

## **ISLAMIC CONSUMER BEHAVIOR: A BIBLIOMETRIC ANALYSIS**

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### **Abstract**

*This study aims to find out and analyze the main information, publication growth, the growth of this journal, growth based on institutions, researcher productivity, a publication based on the state, publication based on subjects, publications based on document types, thematic maps, network visualization, overlay visualization, density visualization, relationships between writers, dendrogram maps, and trend growth of keywords. The research uses the bibliometric method. Data collection by searching through the Scopus database with the keyword Islamic Consumer Behavior with Article Title Categories, Abstract, Keywords in the period 2006-2021. Data were*

*analyzed by year, the author, the origin of the author, and the subject use of Microsoft Excel 2010. As for the map of publication development, it is analyzed using R-STUDIO software, and VosViewer. The results of research from this article itself found that the Malaysian state became the most contributing country related to the topic of Islamic consumer behavior with 89 most productive documents and writers on the topic of Islamic consumer behavior was Hanudin Amin from the Malaysian Sabah Universiti with 18 documents. The originality of this study is the first study of reviewing and mapping Islamic Consumer Behavior studies using bibliometric analysis, data used from year to year. All articles published in the journal have been reviewed in terms of methodology, state/state groups cases, and top tops/subtopics for future research.*

**Keywords:** *Islamic consumer behavior, Islamic consumer, Consumer behavior, Bibliometric*

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**INTRODUCTION**

In a conventional economic view, consumption refers to activities to meet needs. Conventionally, in consumer behavior theory, a person intends to satisfy their own needs in any consumption. Consumption is carried out by individuals, groups, communities, and governments to get satisfaction. Consumption still pays attention to the size of the funds that must be spent to get the desired goods and services (Amin H, et, Al, 2016). Consumption is formulated as expenditure for goods and services. Such as food, clothing, housing, and treatment (Rahim A, 2016).

Consumer theories such as the Theory of Reasoned Action (TRA), The Technology Acceptance Model (TAM), and the Theory of Planned Behavior (TPB) guide individual behavior based on-conventional world views, and the use of these theories is not limited to entering halal and non-problems -Halal. This means that these-

theories can be expanded to predict a person's behavior for consumption of haram and halal goods and services. This shows an unlimited individual's actions. Thus, the theory failed to capture Islamic philosophy, and the founders built it for psychology rather than Islamic finance. This explains why these existing theories may be proven not enough to analyze consumers of behavior in Islamic society (Butt I, 2018). The motive for Islamic consumer behavior is to predict one's behavior within the framework of Islamic norms. He encourages someone's actions based on sincere needs.

Consumer behavior is the behavior carried out by consumers in finding, buying, using, evaluating, and spending the desired goods or services and aims to satisfy their needs (Ahmmadi P, 2020). The concept of utility in the new modern theory of al-nafs al-ammarah level (material preference) while Islamic utility perfects to the highest, namely al-nafs al-muthmainah (worldly balance and ukhrawi) Therefore, Islamic utilities guide consumers to obtain use value Which gave him the satisfaction of world life and the hereafter (Falah) (Hoetoro, 2018). Based on this statement it can be concluded that consumer behavior in Islam besides aiming to meet satisfaction but also concerned with the community's problems and blessings so that when consuming must be done as worship.

Islam as The Way of Life has given a very beautiful direction in consuming, namely by introducing the concept of israf (excess) in spending wealth and tabzir. Islam warns economic agents not to be lulled into competing to find a wealth (at-takaiats). Islam forms a soul and person who believes, is pious, grateful, and accepting. The consumptive lifestyle above is inappropriate and should not be done by a person who believes and is pious. The only suitable lifestyle is simple living (simple life) in a syar'i true sense. (Machmud A, et al, 2013).

This study aims to find out and analyze the main information topics, publication growth, core journal growth, publication growth based on institutions, researcher productivity, a publication based on the state, publication based on subjects, publications based on document types, thematics maps, network visualization, overlay visualization, density visualization, relationships between writers, dendrogram maps, and trend growth of keywords.

Bibliometrics include quantitative analysis of certain publications or documents, including writers, subjects, publication information, cited sources, and many more. Bibliometric analysis can examine how scientifically the communication process itself (Güzeller and Elikler, 2018). Bibliometric studies make it possible to identify trends in certain areas (fields of study) by measuring literature in that area (Kasemodel et al. 2016).

