

DYNAMICS OF DEVELOPMENT OF ISLAMIC MARKETING RESEARCH: A BIBLIOMETRIC REVIEW BASED ON SCOPUS DATA, 1998 - 2023

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Abstract

Islamic marketing is not just a trend but a global phenomenon that continues to grow. By focusing on Islamic values, product and service diversification, and the use of technology, Islamic marketing can bring positive change to the business world and Muslim society. This research analyzes publication performance, main themes, and trends in Islamic marketing literature. This research utilizes quantitative descriptive methods with a bibliometric approach. Data sources were obtained from the Scopus database and analyzed using VOSviewer and Biblioshiny software. Findings show 274 research documents on Islamic marketing in the Scopus database during the 1998-2023 period. Malaysia and the International Islamic University Malaysia are the most active in publishing this research. Many publications regarding Islamic marketing focus on the Journal of Islamic Marketing and the disciplines of Business, Management, and Accounting. Over the last 25 years, Islamic marketing research in the Scopus database has emphasized aspects of Islamic marketing among Muslim consumers. The latest research opportunities in Islamic marketing include halal markets, halal tourism, Islamic hospitality, Islamic market segmentation, and Muslim consumers.

Keywords: *Islamic Marketing, Bibliometrics, VOSviewer, Biblioshiny, Scopus*

Abstrak

Islamic marketing bukan hanya sebuah tren, melainkan juga merupakan fenomena global yang terus berkembang. Dengan memusatkan perhatian pada nilai-nilai Islam, diversifikasi produk dan layanan, serta pemanfaatan teknologi, Islamic marketing memiliki potensi untuk membawa perubahan positif bagi dunia bisnis dan masyarakat muslim. Penelitian ini bertujuan untuk menganalisis kinerja publikasi, tema utama, dan tren penelitian dalam literatur islamic marketing. Penelitian ini memanfaatkan metode deskriptif kuantitatif dengan pendekatan

bibliometrik. Sumber data diperoleh dari database Scopus dan dianalisis menggunakan perangkat lunak VOSviewer dan Biblioshiny. Temuan dari penelitian menunjukkan bahwa terdapat 274 dokumen penelitian tentang islamic marketing dalam database Scopus selama periode 1998-2023. Malaysia dan International Islamic University Malaysia menjadi yang paling aktif dalam mempublikasikan penelitian tersebut. Publikasi mengenai islamic marketing banyak terfokus pada Journal of Islamic Marketing dan disiplin ilmu Business, Management, and Accounting. Selama 25 tahun terakhir, penelitian Islamic marketing dalam database Scopus menekankan pada aspek pemasaran Islam di kalangan konsumen Muslim. Peluang penelitian terbaru di bidang islamic marketing mencakup topik-topik seperti halal market, halal tourism, islamic hospitality, islamic market segmentation, dan muslim consumers.

Kata Kunci: *Pemasaran Islam, Bibliometrik, VOSviewer, Biblioshiny, Scopus*

Introduction

The marketing concept can be interpreted as strategic and competitive planning that focuses on customer satisfaction, which is carried out by management with support from all elements of the organization (Abdullah et al., 2021). Islamic marketing is the object of quite serious debate in academic and practitioner circles, and they have unique benefits that are visible, especially in countries with a majority Muslim population (Hashim & Hamzah, 2014; J. Wilson, 2012). This debate is based on differences in marketing values and practices that have been practiced so far (Krasteva, 2016). Apart from that, Islamic marketing is relatively new, does not yet have segments, and has not yet been tested (Sandikci, 2011).

Islamic marketing is a series of strategic processes of creating, offering, and exchanging value that aims to meet needs through products and services that comply with Islamic principles by emphasizing the welfare of both buyers and sellers (Abbas et al., 2020; Abdullah et al., 2021). Islamic marketing is essential for a trader, both individual and company. Trade is considered a fundamental element in human life as long as the process follows Islamic axioms in primary sources, namely the Al-Qur'an and Al-Hadith (Hashim & Hamzah, 2014). Allah SWT specifically gave a role model to follow through the Prophet Muhammad SAW (Syafri & Hadziq, 2021). Islamic marketing shows the way to implement ethically acceptable marketing (Amin & Sahabudin, 2023). There are two aspects contained in it, namely, firstly, Islamic marketing is based on the ethical values set out and absolute in the Al-Qur'an. Secondly, the main goal is to seek profits and obtain a positive impact on humanity and the

environment (Syafriil & Hadziq, 2021). Here, it can be seen that Islam provides a comprehensive perspective.

