Bibliometric Insights into Halal Retail: Mapping of Research Trends

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Abstract

This study systematically examines and assesses the existing literature on halal retail to identify trends and emerging areas of interest. It seeks to offer insightful advice for market strategies, policy development, and research opportunities in the ever-changing halal retail sector. The study uses a bibliometric analysis and research mapping approach, employing data from 994 articles sourced from Google Scholar (GS). The data was analyzed using Harzing's Publish or Perish (PoP) to identify current and promising research areas. The study highlights the importance of exploring these trends further and combining them with less explored research areas. The relatively limited research in halal retail over the past decade is also noted, presenting a timely opportunity for deeper investigation. Originality lies in its comprehensive bibliometric analysis of the halal retail sector over a decade. It provides a unique perspective on evolving trends and emerging research areas, offering a valuable resource for scholars, market strategists, and policymakers interested in the halal market. Practical implications are significant for market strategists and policymakers in the halal retail sector. By identifying current trends and gaps, the study provides insights that can inform strategic decisions, enhance market positioning, and drive policy development to support the growth of halal retail.

Keywords : bibliometric analysis; halal retail; research mapping; JIEHIS

INTRODUCTION

The term 'halal' is derived from Arabic words such as *halla, yahillu, hillan,* and *wahalalan*, which all signify permissibility by Shariah law. Shariah law mandates that every Muslim ensure the origin of their consumption is halal (Azam & Abdullah, 2020). Numerous verses in the Holy Quran address the concept of halal, such as those found in Surahs Bakara 173, Maidah 3, En'am 145, An-Nahl 115 concerning permissible food, while Al-Bakarah 275 pertains to interest, and Al-Bakarah 219 and Al-Maidah 90 address alcohol. Additionally, Al-An'am 141, Araf 31, Al-Isra 26-27, and Furkan 67 discuss matters related to prodigality, among others.

Even during the Industrial Revolution, Halal has enduring relevance concerning ethical and religious considerations in product manufacturing and consumption. According to Abdullah and Azam (2020), the global halal industry encompasses sectors like Halal food, cosmetics, pharmaceuticals, tourism, logistics, fashion, media, and more, all catering to the needs of Muslim consumers worldwide. Factors like the global Muslim population, GDP growth in Muslim-majority countries, emerging Halal markets, lifestyle offerings, and the expanding Halal ecosystem drive this industry's rapid growth. These factors also highlight the opportunities within the Halal industry in the global economy. Halal retail is crucial in connecting producers and consumers, ensuring Halal products meet Muslim standards worldwide. Many retailers, from hypermarkets to small shops, have adopted practices like carefully separating Halal and non-Halal products and handling non-Halal items (Abu Bakar and Hussin, 2013). Incorporating ethical and religious values extends the Halal industry's reach beyond the 2.8 billion Muslim consumers to non-Muslims who appreciate values like animal welfare, social responsibility, environmental sustainability, and ethical investment promoted by the Halal industry (Pacific, 2010).

There has been extensive coverage of Islamic topics in business literature in recent years, with Halal emerging as one of the most crucial concepts in this domain (Baran, 2021). The increasing global significance of

the Halal market makes a bibliometric analysis necessary in the field of Halal retail. As the Muslim population grows and consumer awareness regarding ethical and dietary considerations continues to rise, the Halal retail sector has experienced substantial growth. This study aims to gain a comprehensive understanding of the evolving landscape of Halal retail. Through a systematic examination and evaluation of existing literature, this research seeks to identify trends, pinpoint gaps, and highlight emerging areas of interest. The study aims to provide valuable insights to guide research opportunities, inform market strategies, and contribute to policy development in this dynamic industry.

Halal Retail

Halal retail refers to businesses that adhere to Islamic principles, avoiding any form of injustice or Haram (forbidden) activities. They uphold Sharia-compliant ethical practices and moral values that promote social solidarity and welfare (Bakar & Hussin, 2013). In the context of Halal retail, these businesses oversee the entire Halal supply chain, ensuring that Halal products reach consumers securely at the point of purchase. This point of consumer purchase is crucial, and the primary objective of Halal retailing is to maintain the Halal integrity of products throughout the supply chain processes, effectively controlling and verifying their Halal status (Tieman & Ruiz-Bejarno, 2020). Examining the concept of halal retail is crucial because it encompasses the entire supply chain, aiming to maintain the integrity of halal products until they reach consumers. This holistic approach ensures that consumers receive genuinely halal products at the point of purchase, addressing the increasing demand for halal goods globally and the need for rigorous quality control and ethical business practices in this context.