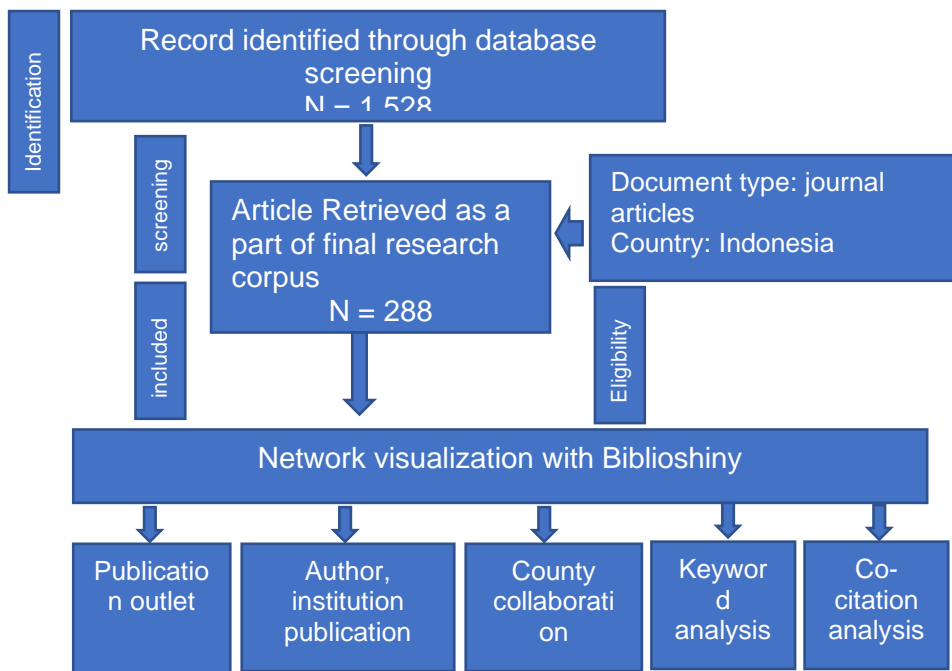
Several bibliometric studies are conducted in various disciplines using more or less similar methods, such as agriculture (Santana et al. 2021), Economics (León-Gómez et al. 2021), Social (Liu et al. 2021), and Education (Drajati et al., 2021). From this study, it is known that the study of Islamic consumer behavior using bibliometric analysis is still classified as small, especially in Indonesia.

The originality of this study is the first study of reviewing and mapping Islamic Consumer Behavior studies using bibliometric analysis, which used data from 2006 to 2021. All articles published in the journal have been reviewed in terms of methodology, state/state groups and topics for research in the future.

## **Methodology**

This study uses the scientific method by taking five stages (as shown in Figure 2), (Firdaus et al. 2019), namely: Phase 1 Includes study design, research questions, keywords, and database selection. Stage 2, data collection is done using shortlisting criteria. Stage 3, after collecting data from the database, bibliometric analysis is carried out using biblioshiny, this is to help interpret data (Jones and Gatrel 2014).

Stage 4, analyzed the results and interpretations accompanied by future research predictions. Stage 5, this technique has a high prestigious in identifying the research gap and is the most recommended technique for synthesizing existing studies.



**Figure 1. Process data screening.**

Data were extracted from the Scopus database, in October 2021 to achieve relevant information in this study. Scopus is best suitable for bibliometric analysis because it includes publications from good quality journals (2019 Korom). The data analyzed was the period 2002-2021 concerning Islamic Consumer Behavior. To facilitate the search, the keywords used are "Islamic Consumer Behavior", Abstract and Title so that the initial results obtained as many as 288 documents (String Title-ABS-Key ('Islamic and Consumer and Behavior')).

## LITERATURE REVIEW

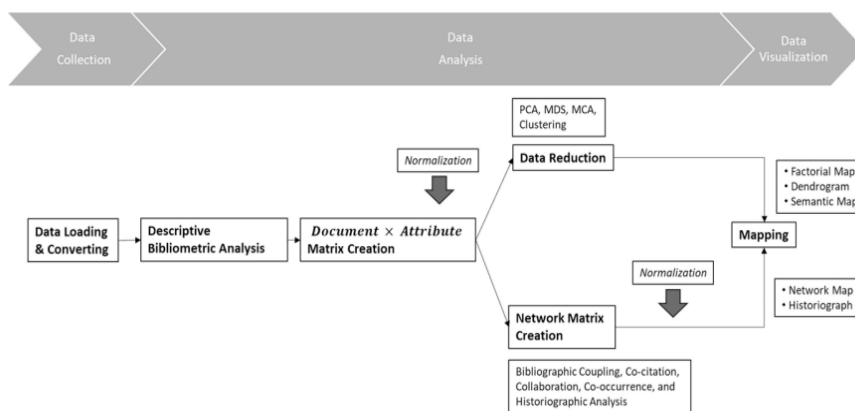
### Bibliometrics Analysis

Information about the Scopus database (namely, writers and fellow writers, keywords, titles, journals, writers, institutions, abstracts, and number of local and global quotes) help in conducting scientometrics analysis by applying bibliometric techniques (Cobo et al. 2011).

The study begins with a description of the main bibliometric statistics that analysis from two points of view. First is the-

performance analysis that assesses different parameters (author, affiliation, state, etc.) through an index bibliography that is built based on data quotations and authors related to data. Second, includes an analysis of the mapping of science that takes data from the mapping of the social structure and cognitive network of research.