Kişi (2023) expressed that considering the extraordinary progress in the production of scientific knowledge in recent years, a comprehensive and collective analysis of the literature is needed. In this context, bibliometric methods emerge as a quantitative approach to analyzing bibliographic materials systematically. Several previous studies have carried out research related to Islamic marketing bibliometric analysis, but there are still limitations to the research that has been carried out. Research conducted by Mubarrok et al. (2022) used bibliometric analysis with VOSviewer on Islamic marketing journal publications in JIMA published between 2010 and April 2020. Amin & Sahabudin (2023) conducted bibliometric research with VOSviewer using the 2017-2022 Scopus database, as well as research conducted by Bayirli et al. (2023), who only used articles from WOS and only used the term Islamic marketing when searching for data. Therefore, this research seeks to develop previous research on bibliometric analysis of Islamic marketing by using all documents obtained from the Scopus database and several terms in the data search process. Apart from that, in the data analysis process for this research, we use VOSviewer and RStudio, so it is hoped that we can obtain a more comprehensive analysis.

This research aims to explore and analyze a scientific discipline by conducting a literature review on Islamic marketing using bibliometric methods. Specifically, this research aims to answer research objectives, including (1) to analyze bibliometric performance, which includes the number of publications, countries, institutions, authors, sources, articles, and subject areas that have an influential contribution to research in Islamic marketing literature, and (2) analyze the main themes and research trends in the literature on Islamic marketing. The findings of this research are then presented visually through pictures, tables, and appropriate media. This research focuses on analyzing article documents using keywords as a measure to identify those related to Islamic marketing, providing direction for future researchers to understand Islamic marketing as a whole. Furthermore, it is hoped that the findings from this research will contribute to the development of academic knowledge, helping to determine and evaluate publications in Islamic marketing.

Research Methods

This research was conducted using quantitative descriptive and bibliometric approaches. Bibliometric analysis is a widely used approach for examining and studying extensive scientific data, enabling the identification of subtle changes in a certain topic and exposing developing areas within that field (Donthu et al., 2021). The bibliographic data used in this research was collected from the Scopus database. Scopus is a vast and comprehensive database that contains a wide range of scholarly articles from various disciplines in the social sciences. It is highly regarded and regularly used for conducting quantitative analysis (Donthu et al., 2020). The data used in the bibliometric analysis was taken on 02 January 2024 from the Scopus database using the following keywords TITLE-ABS-KEY (("islamic marketing" OR "muslim marketing" OR "halal marketing" OR "sharia marketing" OR "spiritual marketing" OR "religious marketing")). The received results were downloaded in CSV format for processing using VOSviewer and Biblioshiny in RStudio to visualize and analyze trends in bibliometric form. VOSViewer, or VV, is a software used to visualize bibliometric maps or data sets containing bibliographic fields such as title, author, writer, journal, etc. (Karim et al., 2021). In addition, biblioshiny is an application that offers a web interface for bibliometrix. It enables the creation of subject dendrograms, conceptual maps, and topic trend graphics (Secinaro et al., 2020).

