents. The results obtained from this study confirmed that ITCB should be applied to understand the willingness behavior among young graduates in choosing MPO vehicle financing. The level of faith was found to be a key factor not only as an independent variable but also as a mediator.

Top Author's Production over the time

Productivity can be measured not only in journals but specifically for authors. The figure above shows the productivity of several top authors during the study period, namely from 2001 to 2021. This productivity is shown by the red line from the time the author published their research until the last year the author published their research. In addition, the circle on the red line shows the number of papers published according to the applicable year.

The figure above presents an overview of authors who have written research related to the theme of Islamic Consumer Behavior in Islamic economic and financial research since the past few years. Authors who have long published and have a long track record in research related to Islamic Consumer Behavior in Islamic economics and finance research, namely Ahmed Z from 2001 to 2020, are still productive in writing.

With a paper entitled "To purchase or not to purchase US products: The role of religiosity, animosity, and ethno-centrism among Malaysian consumers" published by the Journal of Services Marketing in 2013. The main objective of this study is to empirically test how the interaction of animosity, religiosity, and ethnocentrism affects judgments about US products and consumer purchase actions in a progressive Islamic country like Malaysia. There are many studies that have been conducted in conservative Islamic countries such as Iran, Jordan, Morocco, Pakistan and Saudi Arabia. The product chosen for this study was a US fast food restaurant. A questionnaire was constructed and responses were obtained from 410 Malaysian consumers from different ethnic backgrounds. The authors tested the framework using structural equation modeling (SEM). Based on the test results, the authors concluded significant relationships as follows: Hostility to
consumer purchase actions, ethnocentric tendencies to consumer hostility, religiosioty to consumer ethnocentric tendencies, religiosioty to consumer hostility, consumer ethnocentric tendencies to foreign product valuation. The effect of religiosioty on consumers' foreign product judgment on purchase actions, and hostility and ethnocentrism play a mediating role.

Most Relevant Affiliations

Most relevant affiliation shows the number of research documents with the theme of Islamic Consumer Behavior in Islamic economics and finance research based on the author's affiliation. The figure displays the top 20 affiliations and the interval number of published documents with a blue bar chart. The darker the blue color indicates more researcher affiliations. The number of published documents ranges from 0 to more than 21 documents.

Universiti Malaysia Sabah is the author's affiliation in the top position with more than 21 publications. In second place is the University of Malaya with 16 publications. One of the journals published by Universiti Malaysia Sabah is entitled "Does celebrity credibility influence Muslim and non-Muslim consumers' attitudes toward brands and purchase intention?" This study aims to differentiate between Muslim and non-Muslim consumers regarding celebrity influence on brands and purchase intention, and assess the relative importance of celebrity credibility, in terms of physical attractiveness, trustworthiness, expertise and product-brand fit. The study also examined attitudes towards brands, and purchase intentions and their ability to predict consumer religion. The research objectives were achieved through an empirical study involving self-administered questionnaires distributed to members of the public recruited from the Federal Territory of Labuan, Malaysia. Data was collected from 250 Muslim and non-Muslim consumers using convenience sampling method. Their participation was purely voluntary. Multiple discriminant analysis through the Statistical Package for Social Sciences (SPSS) version 20 computer program was used to answer the research questions. The empirical results of the multiple discriminant analysis showed that celebrity expertise and attitude towards the brand strongly predicted allocation to Muslim consumers than non-Muslim consumers. The importance of aspects of celebrity credibility from the perspective of Muslim consumers are: celebrity expertise, celebrity attitude towards the brand, purchase intention, product-brand fit, and physical attractiveness. Muslim consumers apparently prefer expertise but not trustworthiness. Muslim consumers' confidence or trust can be attributed to the perception that the products and services endorsed by celebrities are in line with Sharia principles that are in accordance with Islamic principles.
Corresponding Author's Country

The figure above shows the countries of author correspondence contained in each article with the calculation of the total form of collaboration between SCP (single country collaboration) or single country collaboration and MCP (multiple country collaboration) or collaboration between several countries. There are 20 top countries included in this data and the document quantity interval is between 0 to more than 59.0 published papers on the theme of Islamic Consumer Behavior.