The authors have used the workflow suggested by Aria and Cucurullo (2017) and Firdaus et al. (2019) as shown in Figure 3. Data analysis is carried out in two parts through inductive analysis (Seuring and Müller 2008) where the first bibliometric analysis is carried out and in the second part, network mapping. Package R is a well-assimilated statistical software between bibliometric analysis and graphical analysis through integrated data visualization tools using biblioshiny. When using R for bibliometric analysis, bibliometric packages biblioshiny can be installed for bibliometric analysis. Analysis can be done on data extracted from popular databases such as Scopus. Therefore, in this study biblioshiny was used by R to process data.



**Figure 2. Main methodology's phases-adapted from Aria and Cucurullo (2017).**

Bibliometric analysis in this study analyzes and visualizes bibliometrics, using R Studio, Biblioshiny, and Vosviewer software (Martinez, et al. 2019; Shukla, et al. 2020). R studio, biblioshiny, and vosviewer are used because of their ability to work efficiently with large data collections and provide various interesting visuals, analyses, and investigations (Van Eck & Waltman, 2010). R studio, biblioshiny, and vosviewer can also make publication maps, author maps, or journal maps based on co-citation networks or build keyword maps based on affiliates.

## RESULTS AND DISCUSSION

### Results

The output was analyzed based on Scopus through R Studio, Biblioshiny, and Vosviewer software to determine the most common keywords. However, the number of keywords that most often appear is tailored to the needs of data collection and analysis. The software is used to visualize the bibliometric map. This software displays bibliometric mapping in three different visualizations including, tissue visualization, overlay visualization, and density visualization.

Search results obtained 288 articles through the Scopus database. After being filtered, this data has been verified both in the 2002-2021 Scopus database with the keyword 'Islamic Consumer Behavior'. Around 288 articles were obtained in the initial results with 4957 quotations (413.1 quotes/year, and 17.2/paper). The results of improvements were obtained in 194 articles; Quote data are 4241 quotations (353.4 quotes/year, and 21.9/paper). Complete results of the comparison of metric data from the initial search and enhanced search can be seen in Table 1.

**Table 1. Metrics Result**

<b>Metric Data</b>	<b>Result</b>
Source	Islamic Consumer behaviour
Publication year	2002-2021
Papers	288
Citations	4957
Cities/year	413.1
Cities/paper	17.2
h_index	36

Source : Scopus, 2021

This table tries to present the most relevant contribution to this study. The step taken is to take 194 articles (Refinement Search) with the keyword "Islamic Consumer Behavior" which has the highest situation value (the top 10 quoted articles). Obtained the results as in Table 2.

### **The growth of the Scientific Publication of Islamic Consumer Behavior**

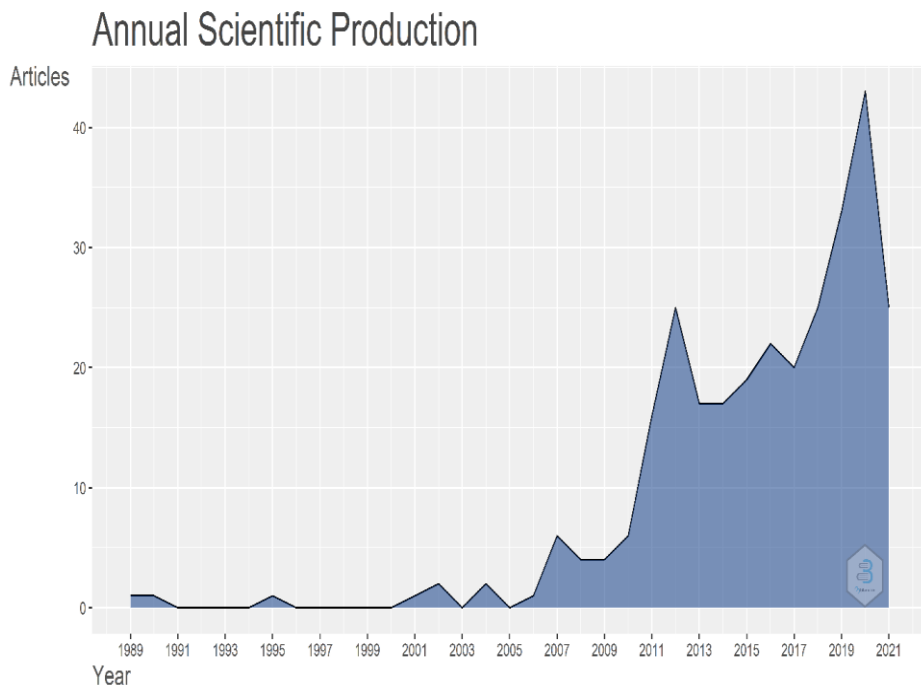
The growth of the Scientific Publication of Islamic Consumer Behavior during the 2006-2021 period experienced a significant increase. The growth of the scientific publication of Islamic Consumer Behavior which was mostly snapped in Scopus occurred in 2020 and reached 43 documents (13.88). For complete growth, the scientific-publication of Islamic consumer behavior can be seen in the following table 2.