Results and Discussion

1. Bibliometric Performance Analysis Results

a. Number of Publications

The measure of the influence of research can be determined by the quantity of citations it receives (Agarwal et al., 2016). The Scopus database has 274 research documents on "Islamic marketing" from 1998 to 2023. These documents include 203 articles, 26 book chapters, 23 reviews, 9 conference papers, 7 books, 2 conference reviews, 2 editorials, and 2 notes. Figure 1 displays the influence (i.e., citations) of research conducted in a specific year. Mean Total Citations per Articles (MTCA) is a bibliometric metric that calculates the average number of research citations for each

article, taking into account all other studies included in the Scopus database (Suwarno et al., 2021). Since 1998 - 2001, MCTA has shown an increasing trend, then in 2002 - 2009 there were no citations at all, and in 2010 there was an increase but in 2011 - 2023 it continued to decline. Based on the Mean Total Citations per Articles (MTCA), the highest occurred in 2001 with an average of 186.0 citations. This shows that the topic of Islamic marketing in 2001 was quoted more frequently than in other years. Overall, the citation trend for Islamic marketing topics has fluctuated with a decreasing trend. This phenomenon can occur due to the limited number of citations from recent research findings, as research typically takes time to influence research significantly.

To evaluate the advancement of a particular research area, it is necessary to consider the quantity of publications published on that subject (Agarwal et al., 2016). Figure 1 also shows the increase in publications since 1998. Figure 1 displays the presence of four distinct waves. The initial surge reached its maximum point in 2014 with 22 publications, followed by a second surge in 2016 with 23 publications. The third surge occurred in 2020, reaching its peak with 33 publications. The most recent surge, which took place in 2022, reached its highest point with 38 publications, surpassing the previous waves. The number of publications (N) and MCTA in 1998 – 2023 can be seen in the following figure.

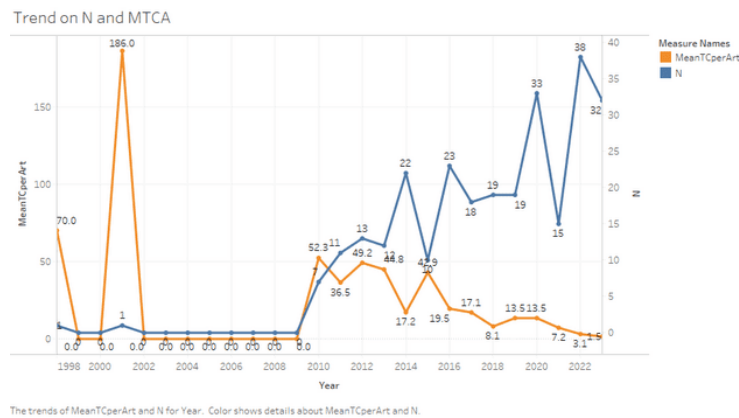


Figure 1. Trends in Number of Publications (N) and Mean Total Citations per Article (MTCA)

b. Geographic Distribution of Publications

Table 1 and Figure 2 show the countries that are highly productive in research work published between 1998 and 2023. We consider the top 10 countries regarding research productivity on Islamic marketing. The Scopus papers on "Islamic marketing" are

primarily authored by connected researchers from Malaysia (61) and Indonesia (49). Overall, it appears that the number of documents on the topic of "Islamic marketing" published by Asian researchers (including Malaysia, Indonesia, Pakistan, United Arab Emirates, Bangladesh, and Brunei Darussalam) is much greater (159) compared to researchers from other continents. Furthermore, although the number of documents covering this topic from three continents, namely Europe (United Kingdom and Turkey), Africa (Egypt), and America (United States) is 83, it only accounts for 52.20% of the total publications published by Asian researchers. Researchers from the Asian continent conducted most of the studies on "Islamic marketing" published in Scopus. This can be attributed to the fact that the Asian continent boasts the highest concentration of Muslims globally. The Royal Islamic Strategic Studies Center (RISSC) issued figures in 2023 indicating that Asia is home to around 1.292 billion Muslims, accounting for approximately 62.2% of the global Muslim population. Asia houses nations with the most substantial Muslim populations globally, including Indonesia, Pakistan, India, Bangladesh, and Iran. Apart from that, Asia is also the birthplace of Islam and the center of the spread of this religion throughout the world.