In line with Bakar and Hussin's study (2013) and Hashim et al. (2014), Islamic stores uphold specific principles in their operations. These principles encompass product, pricing, location, and promotion strategies rooted in Islamic values. Regarding product attributes, Islamic stores exclusively offer "halalan tayyiban" products, meaning only Halal items are sold, and Haram (forbidden) products are strictly prohibited. Companies must adopt fair pricing strategies without exploiting consumer needs and engaging in interest-based practices, gambling, or price manipulation. Moreover, the promotional strategy employed by Islamic retailers should be honest and not resort to high-pressure tactics or misleading sales techniques when making promises to consumers.

Bibliometric Analysis

Bibliometric analysis, a research field within library and information sciences, examines bibliographies using quantitative or qualitative methods (Mathankar, 2018). The use of bibliometric analysis in reviews has recently grown due to factors like the emergence of software tools, interdisciplinary research, and better data-handling capabilities. These tools help extract new knowledge from vast literature efficiently, surpassing traditional systematic literature reviews (Omotehinwa, 2022). The popularity of bibliometrics is also linked to advances in bibliometric software like VOSviewer, Gephi, and Leximancer, as well as accessible scientific databases such as Web of Science (WoS), Scopus, and GS. Additionally, the cross-disciplinary sharing of bibliometric methods from information science to business research has contributed to its appeal (Donthu et al., 2021).

Bibliometric analysis mainly involves large and objective data sets, including citations, publications, and keyword occurrences. However, interpreting this data involves objective (like performance analysis) and subjective (like thematic analysis) assessments using well-informed techniques. In essence, bibliometric analysis is valuable for deciphering and mapping the collective knowledge and evolutionary trends in established fields by rigorously making sense of vast, unstructured data. Well-conducted bibliometric studies provide a solid foundation for advancing a field by enabling scholars to get a comprehensive overview, identify knowledge gaps, generate new research ideas, and position their contributions effectively. Additionally, bibliometric mapping transforms publication metadata into more manageable and insightful visualizations, benefiting the scientific community and the public (Donthu et al., 2021; Febrianti et al., 2023).

Mapping Research

Mapping research in bibliometrics or academic analysis involves visualizing and examining the connections, associations, and patterns within a collection of scholarly literature or research articles. This process aims to uncover characteristics like these activities' location, funding sources, and where they are presented, offering valuable insights into the research landscape (Cooper, 2016). In simpler terms, mapping is like creating a map highlighting the relationships among various elements in academic work. It's important to note that mapping research primarily focuses on identifying these relationships rather than discussing specific research outcomes (Yanti et al., 2022). Mapping research helps researchers and scholars better understand the scholarly domain and how different components are interconnected, providing a unique perspective beyond traditional research findings.

RESEARCH METHOD

The study limited the publishing years from 2012 to 2022 by using data from many papers in the GS database. Data collection was carried out by means of PoP. Following the identification of 994 articles that matched the selected keyword, bibliometric analysis was performed.

RESULT AND DISCUSSION
Result of Data Processing

This research employed data from various articles in the GS database, spanning 2012 to 2022. Google Scholar was chosen due to its significantly higher indicator score, approximately 30% greater than WoS and 15% higher than Scopus. This makes GS a valuable tool for researchers seeking information and literature and for calculating bibliometric indicators (Delgado-López-Cózar & Cabezas-Clavijo, 2013). Data collection was facilitated using PoP. Alvesson and Sandberg (2013) have pointed out that PoP software aids researchers in publishing in esteemed journals and can serve as a metric for evaluating scholarly work. In this study, the keyword employed was "halal retail." Following the criteria, PoP software combed through the GS database and presented the tracking results. Subsequently, the data from PoP tracking results were processed and analyzed for topics related to halal blockchain. This phase resulted in identifying 994 articles that matched the keyword, which then proceeded to the subsequent stages, as illustrated in Figure 1.
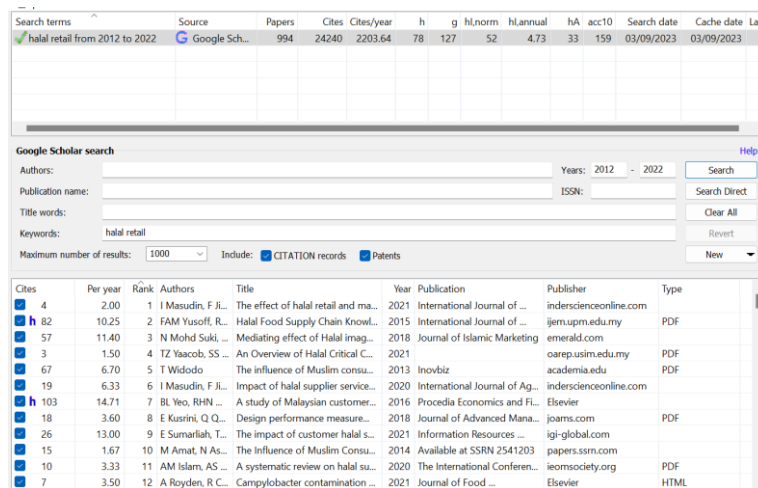