**Table 2. Growth of Scientific Publication Islamic Consumer Behavior by Year**

<b>Years</b>	<b>Total</b>
2021	28
2020	43
2019	33
2018	25
2017	20
2016	22
2015	19
2014	17
2013	17
2012	25
<b>Total</b>	<b>288</b>

Source : Scopus 2021

The growth of the Islamic Consumer Behavior Publication based on table 1 and Figure 2 shows that during the period 2006-2020 the highest increase and growth occurred in 2020, with as many as 43 documents (13.88%). The second position occurred in 2019 which was 33 publications (11.45%) and followed in 2021 as many as 28 documents (9.72%).



**Figure 3. Annual Scientific Production**



## **Growth of Core Journal Scientific Publication Islamic Consumer Behaviour**

From the search results with the keyword Islamic Consumer Behavior in the Scopus database obtained as many as 288 documents. Of this amount the most publication of Islamic Consumer Behavior is published in the core journal of the International Journal of Islamic Marketing, which is 88 publications. For full the top 10 core journals that publish Islamic consumer behavior can be seen in the following table 3.

Table 3. Core Journal of Islamic Consumer Behaviour

<b>Core Journal</b>	<b>Total</b>
Journal Of Islamic Marketing	88
International Journal Of Bank Marketing	9
International Journal Of islamic and Middle Eastern Finance and Management	7
International Journal of Emerging Markets	5
Journal of Islamic Accounting and Business Research	5
Asia Pacific Journal Of Marketing And Logistics	4
Humanomics	4
International Journal Of Social Economics	4
International Journal Of Supply Chain	4
British Food Journal	3

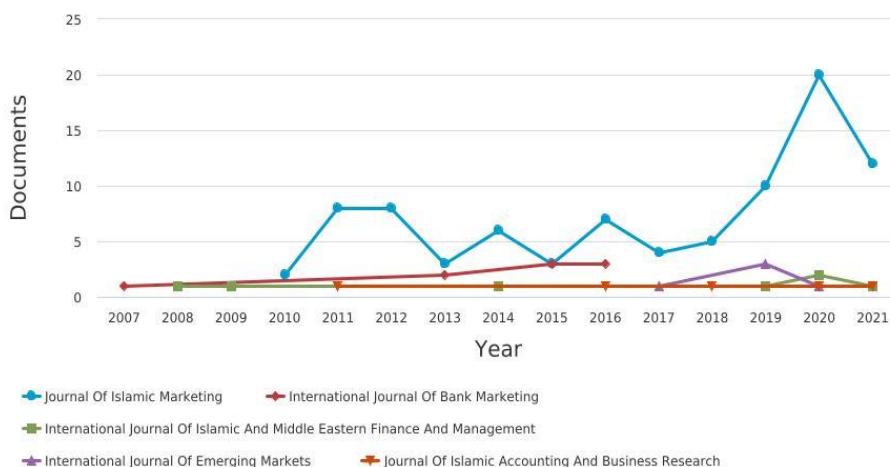
Source : Scopus 2021

From Table 3, and Figure 3 it can be seen that the 10 most core journals that publish the Scientific Publication of Islamic Consumer Behavior are the Journal of Islamic Marketing as many as 88 publications, followed by the International Journal of Bank Marketing 9 Publications, International Journal of Islamic and Middle Eastern Finance and Management 7 Publication, International Journal of Emerging Markets 5 Publication Journal of Islamic Accounting and Business Research 5 Publications.

### Documents per year by source

Scopus

Compare the document counts for up to 10 sources. Compare sources and view CiteScore, SJR, and SNIP data



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**Figure 4. Documents per year by source.**

### Scientific Publication of Islamic Consumer Behaviour by Affiliation

Data analysis shows that the most Islamic Behavior Consumer Behavior is produced by Universiti Malaysia Sabah in as many as 19 documents. Followed by 17 International Islamic University Malaysia, and Universiti Malaya as many as 13 documents. For the complete number of scientific publications, Islamic consumer behavior based on affiliation can be seen in Table 4 below.

**Table 4. Documents by Affiliation**

Affiliation	Total
Universiti Malaysia Sabah	19
International Islamic University Malaysia	17
Universiti Malaya	13
Universiti Teknologi MARA	12
Lauban Faculty of International Finance	10
Universiti Sains Malaysia	8
Universiti Utara Malaysia	8
Qatar University	8
University of Greenwich	7
Islamic Azad Universiti	7

Source : Scopus 2021

Judging from Table 4 and Figure 4 show that of the 10 highest ranking institutions contributing to the Scientific Publication of Islamic Consumer Behavior is Universiti Malaysia Sabah as many as 19 publications.