Table 1. Top Country Affiliates on Scopus Islamic Marketing Topics

Rank	Country	Documents	Rank	Country	Documents
1	Malaysia	61	6	United Arab Emirates	15
2	Indonesia	49	7	Pakistan	14
3	United Kingdom	25	8	Egypt	13
4	Turkey	24	9	Bangladesh	10
5	United States	21	10	Brunei Darussalam	10

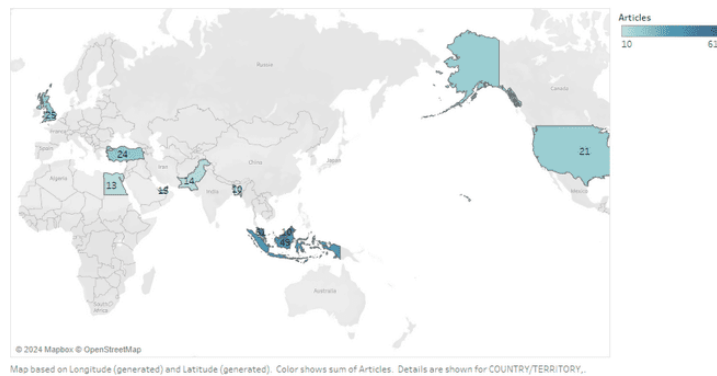


Figure 2. Top 10 Influential Countries in Islamic Marketing Research (1998–2023)

c. Institutional Distribution of Publications

Figure 3 shows the top 10 research institutions. These ten institutions produced 75 publications (27.37%) of the 274 publications considered in this study. All institutions produced five or more publications, with International Islamic University Malaysia having the highest number of publications (11) and Universiti Utara Malaysia having five publications in the lowest position of the ten productive institutions worldwide. One of the exciting findings shown by the graph is that 7 out of 10 institutions come from Asia, and only three come from the West.

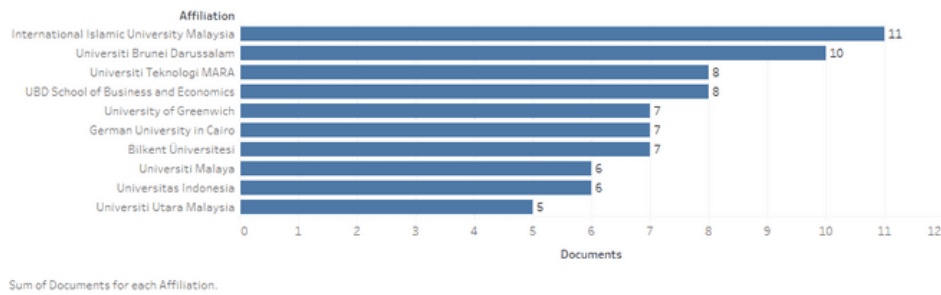


Figure 3. Top 10 High-Research Producing Institutions

d. Author Distribution of Publication

As seen in Figure 4, the most prominent authors are Alserhan, B.A. from United Arab Emirates University, with 4 documents and 165 citations. El-Bassiouny, N. from The German University in Cairo with 4 documents and 119 citations. Tieman, M, from Universiti Teknologi MARA with 3 documents and 112 citations. Finally, Islam, M.M. from EXIM Bank Agricultural University Bangladesh, with 3 documents and 17 citations.

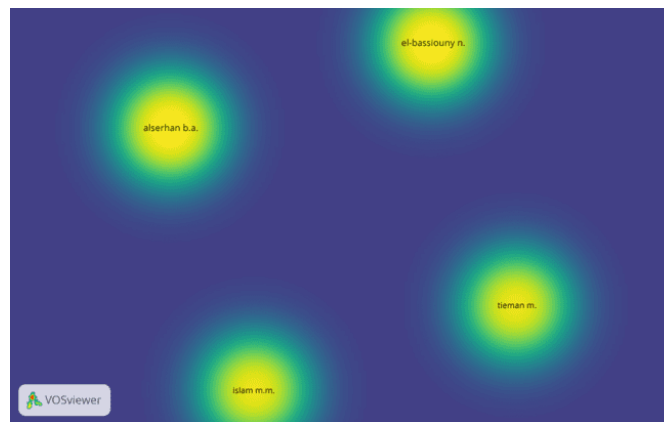


Figure 4. Density Visualization Clusters of Prominent Authors (Minimum 3 Documents) with More Than 10 Citations Over the Years

