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Mapping the Development of Halal Awareness Research: A Bibliometric Analysis

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Abstract

Objective: The study aims to analyze the development of halal awareness and consumer behavior through a bibliometric approach focusing on halal food and beverage literature in the global research landscape. **Theoretical framework:** The theoretical framework is grounded in consumer behavior theory and halal compliance concepts, emphasizing awareness perception and decision-making in Muslim consumption contexts. **Literature review:** The literature review highlights increasing scholarly attention on halal awareness driven by globalization, a rising Muslim population, and demand for ethically compliant products across sectors. **Methods:** This study employs a bibliometric analysis using the Scopus database comprising 243 documents and utilizes VOSviewer software to map research networks, co-authorship patterns, and thematic trends. **Results:** The results reveal significant growth in publications, influential authors leading journals, and dominant research clusters focusing on halal consumer behavior certification and awareness trends across countries. **Keywords:** consumer behavior, halal awareness, bibliometric analysis. Furthermore, the analysis identifies research gaps in underexplored regions and interdisciplinary collaborations, suggesting opportunities for future studies integrating digital transformation and halal industry innovation. In addition, citation analysis shows that certain authors and journals dominate the intellectual structure of halal awareness research, indicating consolidation of knowledge within specific academic communities. The study also demonstrates increasing collaboration networks among international researchers, reflecting the global nature of halal consumption studies. These patterns indicate the growing interdisciplinarity of halal research combining economics, marketing, and religious studies. Overall, this bibliometric mapping contributes to a deeper understanding of the evolution of halal awareness scholarship worldwide, providing a structured reference for future halal awareness research development strategies and policy formulation processes improvement. **Implications:** The findings imply that halal awareness research provides valuable insights for policymakers, industry stakeholders, and academics in strengthening halal ecosystem development and consumer trust. **Novelty:** The novelty of this study lies in its comprehensive mapping of bibliometric indicators combined with trend forecasting and identification of emerging topics in halal awareness research.

Keywords: halal awareness, consumer behavior, bibliometric analysis, scopus, vosviewer.

INTRODUCTION

In recent decades, the Islamic economy has transcended its regional boundaries and developed into a global phenomenon that is changing the international economic landscape. The Islamic principles underlying Islamic economics, such as the prohibition of usury, gharar, and maisir, provide a solid foundation for the creation of more ethical and sustainable economic alternatives. Islamic banking, with its emphasis on compliance-based financing,

profit-sharing, and speculative risk aversion, has grown rapidly in various countries. In addition, Islamic capital markets and sharia-based financial instruments such as sukuk (Islamic bonds) have become an integral part of global financial markets. Increasing demand from global consumers seeking investment based on ethical and fair principles has strengthened the Islamic economic ecosystem. This phenomenon is also accompanied by support from international financial institutions that increasingly understand the potential of the Islamic economy as a significant source of growth [\[1\]](#), [\[2\]](#).

In this context, the development of the Islamic economy and the halal industry are interrelated and mutually reinforcing. The halal industry, which covers various sectors such as food and beverages, pharmaceuticals, cosmetics, and tourism, applies Islamic economic principles in its business practices. This includes transparent governance, wider community involvement, and compliance with halal standards in all aspects of production. The rapid growth of the halal industry is directly related to the increase in demand from consumers who increasingly understand ethical values in their consumption. On the other hand, the halal industry is also a major contributor to the Islamic economic ecosystem, creating jobs, encouraging technological innovation, and providing investment opportunities in accordance with Islamic principles. Therefore, the synergy between the development of the Islamic economy and the halal industry forms a solid foundation for a growing religious values-based economic ecosystem [\[3\]](#), [\[4\]](#).

