

ISLAMIC CONSUMER BEHAVIOR: A BLIBIOMETRIC APPROACH**Afif Zaerofi**

Institut Agama Islam Tazkia Indonesia

Email: afif@tazkia.ac.id

Abstract : This study investigates the characteristics of Islamic Consumer Behavior (ICB) articles published in the Scopus-indexed journals between the year 2001 and 2020. The data was collected from Scopus-indexed and Conference articles between the year 2001 and 2020. To obtain the data, publish and perish application was employed. The articles were filtered by using the key word “Islamic Consumer Behavior”. This study was descriptive quantitative in nature and used the bibliometric approach. To analyse the data, the VOSviewer software was employed. During 20 years, 142 articles on Islamic consumer behavior were published. The number of publications fluctuated, it increased significantly in 2012, decreased from 10 to 30% between 2013 and 2018 but almost doubled in 2019 and 2020. Based on co-occurrence analysis to 47 keywords of 142 publications, it is evident that there are 5 clusters with the keywords; 1). product, 2). religiosity, 3). model, 4). intention, and 5). value as the most frequent keywords in each cluster. It is also found that between the year 2016 and 2018, there were a shift in the topics from theory and model in 2016, customer relationship in 2017 and loyalty and halal product in 2018. Journal of Islamic Marketing was found dominantly publisher on Islamic consumer behaviors with 56 articles Amin was the most productive and impactful author.

Keyword : Bibliometric; Publish and Perish, VOSviewer, Islamic Consumer Behavior, Scopus

Abstrak : Penelitian ini menyelidiki karakteristik artikel Islamic Consumer Behavior (ICB) yang diterbitkan dalam jurnal terindeks Scopus antara tahun 2001 dan 2020. Data dikumpulkan dari artikel terindeks Scopus dan Conference antara tahun 2001 dan 2020. Untuk mendapatkan data, aplikasi publikasikan dan binasa digunakan. Artikel-artikel tersebut disaring dengan menggunakan kata kunci "Perilaku Konsumen Islami". Penelitian ini bersifat deskriptif kuantitatif dan menggunakan pendekatan bibliometrik. Untuk menganalisis data, perangkat lunak VOSviewer digunakan. Selama 20 tahun, 142 artikel tentang perilaku konsumen Islam diterbitkan. Jumlah ion publicat berfluktuasi, meningkat secara signifikan pada tahun 2012, menurun dari 10 menjadi 30% antara 2013 dan 2018 tetapi hampir dua kali lipat pada tahun 2019 dan 2020. Berdasarkan analisis co-occurrence terhadap 47 kata kunci dari 142 publikasi, terbukti terdapat 5 cluster dengan kata kunci; 1). produk, 2). religiusitas, 3). model, 4). niat, dan 5). nilai sebagai kata kunci yang paling sering di setiap cluster. Ditemukan juga bahwa antara tahun 2016 dan 2018, terjadi pergeseran topik dari teori dan model pada tahun 2016, hubungan pelanggan pada tahun 2017 dan loyalitas dan produk halal pada tahun 2018. Journal of Islamic Marketing ditemukan dominan penerbit perilaku konsumen Islami dengan 56 artikel Amin adalah penulis yang paling produktif dan berdampak.

Kata Kunci : Bibliometrik; Publikasikan dan Binasa, VOSviewer, Perilaku Konsumen Islami, Scopus

INTRODUCTION

Previous research findings show that conventional consumer behavior theories were inadequate to explain the Moslem consumer behaviors (Amin, Rahman, Razak, 2014). The theories were mostly developed from western culture which often contradict Islamic teachings. Simply put, Islamic perspective was needed to accommodate the Moslem consumer behavior. Islamic consumer behavior refers to the process of selecting, purchasing, using or disposing of products, services, ideas, or experiences to satisfy needs and desires complying with Islamic teachings (Amin, et al., 2014). Research on Islamic consumer behavior has been conducted in different contexts, to mention some, banking (Lewis dan Soureli, 2006), halal product (Lada, Tanakinjal, & Amin, 2009), food (Bonne, Vermier & Verbeke, 2009). Emerald publishing group has published more than 4000 articles on Islamic Consumer Behavior. However there is no bibliographic paper on Islamic Consumer Behavior.