The results showed that Malaysia ranked first as the country with the highest number of correspondence authors with more than 59.0 papers published. The rest of the countries published papers below 20.0. The figure above shows the results that almost all countries have a form of MCP collaboration while for SCP it is only owned by 5 countries namely Belgium, Thailand, Morocco, Egypt, Turkey.

One of the papers with authors from Malaysia is a paper entitled "The Islamic theory of consumer behavior for ijarah home financing" written by Amin H (2019). This study aims to examine the factors that determine consumer behavior of ijarah home financing using the Islamic theory of consumer behavior (ITCB). Specifically, the contract used is al-ijarah vomnia biltamleek. Hereafter, the term al-ijarah vomnia biltamleek home financing is used throughout this paper. Based on ITCB, this research examines the patronage factors of al-ijarah vomnia biltamleek home financing. The data for this study were drawn from 409 valid and usable questionnaires. Partial least square results show that the role of faith, Islamic mortgage support and maqashid consumer index are significantly related to consumer behavior. In turn, consumer behavior plays a role in determining religious satisfaction.

Most Cited Countries

This study also classifies Islamic Consumer Behavior themed research based on the country of origin of the most cited authors. The number of citations of published documents is shown through a blue bar chart. The gradation of blue indicates that the darker the blue, the greater the quantity of citations in Islamic Consumer Behavior research. There are some words with occurrence quantity between 0 to more than 1251 occurrences. The top 20 countries listed in the blue bar chart show a comparison of the number of citations and their relevance to the theme of Islamic Consumer Behavior in Islamic economics and finance research.
Based on the graph above, the country whose articles are most cited is Malaysia with a total of 1251 citations. Then followed by the United Kingdom which is the country in second place with less than 949 citations. Among the papers from Malaysia that became the most active country is a paper written by Amin H. in 2017, with the title Consumer behavior of Islamic home financing: Investigating its determinants from the theory of Islamic consumer behavior. The purpose of this study is to examine the factors that influence the behavior of Islamic home financing consumers in Malaysia. The effects of perceived religiosity on property, perceived Islamic debt principles and perceived maqashid on home ownership on consumer behavior are examined. Furthermore, the effects of perceived religiosity and consumer behavior on religious satisfaction are also investigated. Using the theory of Islamic consumer behavior (TiCB) as the underlying theory identified from the literature, this study proposes a conceptual model of Islamic home financing consumer behavior in Malaysia. Data from 205 usable questionnaires were analyzed using partial least squares (PLS). The PLS results show that perceived religiosity on property, perceived Islamic debt principles and perceived maqashid on home ownership play an important role in determining consumer behavior, thus revealing these factors as "Islamic factors" that represent TiCB. In addition, the effect of consumer behavior on religious satisfaction is also significant, implying that good behavior makes people happier to seek pleasure in doing good deeds that are approved and blessed by Allah (SWT).

**DOCUMENT ANALYSIS**

**Most Cited Documents**

Most cited documents show the order of article citation data in the theme of Islamic Consumer Behavior which contains the author's name, year of publication and the journal that published it in the form of a blue bar chart. The darker the blue color, the more the number of citations. The number shown in the total citations is between 0 and more than 317.

It was found that Wilson JAJ. (2011) became the top-cited article with more than 317 citations. The paper entitled "The challenges of Islamic branding: Navigating emotions and halal". The purpose of this paper is to answer the challenges presented by the concept of halal when trying to understand how halal-conscious consumers behave and what it takes to maintain an emotive, credible and authentic brand proposition. Interpretative phenomenological analysis and syllogism, as the basis of conceptual metaphor theory and critical discourse analysis, are used. Evidence supported by discussion methods and participant observation, while attending the Oxford Global Islamic Branding and Marketing Forum, July 26-27, 2010, Said Business School, University of Oxford in addition to empirical data presented by keynote speakers.
The author asserts that halal-conscious consumers are risk averse, which encourages intelligent and high involvement behavioral traits. Furthermore, in the face of this, brand managers are still unclear how far they can push more emotional brand messages. Finally, this paper presents the halal decision-making paradigm as a basis for building a standout and engaging brand. The halal paradigm is the core through which the perceived importance of halal is brought into the Muslim consciousness. It is a dynamic and cyclical process, whose final decision is limited and can be corrupted due to hypersensitivity and environmental factors that affect Muslims’ perception of what is halal.