e. Sources Distribution of Publication

Table 2 presents the scores and rankings of the ten journals and books that publish the most research in Islamic marketing. The investigated data include several documents, citations, SCImago Journal Rank (SJR), CiteScore, and Sources Normalized Impact (SNIP), except those that are unavailable. According to Ababou et al. (2023), the SJR metric quantifies a journal's impact by considering the influence of the citing journal and the subject area. CiteScore calculates the average number of citations per article. SNIP evaluates the actual citations obtained by a journal concerning the expected citations for its subject area. The ranking demonstrates that journals in this particular subject exhibit varying ranks and qualities, which emphasise the topic's significance and appeal to editors and publishers. This research encompasses 93 sources, including journals, books, and other relevant materials. Among these sources, the top 10 are journals and books on Islamic marketing. In addition, the Journal of Islamic Marketing has the most extensive articles and citations compared to other sources.

Table 2. Journals and Books that Most Published Articles on Islamic Marketing Topics

Source	Publisher	TP	TC	SJR	SNIP	Cite Score
Journal of Islamic Marketing	Emerald Publishing	140	3678	0.653	1.524	6.3
Handbook of Islamic Marketing	Edward Elgar Publishing Ltd.	5	53	-	-	-
African Journal of Business and Economic Research	Adonis & Abbey Publishers Ltd.	4	1	0.156	0.225	0.6
Contributions to Management Science	Springer Nature	4	3	0.131	0.000	0.8
Emerging Research on Islamic Marketing and Tourism in the Global Economy	IGI Global	4	19	-	-	-
Asia Pacific Journal of Marketing and Logistics	Emerald Publishing	3	36	0.994	1.451	7.4
International Journal of Business and Society	Universiti Malaysia Sarawak	3	20	0.219	0.451	1.4

Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control	IGI Global	3	5	-	-	-
Journal of Business Research	Elsevier	3	128	2.895	3.238	16.0
Management Research Review	Emerald Publishing	3	155	0.717	1.255	5.4

f. Notable Article Distribution

Figure 5 displays a density visualization map of citation papers, revealing that out of the 274 documents, only 26 articles have garnered more than 50 citations, and these articles do not have any interlinking connections. Table 3 illustrates the articles that have received the highest number of citations. This section examines the author's productivity in generating quotations. The table comprises the ten most highly cited research papers. The writers with the highest number of citations are Mukhtar & Butt (2012), Saeed et al. (2001), Rahman et al. (2015), Wilson et al. (2013), and Awan et al. (2015) with 274, 186, 171, 167, and 153 citations respectively. The top five authors in terms of citations per year are Mukhtar & Butt (2012), Rahman et al. (2015), Awan et al. (2015), Wilson et al. (2013), and Nurhayati & Hendar (2020). They have citation rates of 21.08, 17.10, 15.30, 13.92, and 13.00 respectively.