The purpose of this paper is to analyse the characteristics of article publications on Islamic Consumer Behaviour between the year 2001 and 2020. The characteristics included the number of publications by year, the content, the dominant publisher and the top citation.

RESEARCH METHOD

This study is descriptive quantitative using a bibliometric approach. The data of this study were collected through 4 stages. First, we searched all articles published in the Scopus-indexed database using Publish and Perish application with the keyword “Islamic Consumer Behaviour”. Second, we sorted the data based on title, abstract, and keyword as the key advanced search. Third, we refined the articles to ensure they were relevant to the topic of Islamic Consumer Behavior. Finally, 142 articles were found and analysed by using bibliometric approach.

To analyse the data, the authors adopted Donthu, Kumar, Mukherjee, Pandey & Lim (2021) method. First, we described the number of publications on ICB between the year 2001 and 2020. Second, we analysed the content of the articles based on the given keywords. Third, we analysed the journals published the topic of ICB. Forth, we discussed the density visualization of ICM and finally, we described the citations by scholars.

The data were visualised by using VOSviewer for data interpretation. The first analysis was network visualization to identify the keywords in ICB. The second is overlay visualization to identify the topic in ICB and the third is density visualization. Then, we conducted a co-occurrence analysis and bibliographic coupling for sources and countries. Based on this step, we presented the top 10 significant journals and the top 5 authors.

RESULTS AND ANALYSIS

Number of ICB Publication

The trend of published ICB articles between 2001 and 2020 are described in Fig. 1. As can be seen from the above figure, the publication on ICB in the last 20 years shows positive trend. In the earliest years (2001 and 2002), only 1 and 2 articles were published. Unfortunately, there were no articles on ICB published from the year 2003 to 2006. It went relatively constant from the year 2007 to 2010 (1 to 4 articles). Interestingly, it significantly increased to 11 publications in the year 2011 and 15 publications in 2012. It slightly constants along the years 2013 to

2018 with publication between 9 and 10 articles. Surprisingly, compared to 2018, in 2019 and 2020 the number of publications was almost doubled.

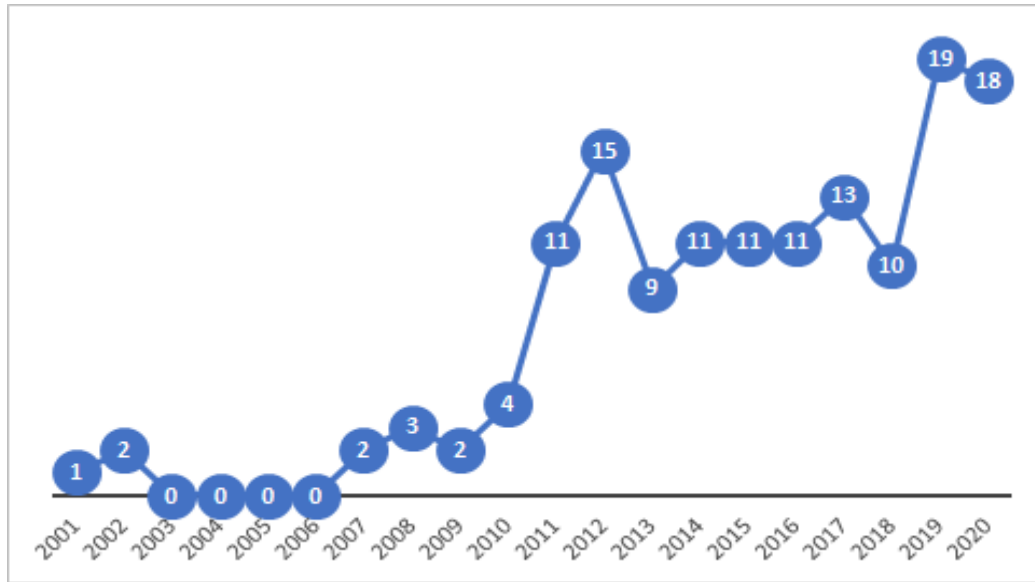


Fig. 1. Trends in Islamic Consumer Behavior publications between 2001 and 2020 in the Scopus-database