**Most Relevant Words**
The most relevant word analysis was conducted on the keywords of each document, where there were several words with a quantity of occurrences between 0 and 66 occurrences. The figure above shows the 25 most relevant words used in the research collection related to the keyword "Islamic Consumer Behavior".

The top word with the highest quantity of occurrences and most relevant to the keyword Islamic Consumer Behavior is the word consumer behavior itself, with the highest quantity of occurrences 66 times. The second most relevant word related to the theme of Islamic Consumer Behavior is the word Islamic marketing with 34 occurrences. Furthermore, the third and fourth most relevant words related to the theme of Islamic Consumer Behavior with the appearance of words as many as 32 and 30 times, namely the words Malaysia and Islam.

Research entitled Looking at Islamic marketing, branding and Muslim consumer behavior beyond the 7P's: The call for supportive course content and more P's please (Wilson, 2012). The purpose of this paper is to document reflective commentary on observations regarding the phenomenon of researching and practicing Islamic marketing, in the absence of specific formal courses and instruction. Grounded theory phenomenological critical reflection; based on academic and practitioner evidence and experience. While there is a growing body of literature and scholarship specific to this field, mirrored by an increase in consumption and commercial ventures, there appears to be a lack of specialized courses addressing the same area with equivalent depth. Intuitively and inductively, it is argued that there is a need and demand for Islamic marketing courses, which at the very least presents a commercial market opportunity. Without rectifying this gap, practitioners and academics are impoverished through the lack of a dedicated platform for disseminating findings, knowledge sharing and problem solving. Moreover, without ratification through formal instruction and courses, there is a risk that the subject will remain on the periphery. This is despite growing empirical evidence showing that the demand is great: in mainstream marketing as a subject, not to mention demand from audiences ranging from practitioners and consumers, to curious and inspired students. This paper aims to raise the importance of teaching and learning on an agenda that will hopefully encourage more academic institutions and training providers to develop and deliver dedicated courses. Furthermore, summary guidance is offered on potential key focus areas.

**Word Cloud**

Furthermore, relevant words in research related to the theme of Islamic Consumer Behavior will be displayed on the document title in the form of a word cloud.

![Figure 12: Word Cloud](image-url)
Word cloud is a description of the words that often appear in the collection of paper data studied with the keywords of the title with the theme "Islamic Consumer Behavior". World cloud displays a picture of words displayed with various sizes according to the quantity of the word that appears. In terms of placement, word clouds tend to be random but the dominating words are placed in the center so that they are more visible with a relatively larger size. In this research, the results of the world cloud are obtained based on the analysis of document titles.

Based on the picture of the results of the analysis of document titles, it is found that the most dominant words are related to Islamic Consumer Behavior, namely Islamic, Consumer, Behavior, Halal, Purchase, Marketing. Most of the current research on "Islamic Consumer Behavior" discusses "Islamic Consumer Behavior". It is hoped that by applying Islamic values in consumption, welfare can be realized that provides maslahah both individually and socially and luck (falah) and happiness in the world and the hereafter. Research conducted on Islamic Consumer Behavior includes relating to the Theory of Islamic consumer behavior: An empirical study of consumer behavior of Islamic mortgage in Malaysia (Amin, Et al., 2014), Islamic consumer behavior: A discipline or sub-discipline? (Adnan, 2012) and Islamic perspectives on marketing and consumer behavior: Planning, implementation, and control (Rishi, 2015).

WordTree Map

Furthermore, relevant words in research related to the theme of Islamic Consumer Behavior will be displayed in the document abstract in the form of a word tree map. Word Tree Map displays words that often appear in boxes similar to regions or areas on a map, where the more the word appears, the larger the square area.

Based on the picture of the results of the analysis of document abstracts, it is found that the most dominant words in research with the theme of Islamic Consumer Behavior are Islamic, Study, Consumer, Research, Muslim. Most of the research related to the theme of Islamic Consumer Behavior currently discusses "Islamic Consumer". It is hoped that by applying Islamic values in consumption, welfare can be realized that provides maslahah both individually and socially and luck (falah) and happiness in the world and the hereafter.