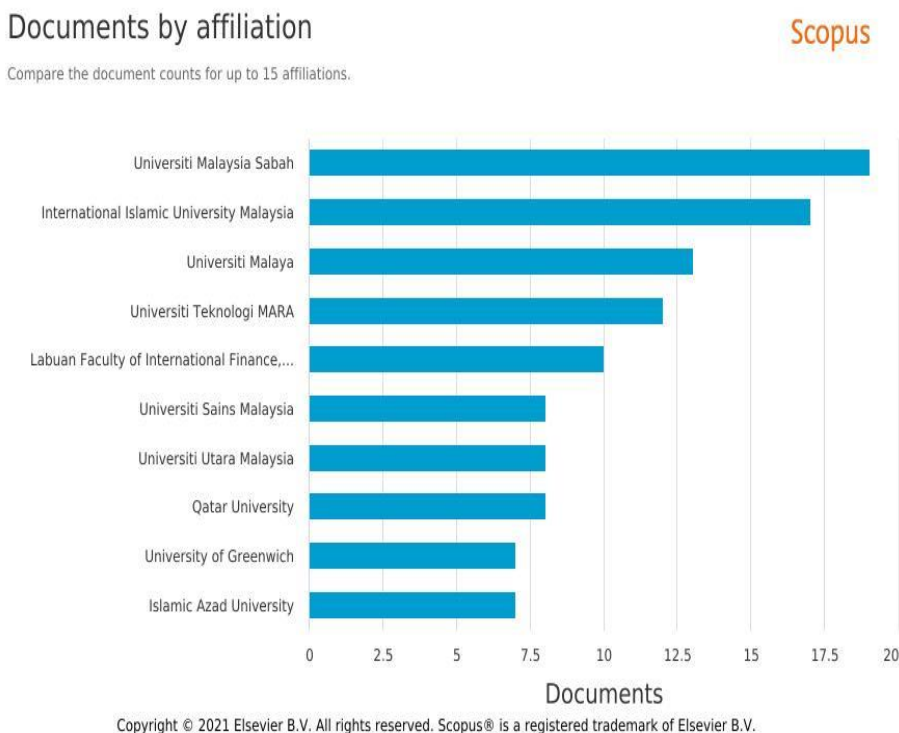


Figure 5. Documents by Affiliation

### Researcher Productivity

The most productive Islamic Consumer Behavior researcher was Hanudin Amin from the Malaysian Sabah Universiti, Dzuljastri Abdul Razak from the International Islamic University Malaysia, followed by third by Irfan Butt from Ted Rogers School of Management, Ryerson University. For complete productivity of Islamic Consumer Researchers Behavior can be seen in Table 5.

Table 5. Researcher productivity Islamic consumer behavior.

Researcher	Total
Amin, H.	18
Abdul Razak, D.	4
Butt, I.	4
Wilson, J.A.J.	4
Abdul Rahman, A.R.	3

Ahmed, Z.U.	3
Hanzaee, K.H.	3
Hassan, S.H.	3
Jumani, Z.A.	3
Md, Husin.	3

Source : Scopus 2021.

Table 5 and Figure 6 shows that the most productive researcher on Islamic consumer behavior is from Malaysia including Hanudin Amin, Dzuljastri Abdul Razak, Abdul Rahim Abdul Rahman, Siti Hasnah Hassan, Maizaitulaidawati MD Husin.

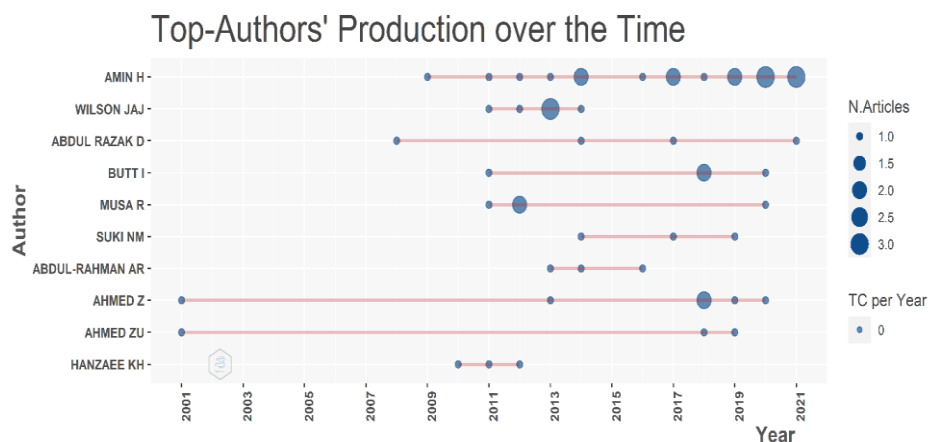


Figure 6. Top Author’s Production Over the Time

### The Number of Publications Based on The Country

From the results of grouping based on the state show that Malaysia is the highest contributor to the Islamic Consumer Behavior Scientific Publication. Followed by United Kingdom, Indonesia and the fourth sensed occupied by Iran.