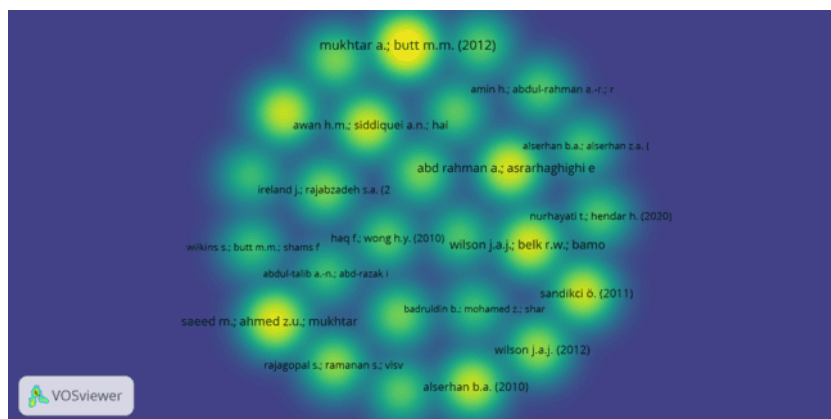


Figure 5. Density Visualization Map of Citation Document

Table 3. Top 10 Most Cited Documents

No	Paper Name (Author)	Journal	Total
1	Intention to Choose Halal Products: The Role of Religiosity (Mukhtar & Butt, 2012)	Journal of Islamic Marketing	274
2	International Marketing Ethics from an Islamic Perspective: A Value-Maximization Approach (Saeed et al., 2001)	Journal of Business Ethics	186
3	Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention (Rahman et al., 2015)	Journal of Islamic Marketing	171
4	Crescent Marketing, Muslim Geographies and Brand Islam: Reflections from the JIMA Senior Advisory Board (J. A. J. Wilson et al., 2013)	Journal of Islamic Marketing	167
5	Factors Affecting Halal Purchase Intention - Evidence from Pakistan's Halal Food Sector (Awan et al., 2015)	Management Research Review	153
6	Researching Islamic Marketing: Past and Future Perspectives (Sandikci, 2011)	Journal of Islamic Marketing	150
7	Islamic Marketing – A Challenger to the Classical Marketing Canon? (J. A. J. Wilson & Grant, 2013)	Journal of Islamic Marketing	146
8	On Islamic Branding: Brands as Good Deeds (Alserhan, 2010)	Journal of Islamic Marketing	145
9	The New Wave of Transformational Islamic Marketing: Reflections and Definitions (J. A. J. Wilson, 2012)	Journal of Islamic Marketing	108
10	Halal Certification: Implication for Marketers in UAE (Rajagopal et al., 2011)	Journal of Islamic Marketing	101

Recent papers have garnered significant attention, as seen by the numerous citations they have received. The literature study article above highlights the disparities in understanding Islamic marketing. Mukhtar & Butt (2012), Awan et al. (2015), and Rahman et al. (2015) said that decisions to purchase halal products are based on the influence of subjectivity, religiosity, norms, and impact. This means Islamic marketing is not a determining factor in buying and selling activities. Then Rajagopal et al. (2011) and Alserhan (2010) said that the concept of Islamic marketing in practice is still carried out conventionally, and halal products are still not fully understood by the public.

Sandikci (2011) stated that conventional marketing is essentially contrary to the beliefs of Muslims because the doctrine contained in it is capitalism. Thus, Saeed et al. (2001) and J. A. J. Wilson et al. (2013) stated that Islamic doctrine is inherent in every human being; this attachment then produces good ethics and norms in carrying out Islamic marketing activities. J. A. J. Wilson & Grant (2013) and J. A. J. Wilson (2012) say that Islamic marketing is a new term that still requires the development of ideas, concepts, and practices. This will undoubtedly support the resilience of Islamic marketing in the future.

g. Distribution Subject Areas of Publication

Figure 6 depicts a pie chart showing research publications by field of study. The pie chart represents the four primary study domains of Islamic marketing. The graphic illustrates that around 57.0% of the research publications in Islamic marketing during the specified period were focused on the disciplines of Business, Management, and Accounting. Approximately 14.9% of the study pertains to economics, econometrics, and finance. About 10.0% of publications in the Social Sciences area and 4.2% in the Arts and Humanities domain focus on Islamic marketing.

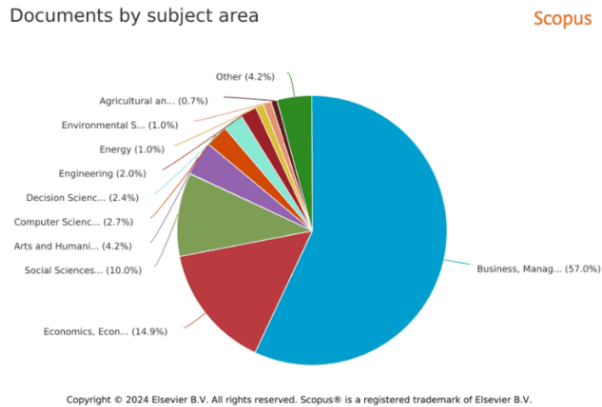


Figure 6. Documents by Subject area

2. Analysis of Research Themes and Trends

This part uses the keyword co-occurrences analysis method to look at Islamic marketing research and find areas that need more study. It does this by making keyword networks and putting keywords into groups (Ababou et al., 2023).