Saeed (2001), with the article entitled “International marketing ethics from an Islamic perspective: A value-maximization approach” which was published in *Journal of Business Ethics*, was the only author in 2001. In 2011 and 2012, a total of 26 articles were published. The topics were dominated (14%) by Islamic Consumer Behavior on banking and finance contexts. More than a half of the articles were published by *Journal of Islamic Marketing (JIMA)*. In 2019 and 2020, the publication was significantly increased to a total of 37. Different from the year 2011 and 2012, the topics of ICB were dispersed from banking and finance to food, fashion and halal tourism. *Journal of Islamic Marketing* were found to be the most dominant publisher in these recent 2 years.

Content analysis of Islamic Consumer Behavior publications

A content analysis was aimed at clustering the topic by identifying the key words. The analysis was conducted on 47 keywords of 142 articles. By employing a co-occurrence analysis with VOSviewer, it is found that “product”, “value”, and “religiosity” were the 3 most frequent keywords on ICB articles. This study also found 5 clusters represented by red, blue, green, yellow and purple as can be seen in Fig. 2.

The first cluster, represented in red consisted of 13 keywords. The key word “product” was found to be most dominant key word (137), followed by “relationship”, “behavior” as the second and third most features of discussion. In this cluster, “islamic banking” was the industry which is most discussed while “Pakistan” was the country identified as the geographical context. The rest of keywords were “muslim consumer”, “brand”, “purchase”, “perception”, “loyalty”, “marketer”, “consumer behavior”, and “halal”. Network visualization suggested that the nodes of “brand” and “halal” are quite far from the node “product”. This indicates that there are opportunities to study on product brand and halal product.

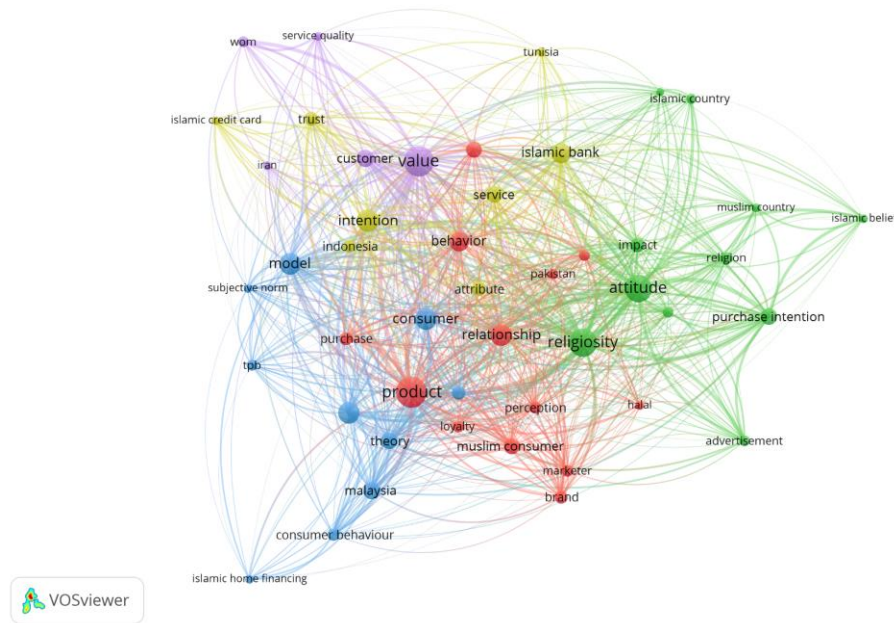


Fig. 2. Network visualization of Islamic Consumer Behavior

The second cluster, reflected in green, consisted of 11 keywords. It was found “religiosity” as the most frequent keyword, followed by “attitude”, “purchase intention”, “impact”, “religion”, “consumer attitude”, “advertisement”, “order” and Islamic belief. The research context of this cluster was wider, “Islamic country” and “muslim country”. As can be seen from the figure, the nodes of “Islamic belief”, “purchase intention” and “advertisement” are far from the religiosity. This suggests that there are opportunities to study the relationship between “religiosity” and “Islamic belief”, “purchase intention” and “advertisement”.