Halal products are products that meet halal requirements or standards in Islam, which are produced, processed, and distributed in accordance with Islamic sharia principles. Halal products must be free from ingredients forbidden in Islam, such as pork, alcohol, meat of animals that are not slaughtered in the right way (called non-halal or haram meat), and ingredients of unclear origin. In addition, the production, processing, and distribution process of halal products must also meet high food hygiene and safety requirements. Halal products are not only limited to food and beverages, but also cosmetics, pharmaceuticals, and other products produced and processed in accordance with halal standards. Halal products are increasingly popular around the world, especially among Muslim and non-Muslim communities who are increasingly aware of the importance of consuming healthy and clean products from a halal and hygienic point of view [\[5\]](#), [\[6\]](#).

The development of halal products around the world has increased rapidly in recent years. Consumers are increasingly aware of the importance of choosing halal products for their health and hygiene. This has triggered an increase in demand for halal products in the global market, including in non-Muslim countries. Countries that most actively produce and export halal products are countries with a majority Muslim population, such as Indonesia, Malaysia, Turkey, and the United Arab Emirates. However, non-Muslim countries such as Japan, South Korea, Australia, and the United States are also increasingly active in producing and exporting halal products. Some countries have even created halal certification programs and bodies to meet global consumer demand [\[7\]](#), [\[8\]](#).

In addition, technology also plays an important role in the development of halal products. Several innovations have been made in the processing of halal food and halal cosmetics to improve the quality and durability of halal products. For example, there are several startups developing blockchain technology to ensure the authenticity and halalness of halal products. However, there are still several challenges in halal product development, such as standardization of halal certification, brand protection, and lack of access to global markets [\[9\]](#).

Awareness of Halal products and services has increased significantly in recent years, not only in Muslim-majority countries but also in non-Muslim-majority countries. This can be attributed to a variety of factors, such as the growing Muslim population and growing interest in Islamic culture and values. As a result, the halal industry has become a rapidly growing sector with a significant impact on the global economy. Consumer perception and behavior are important aspects that need attention in the development and growth of the halal

industry. It is very important to understand how consumers perceive halal products and what factors influence their purchasing decisions. Along with increasing attention to this issue, academic studies are also growing to understand consumer trends and behaviors related to halal products. In this context, bibliometric analysis becomes a powerful tool to reveal trends, researchers' contributions, as well as emerging topics in the literature related to halal awareness and consumer behavior related to halal products [\[10\]](#), [\[11\]](#).

Therefore, a comprehensive understanding of research on consumer perceptions and behavior towards halal products is needed. This study aims to conduct a comprehensive bibliometric analysis of the development of literature around halal awareness and consumer behavior related to halal products. With a focus on nine research questions that include Number of Publications per Year Top Journal Publications, Top Most Authors of Papers, Top Most Influential Halal Authors Based on Citations, Percentage of Country Publication Areas Highest authors, Research Funders, Current Trending Hats, Future Trending Topic Potential, this study aims to provide in-depth insights to academics, industry practitioners, and decision makers related to the evolution of knowledge in this field, with the potential of strengthening awareness of halal products among consumers and stimulating future research directions [\[12\]](#), [\[13\]](#).

This study will analyze trends and patterns in research publications related to halal awareness, including the growth of research fields, the most influential authors, the most cited articles, and the countries and institutions that contribute the most in this field. The findings of this study will provide insight into the current state and direction of research on halal awareness in the future. This will also contribute to the development of strategies to increase consumer awareness and perception of halal products, as well as increase the competitiveness of the halal industry in the global market [\[14\]](#).

LITERATURE REVIEW

A study on Halal supply chain: a bibliometric analysis by A. S. Rusydiana, this study concludes that Research in halal supply chain has experienced rapid growth since 2016, dominated by food-centric research by Malaysian universities. Research areas of expected future halal supply chain trends are halal blockchain, halal supply chain management, halal performance, halal risk management, and sustainability in the halal supply chain [\[15\]](#).