Figure 1. The search result using PoP software

The analysis of 994 publications using PoP software determined that these publications received 24,240 citations, with an average of 2,203.64 per year. The average citation score is calculated by dividing the total citations by the number of years or journals published, providing a fair comparison for junior academics. Additionally, the number of citations per paper is noted as 24.39. The overall average of citations per paper is obtained by dividing the total citations by the total number of documents. Furthermore, the average number of authors per paper is calculated by summing the total number of authors involved in producing the results and dividing that by the number of documents. In this study, there were 2.51 authors on average per paper. This metric indicates whether authors tend to write independently or collaboratively. The results are presented in Figure 2.

Figure 2. The result of processing using PoP software

Annual Publication Analysis

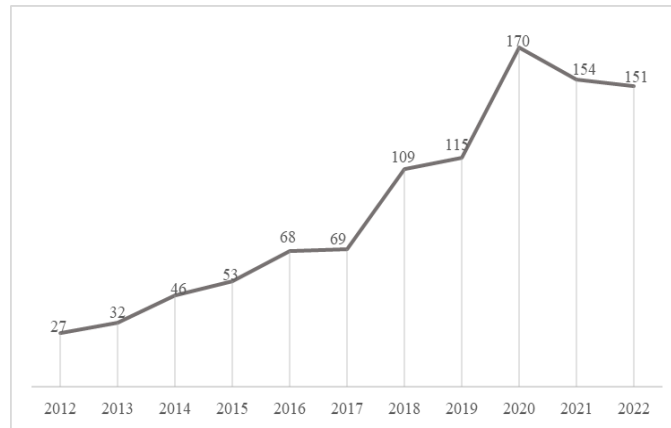The publication year distribution is shown in Figure 3.

Figure 3. Publication Year Distribution

Figure 3 illustrates a noticeable upward trend in the distribution of publications over the years. Specifically, for the first six years, starting in 2012, the annual publication count remained below 100. However, since 2012, publications have consistently increased, with yearly figures exceeding 100 from 2018 to 2022. Notably, there was a significant surge in publications in 2017, indicating a growing interest among researchers in the journal's subject matter. Nevertheless, there is a slight dip in publication numbers after reaching the peak in 2020. This decline can be attributed to various external factors, including the impact of the pandemic, shifting research priorities, resource availability, institutional preferences, and publication schedules.

Widely Cite Publication

The distribution of publications based on the number of citations is as follows in Table 1:

Table 1: Top 10 Cited Publications

Rank	Author & Year	Citation	CY	CA
1	Aziz & Chock (2013)	793	9.3	397
2	Rahman et al. (2015)	607	75.88	202
3	Tieman et al. (2012)	421	38.27	140
4	Jamal & Sharifuddin (2015)	319	39.88	160
5	Zulfakar et al. (2014)	295	32.78	98
6	Haque et al. (2015)	292	36.5	58
7	Nasution & Rossanty (2018)	290	58	145
8	Butt & Aftab (2013)	283	28.3	142
9	Sunny et al. (2020)	282	94	94
10	Ahmad et al. (2015)	277	34.63	92

Table 1 shows the top 10 cited publications, including type, year, citation, citation per year (CY), and citation per author (CA). The most cited publication is a literature review from 2012 to 2015. The article with the most references is "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach," authored by Aziz & Chok (2013). These papers collectively contribute to understanding Halal-related topics in different dimensions: consumer behavior, marketing strategies, and supply chain management. They shed light on the importance of Halal standards and certification in catering to Muslim and non-Muslim consumers and underline the significance of compliance with Halal principles in various industries. This research can guide businesses, policymakers, and marketers in addressing the evolving demands and preferences of Halal products and services.