a. Research Keyword Analysis in Islamic Marketing Studies

Ababou et al. (2023) keyword co-occurrence is a commonly employed technique in bibliometric and scientometric studies for detecting research focal points and patterns in different scientific fields. Furthermore, it serves as an auxiliary aid for scientific research by facilitating the representation of the most common and significant terms employed within a specific area of study. Comprehending the constituent components and terminology of research is crucial. Various terms associated with Islamic, Muslim, halal, sharia, spiritual, and religious marketing are employed. The primary objective of this research is to ascertain keywords and then analyse keywords associated with those concepts. This analysis encompassed all categories of keywords, including both author and index keywords. The author's keywords serve as a concise representation of the subject matter discussed in their manuscript. The journal recommends utilising regulated index keywords that accurately encapsulate the topic's essence and are chosen by the writers. Familiarity with commonly employed vocabulary in a research domain enhances researchers' comprehension of that topic. The keywords frequently utilised by researchers in Islamic marketing are presented in Figure 7. We conducted a bibliometric analysis and content assessment on Islamic marketing, focusing on the co-occurrences (OC) and total link strength (TLS) of papers produced between 1998 and 2023. We set the minimum threshold for keyword co-occurrences at 5. Out of the 797 keywords, 41 satisfied the criteria, and 38 were chosen, as seen in Table 4.

Table 4. Islamic Marketing: Co-Occurrences and Total Link Strength of Documents about Islamic Marketing

	OC	TLS		OC	TLS
Islamic marketing	132	259	Muslim consumers	10	22
The muslim consumer	26	76	Muslim consumer behaviour	5	20
Halal market	20	65	Culture	5	19
Islamic market	18	64	Islamic hospitality	5	17
Islamic business ethics	16	50	Islamic law and marketing practices	5	17
Islam	22	49	Islamic retail	6	17
Marketing	21	48	attitude	5	16
Consumer behaviour	15	45	Halal tourism	9	16
Islamic financial services	11	37	Halal certification	9	15