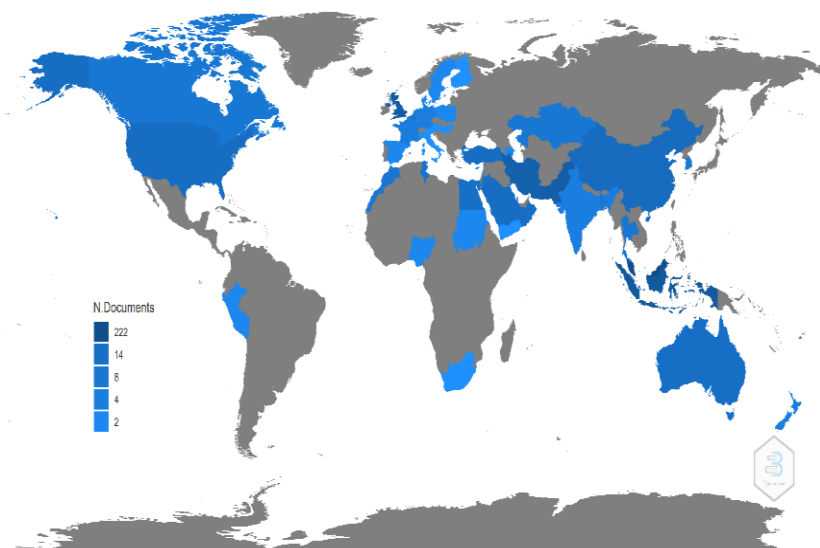
Table 6. The number of publications is based on the country’s Islamic consumer behavior.

Country	Total
Malaysia	89
United Kingdom	34
Indonesia	31
Iran	23
Pakistan	21
United Arab Emirates	14
United States	14
Saudi Arabia	11

Source : Scopus 2021.

Table 6 and Figure 6 show that the most productive country publishing the Scientific Publication of Islamic Consumer Behavior is Malaysia as many as 89 publications. Followed by the second-ranked, namely United Kingdom as many as 34 publications, then followed by Indonesia as many as 31 publications and 23 Iranian publications. The density map shows that Malaysia is the highest country contributing to the Scientific Publication of Islamic Consumer Behavior, it can be seen from the map with the largest and thicker red circle. From the map, it also appears that the United Kingdom is the second highest number of Islamic Consumer Behavior Scientific Publications even though the United Kingdom state is not the majority of Muslims.

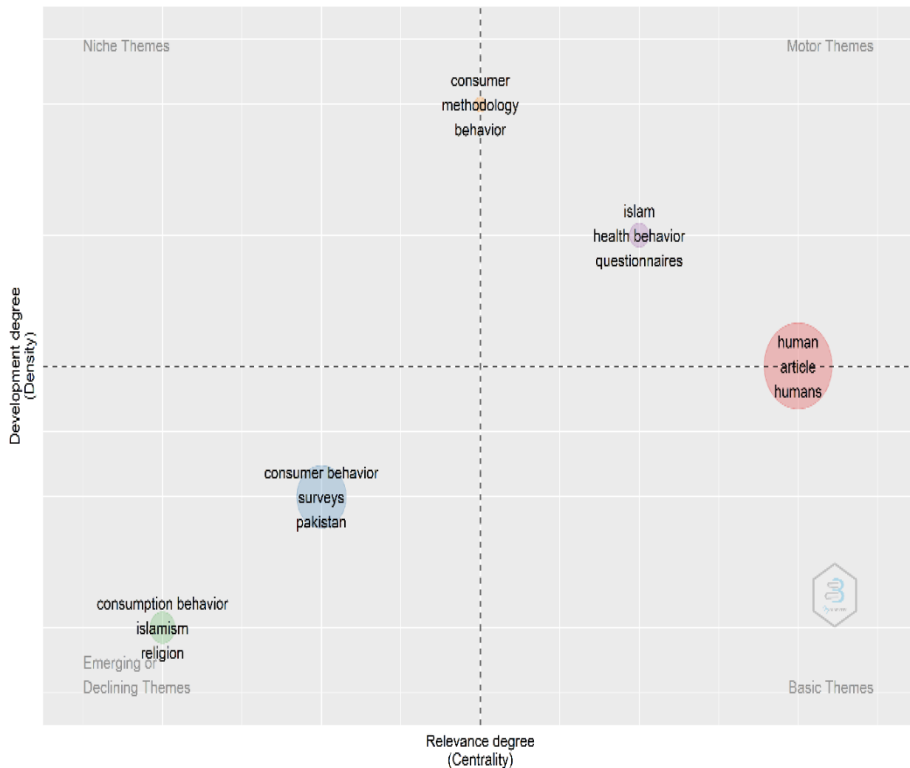
### Country Scientific Production



**Figure 7. Country Scientific Production.**

### **Thematic Maps**

A thematic map is a graph that is quite clear and can explain the topic of the study evaluated in quadrant analysis. Thematic map discusses how to estimate and visualize certain subjects in the research branch (Cobo et al. 2011). The x-axis on the thematic map shows the central axis y shows density. Density measures the development of the chosen theme and centrality measures the importance of the central theme. Thematic maps have four quadrants. According to Map, there are many studies conducted in the field of Islamic Consumer Behavior.