Research conducted on Islamic marketing and consumer behavior: a systematic literature review (Flore, Et al., 2019). The purpose of this research is to systematically review the existing literature on Islamic marketing and its main impact on consumer behavior. In addition, this research seeks to explain global trends and dynamics beyond Islamic marketing and how Islam, as one of the world's most prominent religions, influences Muslim consumers' consumption and purchasing choices. A systematic literature review of published peer-reviewed articles on Islamic marketing.
A comprehensive search strategy was applied to different databases, including Google Scholar, JSTOR, ScienceDirect, MUSE and Directory of Open Access Journals, and retrieved articles were then selected from 14 reputable journals published between 2010 and 2018. Islam as a religion has been found to influence the ethical beliefs and behavior of Muslim consumers from different countries, as well as the choice of consumer services and some taboo products 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.

**Word Dynamic**

![Word Growth](image)

*Figure 14: Word Dynamic*

Based on the picture of the analysis results of document keywords, in research with the theme of Islamic Consumer Behavior, the words that often appear are also described in the form of a development curve for each year with the annual occurrence value. Where the results show the average quantity of occurrence of these keywords in the data collection studied in the research on the theme of Islamic Consumer Behavior each year. Figure 14 shows that the majority of words that often appear and began to develop since 2001, and continue to increase until 2021. From the figure above, it can be concluded that the research with the most significant increase in occurrence is keywords related to Consumer Behavior and has a very significant potential to continue to grow.

**Trending Topics**

Based on the image of the results of the analysis of document titles in research with the theme of Islamic Consumer Behavior, topic trends are also an important part of this study. Where the figure above displays an overview of the development of topics related to Islamic Consumer Behavior from time to time with a division per year, so that it is known what topics have been used for a long time and what topics have been used recently. This topic trend also considers the frequency value of each word shown by the log axis.

Thus, in addition to looking at the annual trend, the appearance of the topic is also adjusted to the frequency of the quantity of the appearance of the word in the research theme related to Islamic Consumer Behavior. The higher indicates the more the word is used, and the more to the right, the more...
recently the word is used. The development of the Islamic Consumer Behavior theme began to experience a significant increase since 2008.

Figure 15: Trending Topics

Based on the description of the data above, the most recent and most used topics related to the theme of Islamic Consumer Behavior are Evidence, Model, Brand, Muslim. The word evidence was most widely used in 2016-2020. The journal entitled "The Economic Influence on Consumers Buying Behavior in Islamic Countries: Evidence from the COVID-19 Economic Crisis" written by Mukit, Et all. (2021) discusses The Covid-19 pandemic has ushered in a new age in the world. We are still grappling with the implications in various areas of our everyday lives. The impulsive buying habits of consumers, the supply chain, and the entire industry are not exceptions. Consumers and supply chains were both unprepared during the early stages of the novel coronavirus pandemic. The procurement of utilitarian products was referred to as panic buying. The study examined using exploratory studies on several individuals in the eight selected Islamic countries who have been panic buying in coronavirus-affected areas and have faced regional constraints. The data apply on exploratory factor analysis (EFA) in eight selected Islamic countries, three hundred samples were finally selected, and a good number of volunteers supported in this study. The results have shown that a drastic financial effect on the economy where purchasing power and remittance inflow declined, inflation goes up and precaution for lockdown, whereas impulsive buying goods tendency increased due to misinformation, and panic buying immensely impact in the economy. The decision-making process has shifted, preventing financial burdening, rising saving patterns, and unwelcoming unhealthy consumption. Moreover, visible psychological distress, depression, anxiety, and post-traumatic stress. These studies concluded with a policy recommendation providing the results.

Co-occurrence Network

Co-occurrence network displays words related to the keywords of documents related to the theme of Islamic Consumer Behavior, in the form of colored clusters by considering the relationship between one word and another. Some keywords that often appear in research on the theme of Islamic Consumer Behavior are divided into 3 clusters, namely:
Figure 16: Co-occurrence Network

- Cluster 1 in red consists of the keywords: Consumer Behavior, Islam, Islamic Banks, Shariah, Consumer Attitudes, Banks, Middle East, Banking, Religion, Trust, Service Quality, Muslims, Islamic Banking.