Co-Occurrence Map on Title

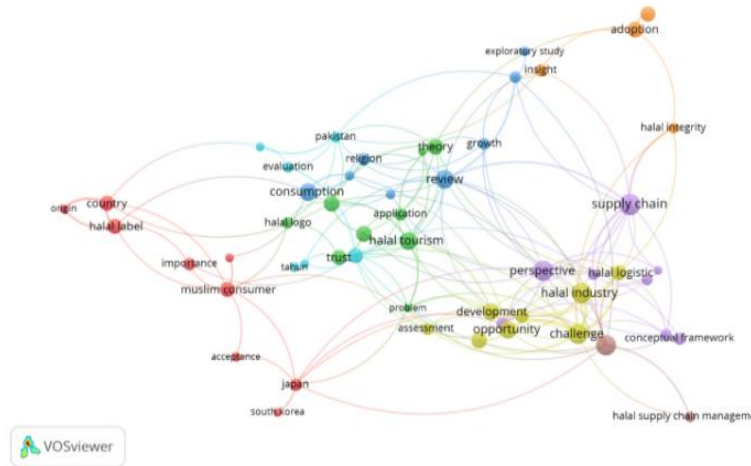The visualization map of title co-occurrence is shown in Figure 4.

Figure 4. Co-Occurrence Map on Title

Figure 4 displays a mapping of terms extracted from publication titles, generating 1020 terms using VOSviewer and applying five specific thresholds. Screening with VOSviewer software identified and visualized 34 relevant terms in the exact figure. The lines connecting these terms indicate their frequent co-occurrence in publication titles. Among these terms, six stand out prominently: "supply chain" appears 45 times, "consumption" 43 times, "halal tourism" 35 times, "review" 34 times, "halal label" 31 times, and "Muslim consumer" 26 times. The figure also showcases eight distinct themes or clusters, each represented by a different color.

Co-Occurrence Map on Abstract

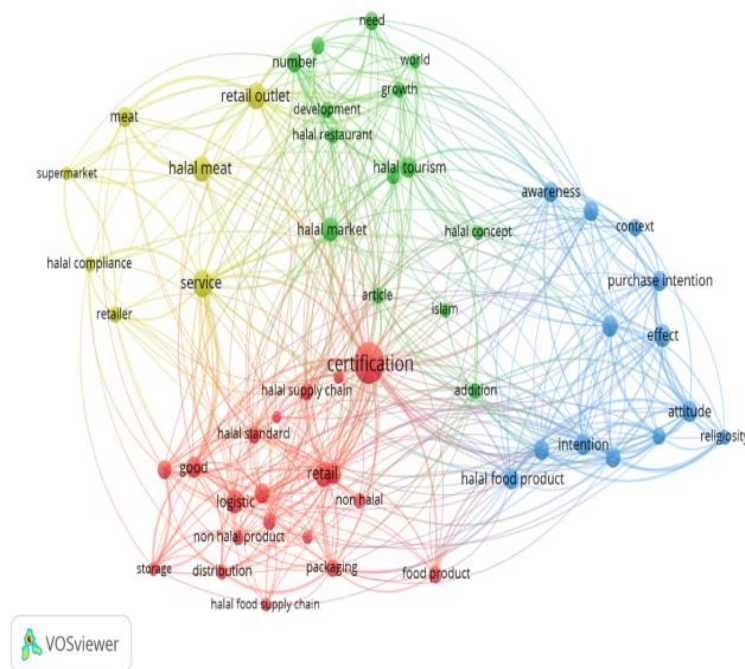The visualization map of abstract co-occurrence is shown in Figure 5.

Figure 5. Co-Occurrence Map on Abstract

The terms represented by more extensive forms indicate they are employed more in journals' abstracts related to halal retail. Six terms appear the most: "retail store" with 26 appearances, "example" with 24, "system" and "number" with 23 times, and "approach" and "customer" with 20 times. From the figure, it can be noticed that four themes (clusters) are under different colors. A critical emerging requirement is the importance of consumer preference and the transparency of a brand owner's halal eco-system—the product ingredients and its processes. The consumer is seldom involved in the elaboration of standards and very rarely consulted on new developments appearing in the market. Also, consumers might not be aware of the scientific procedures behind halal certification

or the specific details of possible halal slaughtering procedures (the use or avoidance of stunning), and they also lack proper knowledge of the differences between *madhahib*. Halal certification remains the most trusted method for consumers to make their purchase decisions, and they largely leave the authorities of their respective countries to deal with the halal status of products (Tieman & Ruiz-Bejarno, 2020).

CONCLUSION

Bibliometric analysis and research mapping are valuable tools for determining fascinating research topics that can direct further studies. 994 "halal retail" publications from the GS database were examined in this study. The most referenced article is "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach". In addition, through careful examination of phrases present in abstracts, titles, and their combinations, our search also turned up a number of trending subjects. These covered topics like "supply chain," "consumption," "certification," "retail outlet," and "service." The evolving trends in related topics should be explored and amalgamated with less prominent but unique research areas to advance research in this domain further. Research on halal retail has been relatively limited in the previous 10 years despite its growing relevance. This presents an excellent opportunity for scholars to further explore this area.

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