**Figure 8. Thematics Maps Islamic Consumer Behavior**

Based on Figure 8, it is known that in quadrant 4 there is a study conducted on Islamic health behavior questionnaires classified as the basic scheme in this study. Studies related to the analytical method taken, namely Consumer methodology behavior as a research method, show that many studies have been carried out and thus fall within the scope of quadrant 4. In quadrant 1 there is an arrangement of research variables on Consumption behavior, Islamic Religion consumer behavior, and consumer behavior, This shows that the research can still be developed (research is rarely done), and it still lacks influence on other topics and can still develop.

**Network Visualization, Overlay, Density on the Scopus Database**

The display of data network visualization on Scopus data related to Islamic consumer behavior keywords that have been refined in the search can be seen in Figure 9, overlay visualization can be seen in Figure 9, and density visualization in Figure 10. Figure 11 Network Visualization on the Scopus database.

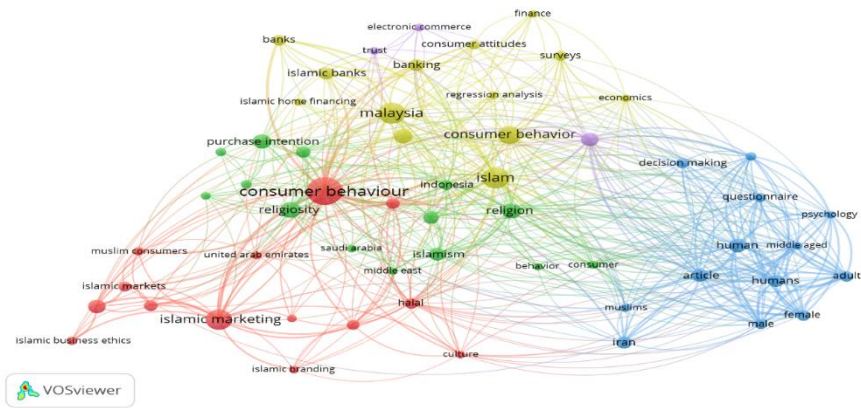


Figure 9. Network Visualization

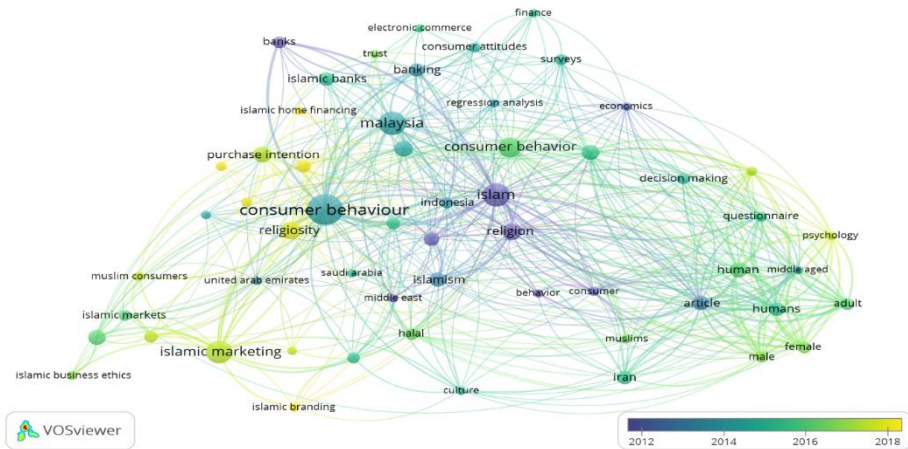
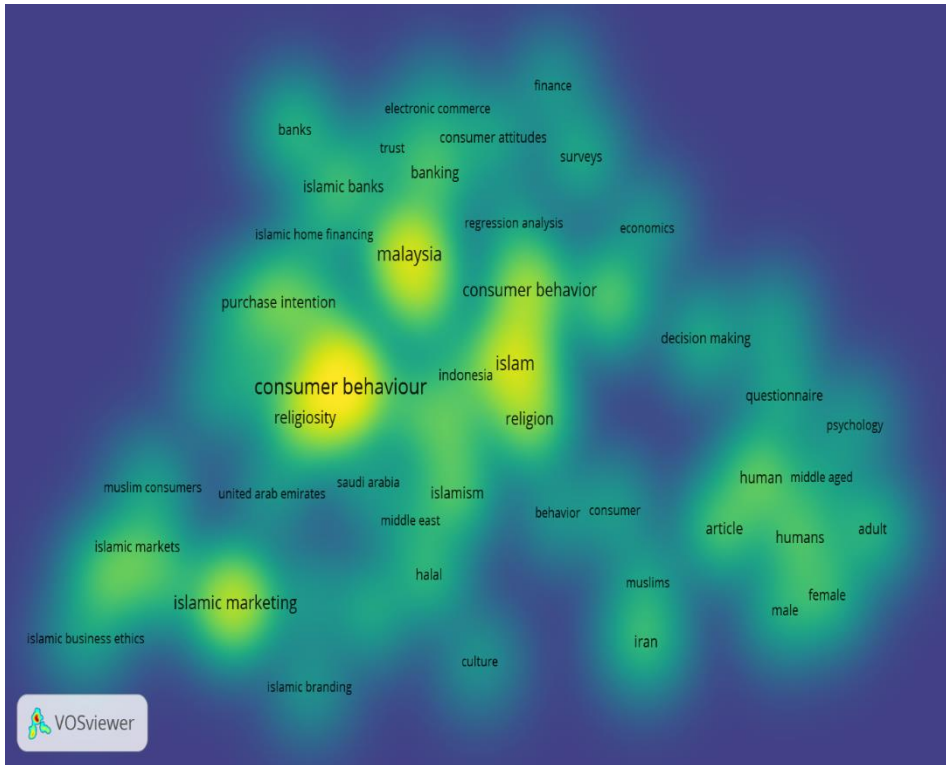