- Cluster 3 in blue consists of the keywords: Islamic Marketing, the Muslim Consumer, Islamic Markets, Islamic Business Ethics, Muslim Consumers, Halal Market, Consumer Behavior, Advertisements and Promotions to Muslims, Halal, Islamic Branding, Halal certification, Culture, Muslim Consumer Behavior, Marketing.

Figure 17: Thematic Map
This research will also analyze thematic maps that appear based on density and centrality which are analyzed based on document titles with the research theme Islamic Consumer Behavior which is divided into 4 quadrants. These results are obtained from a semi-automatic algorithm by reviewing the titles of all references to the object of research.

The upper left quadrant represents highly developed and isolated themes. The quadrant shows themes that are specific and rarely researched, but highly developed, which is indicated by high density but low centrality. The themes in this quadrant are Religious, Brand, Control, Cultural, Investigation. While the lower left quadrant is emerging or declining themes, this quadrant shows themes that have been used for a long time but are experiencing an increasing or decreasing trend with low density and centrality. The themes in this quadrant are Consumer, Behavior, Theory.

Looking at developments with the Islamic Consumer Behavior sub-theme in recent years, the trend of words contained in this quadrant has increased.

While the upper right quadrant is a motor theme or driving theme characterized by high density and centrality, so it needs to be developed and is important to be studied in further research. The themes that appear in this quadrant are Halal, Product, Food, Purchase, Intention, Religiosity. Finally, the bottom right quadrant is basic and transversal themes characterized by high centrality but low density. These themes are important to include in the research because they are common topics that are commonly used. The themes that appear in this quadrant are Islamic, Banking, Marketing, Consumers, Behavior, Muslim.

**Thematic Evolution**

![Figure 18: Thematic Evolution](image)

The themes used in the papers that are the object of research continue to change, especially from recently published papers when compared to papers that have been published for a long time. The figure above shows the evolution analyzed by theme with research related to Islamic Consumer Behavior consisting of themes depicted by rectangles with the larger size, the more widely used. Although the theme of this research is about Islamic Consumer Behavior, the data obtained shows that there are several sub-themes that are widely used.

Thematic Evolution is divided into 3 sections. Where the left side shows some of the themes that were widely used from 1989 to 2014, there are 7 themes listed with different sizes depending on the quantity of use of the theme. The "Consumers" theme ranks first, followed by the "Islamic" theme.

The second or middle section shows the most frequently used themes in the period between 2015-2019. There are 8 themes listed, of which 4 are evolutions of themes that appeared in the previous period: "Consumer", "Consumers", "Islamic", "Religious" which are extensions of some of the themes shown by the colorful grooves.

The last or right section shows the widely used themes from 2020-2021. There are 8 themes, of which...
there are 2 evolutionary themes from the previous period, namely "Islamic", "Consumer" which is an extension of several themes shown by the colorful flow.

CONCLUSION

This research attempts to evaluate the topic of Islamic Consumer Behavior using text analysis from 1989-2021. The conceptual structure of R 'biblioshiny' provides key research networks and themes. We have identified two research networks in Islamic Consumer Behavior literature using co-occurrence network. These research networks are "Consumer Behavior" and "Islamic Marketing". Combining these two research networks will address many environmental issues.

Furthermore, in the conceptual structure, this study has deployed thematic maps to place themes and subthemes on the graph and divide them into four clusters (dropping or emerging themes, basic themes, highly developed and isolated themes, motor themes). The highly developed and isolated themes quadrant is represented by the themes Religious, Brand, Control, Cultural, Investigation. Furthermore, the themes in the emerging or declining themes quadrant are Consumer, Behavior, Theory. In the motor themes or driving themes quadrant, the emerging themes are Halal, Product, Food, Purchase, Intention, Religiosity. Finally, the basic and transversal themes quadrant is represented by the themes of Islamic, Banking, Marketing, Consumers, Behavior, Muslim.

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