The third cluster, represented in blue refers to 10 keywords. The keyword “model” was found to be the most dominant, followed by “behaviour”, “consumer”, “theory”, “muslims”, “consumer behaviour” and “theory of Planned Behavior” (TPB), and “subjective norm”. Islamic home financing and Malaysia became the research context and the country where the studies took place. It is worth noting the node of that Islamic home financing is excluded from the figure. This fact suggest that Islamic home financing could be the topic of future research.

The fourth cluster, represented in yellow, consisted of 8 keywords with “intention” as the most popular, followed by “Islamic bank”, “service”, “attribute”, and “trust”. Islamic credit card dominated the research context while Indonesia and Tunisia were found the countries where the studies took place. The node of Islamic credit card located in outer space of the figure. The relationship between intention and Islamic credit card could be the potential research topic in the future.

The last cluster (in purple), consisted of 5 keywords with “value” as the most frequent, followed by “customer”, “words of mouth”, “iran” and “service quality”. The nodes of “words of mouth” and “service quality” stayed in the outer space of the figure. This fact shows that there have been only few studies on the themes of the relationship between “value” and “words of mouth” and “service quality”. These topics are recommended for the future research.

Fig. 3 shows the overlay visualization of Islamic Consumer Behavior (ICB) publications between 2016 and 2018. There was a shift in the topics of ICB through the years. In 2016, the articles extensively discussed on theories and models. They

also discussed affective loyalty since the key words contained “attitude”, “purchase intention”, “islamic belief” and “brand”. In connection with the research context, they discussed on Islamic finance due to the keywords of “Islamic banks” and “Islamic credit cards”. Malaysia and Tunisia became the countries where the studies mostly took place.

In 2017, the discussion on ICB moved to customer relationship which covered the themes such as “consumer behavior”, “consumer intention” and “value”. The keyword “religiosity” was introduced this year. Pakistan was found to be the country dominating the research while “subjective norm” was the theory appeared.

In 2018, Indonesia became the central of the research on ICB. The issues discussed were more comprehensive from “halal product”, “service quality”, “trust”, “Word of Mouth”, “islamic home financing”, and “advertisement”. However, the distance of the last 3 themes (seen from the nodes) were father than the first 3 themes. This fact indicated that relationship between the themes of “Word of Mouth”, “Islamic home financing” and “advertisement” were weaker than that of the themes of “halal product”, “service quality” and “trust”.