Figure 10. Overlay in the Scopus database.



**Figure 11. Density visualization in the Scopus database.**

These results are taken from the title, keywords, and abstract with a full count of the minimum number of events set to be 10 terms. Found about 198 items that meet the criteria as many as 119 items. Common words are excluded in this item. Each item representing the keyword is added, which is indicated by the node size. In other words, the node size indicates the frequency with which the keywords appear together. Five groups are identified here. The keywords that appear in each cluster that represent the flow of the study of low carbon education can be seen in Table 10. Table 10 Keywords representing each cluster.

**Table 7. Result Cluster**

No	Cluster	Element
1	The first cluster (red)	Consumer behavior (155), culture (25), halal (42), halal certification (9), halal market (24), islamic branding (12) Islamic business ethics (12), islamic marketing (67), islamic markets (19), marketing (36), muslim consumer behavior (12), muslim consumer (15), the



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2	The second cluster (green)	muslim consumer (30), united arab emirates (13). Attitude (27), behavior (16), Consumer (33), Consumption behavior (41), costumer satisfaction (11), Indonesia (21), islamic religiosity (9), islamism (45), middle east (18), purchase intention (28), religion (68), religiosity (38), Saudi Arabia (11), theory of planned behavior (8).
3	The third cluster (blue)	Adult (87), article (96), consumer attitude (53), decision making (34), female (88), human (113), humans (102), Iran (40), male (75), middle aged (50), muslims (19), psychology (54), questionnaire (61)
4	Fourth cluster (yellow)	Banking (40), banks (31), consumer attitude (22), consumer behavior (85), economics (27), finance (12), islam (147), islamic banking (30), islamic banks (26), islamic home financing (8), Malaysia (8), regression analysis (21), surveys (26)
5	The fifth cluster (purple)	Electronic commerce (9), pakistan (58), trust (10)

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Source: VosViewer.

## CONCLUSION

The growth of Islamic consumer behavior publications based on table 1 and figure 2 shows that during the period 2006-2020 there was an increase and the highest growth occurred in 2020, namely as many as 43 documents (13.88%). The second position occurred in 2019 with 33 publications (11.45%), followed by 2021 with 28 documents (9.72%). The core journals that publish the most scientific publications on Islamic consumer behavior are the Journal of Islamic Marketing with 88 publications, followed by the International Journal of Bank Marketing with 9 publications, the International Journal of Islamic and Middle Eastern Finance and Management with 7 publications, the International Journal of Emerging Markets with 5 publications. Journal of Islamic Accounting and Business Research 5 publications. Viewed from Table 4

and Figure 4, it shows that of the 10 institutions with the highest ranking of scientific publications contributing to Islamic consumer behavior, Universiti Malaysia Sabah has 19 publications.

Table 5 and Figure 5 show that the most productive researchers on Islamic consumer behavior are from Malaysia, including Hanudin Amin, Dzuljastri Abdul Razak, Abdul Rahim Abdul Rahman, Siti Hasnah Hassan, Maizaitulaidawati Md Husin. Table 6 and Figure 6 show that the most productive country in publishing scientific publications on Islamic consumer behavior is Malaysia with 89 publications. Based on Table 7 and Figure 7 shows that the subject with the most scientific publications on Islamic consumer behavior is Business, Management, and Accounting with 197 documents. Table 8 and Figure 8 show that the highest scientific publications on Islamic consumer behavior are in the form of articles, which are 231 (82.5%).

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