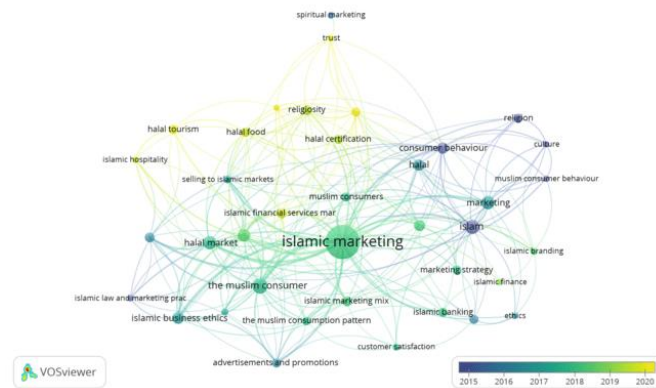


Figure 8. *Overlay Visualization (Islamic Marketing – Scopus)*

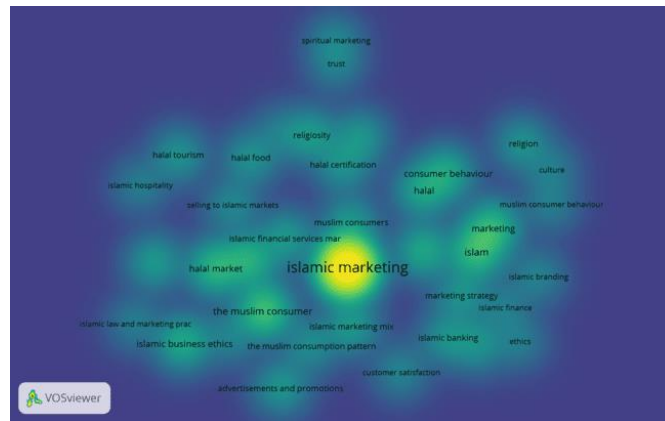


Figure 9. *Density Visualization (Islamic Marketing – Scopus)*

The dot size on the co-citation map indicates the relative frequency of different topics. The proximity and links on the co-citation map offer insight into the relationships between topics. The colourful nodes on the co-citation map indicate the relative recency of the various issues in the reviewed articles (Ababou et al., 2023). The analysis of Figures 7 and 8 reveals that the presence of specific keywords in the evaluated publications allows for identifying research fields that have garnered significant interest in recent years and the connections between them. This study demonstrates that "Islamic marketing" is the most commonly encountered, appearing in 132 occurrences and having 36 links to other keywords. Furthermore, the term "the Muslim consumer" is mentioned in 26 occurrences and is accompanied by 21 links. These findings focus on examining Islamic marketing strategies targeted at Muslim consumers.

b. Cluster Analysis

The depicted groupings in Figure 7 illustrate the complex and multifaceted nature of Islamic marketing. The term "red cluster" denotes terms associated with Islamic marketing. The clusters indicate that numerous studies have employed terms related to Islamic marketing, such as halal marketing, Islam, halal, consumer behaviour, marketing strategy, Islamic finance, and marketing mix. Likewise, several keywords are associated with other clusters, such as the Muslim consumer, Islamic business ethics, halal market, and religiosity. These terms have been extensively employed by researchers globally, illustrating the multifaceted nature of Islamic marketing. Regarding the timing of the emergence in popularity of "Islamic marketing" and "the Muslim consumer," the overlay visualisation map (Figure 8) indicates that the term "the Muslim consumer" was used in literature before the keyword "Islamic marketing" emerged. The table below displays the keyword groupings found in Islamic marketing literature from 1998 to 2023, categorised by cluster.

Table 5. Cluster Organization for Scopus Documents About "Islamic Marketing"

Cluster 1 (Red)	Consumer behaviour, Culture, Ethics, Halal, Halal marketing, Islam, Islamic banking, Islamic branding, Islamic finance, Islamic marketing, Marketing, Marketing mix, Marketing strategy, Muslim consumer behaviour, Religion
Cluster 2 (Green)	Attitude, Halal certification, Halal food, Islamic financial services marketing, Purchase intention, Religiosity, Selling to islamic markets, Spiritual marketing, Trust
Cluster 3 (Blue)	Advertisements and promotions to muslims, Customer satisfaction, Islamic business ethics, Islamic law and marketing practices, Islamic marketing mix, Islamic markets, The muslim consumer, The muslim consumer, The muslim consumption pattern
Cluster 4 (Yellow)	Halal market, Halal tourism, Islamic hospitality, Islamic market segmentation, Muslim consumers

Cluster 5 (Purple)	Islamic retail
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Conclusion

Based on the results of the research carried out, it can be seen that, based on bibliometric performance, 274 research documents relevant to the topic of Islamic marketing in the Scopus database during the 1998-2023 period were found. Malaysia and the International Islamic University Malaysia are listed as the countries and institutions most active in publishing research related to Islamic marketing. Alserhan, B.A. from the United Arab Emirates University, is recognized as the most prominent author in this field. The Journal of Islamic Marketing is the primary source for research related to Islamic marketing. The work entitled "Intention to Choose Halal Products: The Role of Religiosity" (Mukhtar & Butt, 2012) was recorded as the work with the most citations, and the Business, Management, and Accounting study fields were the most productive in publishing Islamic marketing research.

Apart from that, based on the main themes and research trends, it is known that the keyword "Islamic marketing" dominates as the most common keyword, followed by "the Muslim consumer." This shows that many studies discuss Islamic marketing to Muslim consumers. Keywords often used in Islamic marketing include halal marketing, Islam, halal, consumer behavior, marketing strategy, Islamic finance, and marketing mix. The latest research opportunities in Islamic marketing include halal markets, halal tourism, Islamic hospitality, Islamic market segmentation, and Muslim consumers, as seen in the yellow cluster.

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