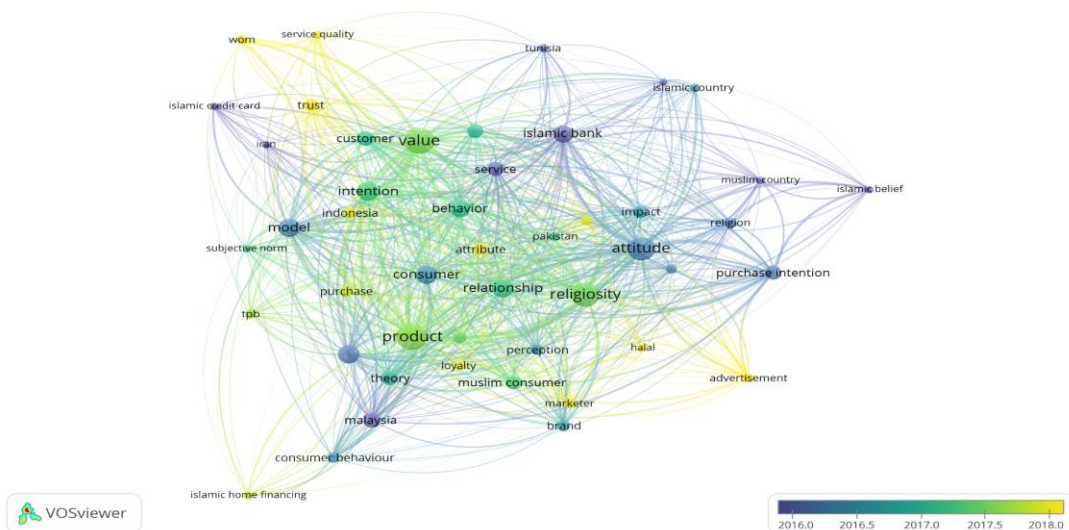


Fig. 3. Overlay visualization of Islamic Consumer Behavior articles

Fig. 4 shows the density visualization of ICB literature from the year 2016 to 2018. It shows that research with keywords related to loyalty such as consumer behavior, words of mouth, service quality and purchase intention are not highly related to other studies. Islamic belief, advertisement, Islamic home financing, theory of planned behavior, subjective norms, islamic credit card have not been widely investigated. Therefore, these themes could be further issues to study.

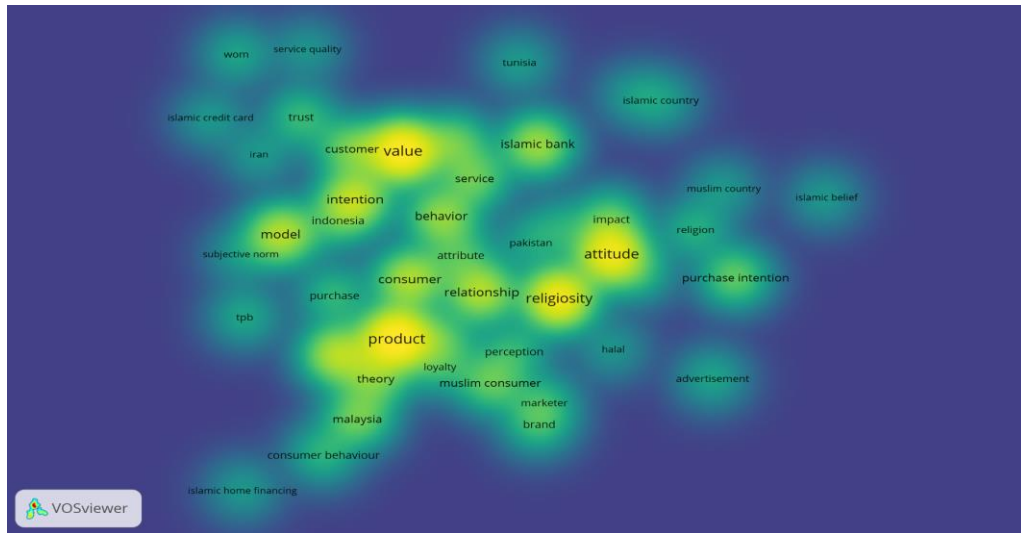


Fig. 4. Density visualization of Islamic Consumer Behavior articles from global scholars

Bibliographic coupling of sources on Islamic Consumer Behaviour (ICB)

The authors analyze 142 selected articles on Islamic Consumer Behavior (ICB). They sorted the articles in the basis of their relevance. Journal of Islamic Marketing was found the most dominant journal publishing ICB articles with 56 articles in the last 2 decades. The second publisher was International Journal of Bank Marketing (9 articles), followed by International Journal of Islamic and Middle Eastern Finance (5 articles) and Management and International Journal of Emerging Markets (5 articles). The top 10 journals that published on ICB articles are presented in Table 1.

Table 1. Top 10 journals on Islamic Consumer Behavior

Rank	Journal	No. of Publications
1	Journal of Islamic Marketing	56
2	International Journal of Bank Marketing	9
3	International Journal of Islamic and Middle Eastern Finance and Management	5
4	International Journal of Emerging Markets	5
5	International Journal of Social Economics	4
6	Journal of Islamic Accounting and Business Research	3
7	British Food Journal	3
8	Journal of Financial Services Marketing	3
9	Humanomics	3
10	Meat Science	2

Fig. 5 describes the network visualization of bibliographic coupling of sources on ICB. It is found that there are 5 clusters indicated by red, blue, green, yellow and purple. The first cluster, represented in red, consists of Journal of Islamic Marketing and Journal of Religion and Health. The second cluster, represented in blue, consists of Humanomics and Economies. The third cluster, represented in green, consists of International Journal of Emerging Markets and Journal of Financial Services Marketing. The fourth cluster, represented in yellow, consists of International Journal of Retail and Distribution Management and Journal of Advances in Management. The last cluster, represented in purple, consists of British Food Journal, Meat Science, International Journal of Islamic and Middle Eastern Finance and Management and Substance Abuse Treatment.

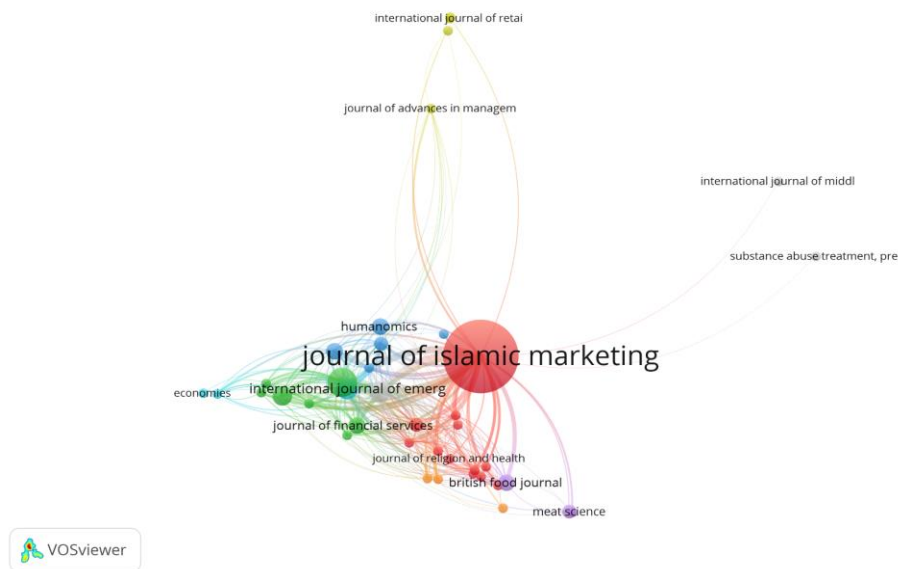


Fig. 5. Network visualization of bibliographic coupling of sources on Islamic Consumer Behavior

It is found that there are 5 Journals; 1). Journal of Religion and Health, 2). Economies, 3). International Journal of Retail and Distribution Management, 4). Journal of Advances in Management, and 5). Substance Abuse Treatment are not in the top 10. To the opposite, 4 journals; 1). International Journal of Bank Marketing, 2). International Journal of Social Economics, and 3). Journal of Islamic Accounting and Business Research in the top 10 are not included in network visualization of bibliographic coupling of sources. Interestingly, 2 journal, International Journal of Emerging Markets and Journal of Financial Services Marketing, in 1 cluster and another 3 journals, British food journal, Meat Science and International Journal of Islamic and Middle Eastern Finance and Management, in another 1 cluster.

It can be seen from the overlay visualization that in these 2 recent years, the journals discussed most on ICB are journal of advances on management, economies and british food journals.

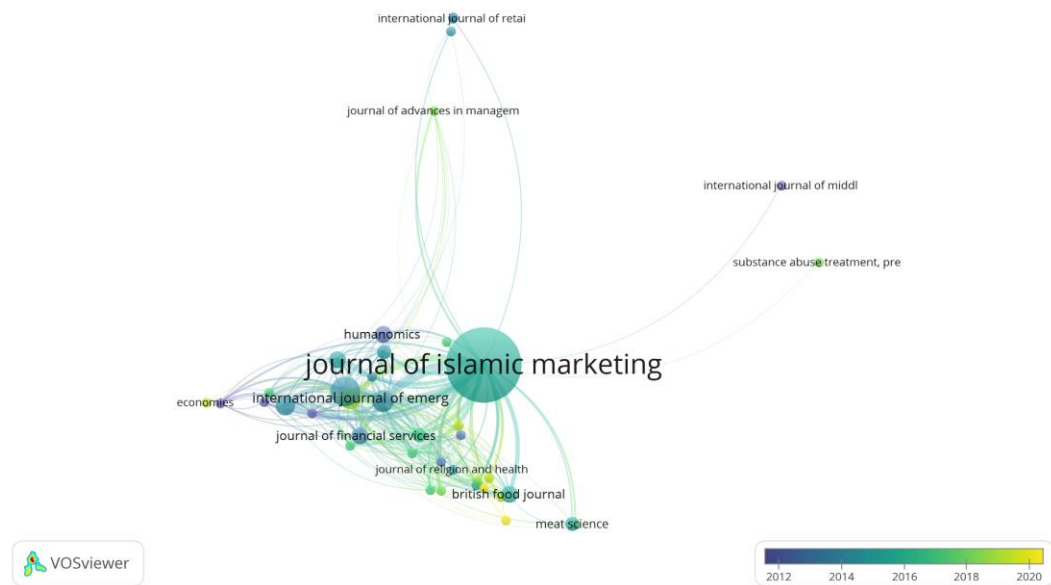


Fig. 6. Overlay visualization of bibliographic coupling of sources on Islamic Consumer Behavior

Table 2 shows the top 5 authors whose articles are mostly cited. Amin places the first author with 293 citations followed by Abdul Razak with 188 citations. Ahmed places the third author with 151 citations followed by Abdul-Rahman (80) and Butt (63).

Amin with 11 articles were cited 293 times. This fact indicates that in the field of ICB, Amin is the most productive and his articles are the most impactful. The article mostly cited is entitled “barriers to adoption of Islamic banking in Pakistan (2011)” with 98 citations. The second and the third most cited articles were written by Abdul Razak and Ahmed. Although Abdul Razak articles were cited more than Ahmed ones, the number of Ahmed publication was less than Abdul Razak. In avarage, Ahmed publication is more than Abdul Razak. The forth and the last authors were Abdul-Rahman and Butt.

Tabel 2. Top 5 Authors

Rank	Author	No. of Articles	Citations
1	Amin, Hanudin	11	293
2	Abdul Razak, Dzuljastri	5	188
3	Ahmed, Zafar U.	3	151
4	Abdul-Rahman, Abdul-Rahim	3	80
5	Butt, Irfan	3	63

CONCLUSION

It is evident that the number of publications on Islamic Consumer Behavior between 2001 and 2020 fluctuated. It increased significantly in 2012 but decreased from 10 to 30% between 2013 and 2018 but almost doubled in 2019 and 2020.

Based on co-occurrence analysis to 47 keywords in 142 publications, it is found that there are 5 clusters with 1). product, 2). religiosity, 3). model, 4). intention, and 5). value as the most frequent keywords in each cluster.

From the year 2016 to 2018, there were a shift in the topics from theory and model in 2016, customer relationship in 2017 and loyalty and halal product in 2018. Journal of Islamic Marketing dominantly published the topics of Islamic consumer behaviors with 56 articles. The number of publications is much more than International Journal of Marketing, as the second place, with only 9 publications.

In 2016, International Journal of Emerging markets started published the ICB articles before dominated by Journals of Islamic Marketing. In these 2 recent years, the journals discussed most on ICB are Journal of Advances on Management, Economies and British Food Journals. In connection with top authors whose articles mostly cited 3 of the 5 are Malaysian (Amin, Hanudin; Abdul Razak, Dzljastri; Abduk-Rahman, Abdul-Rahim), 1 author is lebaneese (Ahmed, Zafar U.) and interestingly 1 author (Butt, Irfan) is Canadian.

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