A study on Trends of research topics related to Halal meat as a commodity between Scopus and Web of Science: A systematic review by Ryandono concluded that the study can be a reference for further research on halal meat in commodity markets, especially in Islamic countries. This paper is the first to compare halal meat research trends in commodity markets by comparing differences in two major indices, Scopus and SCI [\[16\]](#).

A study on Mapping research trends on food supply chain: a bibliometric analysis by Lwesya concluded that research results in food supply chains are changing and evolving rapidly. By applying co-citation analysis, the authors found that the intellectual structure of food supply chains has evolved around six groups, namely, (a) collaboration and integration in supply chains (b) sustainable supply chain management, (c) food supply chain management (FSCM), (d) models for decision making in food supply chains, (e) risk management in supply chains and (g) food quality and logistics in supply chains [\[17\]](#).

A study on Halal research streams: A systematic and bibliometric review by Putera, this study identifies and analyzes trending articles at the end of this metadata collection period. The aim is not only to provide insight into the origins of the topic of the halal industry, but also to identify topics that will arise in the future [\[18\]](#).

A study on The Future Direction of Halal Food Additive and Ingredient Research in Economics and Business: A Bibliometric Analysis by Nazaruddin concluded that the study found a deficit of studies on halal food additives and ingredients in business and economics.

The co-occurrence network output suggests that future studies of halal food additives and ingredients should consider groups that have lower densities and central positions, such as production-consumption and supply chains, healthy foods, and logistics markets and health effects [19].

A study of three decades of halal food scholarly publications: A PubMed bibliometric network analysis by Mostafa concluded that the most influential PubMed outlets publishing halal food research include Food Chemistry, Meat Science, and the Journal of Science of Food and Agriculture. The results also show that authors' collaboration networks in halal food are very rare. In addition, the results reveal a "North-South" global split between countries within the domain [20],[21].

A study on Some Insights Concerning the Halal Tourism Research. A Bibliometric Analysis by Mas'udi concluded that a significant increase in articles on halal tourism, especially in Islamic marketing journals. Also, the main output obtained through this bibliometric research related to halal tourism reveals which authors are the most popular, which are the most cited articles, which are the countries with the most publications, and which are the most approachable research domains [22].

A study on Traceability System in Halal Procurement: A Bibliometric Review by Masudin concluded that the analysis revealed five clusters of research topics: traceability, halal supply chain, food supply chain, halal logistics, and halal lifestyle. There is a strong relationship between procurement and traceability. Procurement related to the food industry and halal traceability. Food product traceability systems provide transparency in food manufacturing, allowing customers to trust halal product claims. The results show that food supply chain information systems can enable traceability and transparency [23].

This study is the first study to exclusively analyze the halal awareness dimension, an aspect that has not previously received adequate attention. Although previous studies have reviewed halal food, supply chains, halal economics, and halal tourism, literature is still lacking in terms of exploring the complexity and implications of awareness of halal aspects in consumer behavior. With a sharp focus on halal awareness, this research fills that void and has the potential to provide deep insights into how halal perceptions and knowledge influence consumer choices. Thus, this research not only fills a gap in the literature, but also opens up new avenues for a deeper understanding of how halal awareness plays a role in shaping consumer behavior related to halal products [24].

METHODOLOGY

Bibliometrics is a qualitative analysis method used to measure and analyze the relationship and influence between scientific publications published in a particular field. This method utilizes bibliographic data to analyze patterns and trends in academic literature, such as citation, co-citation, and bibliographic coupling patterns. In bibliometric analysis, data is collected from online databases such as Scopus or Web of Science, then analyzed using specialized software such as VOSviewer or CiteSpace. This analysis involves visualization of bibliometric data in the form of graphs and tables to facilitate interpretation of the results [25].

Bibliometric methods can be used to identify research developments within a field, identify the most influential authors or institutions, and identify the most important concepts or topics in a particular field of study. This method can also be used to help select relevant research topics and strengthen decision-making in research and development [26].

A comprehensive search is conducted using the Scopus database to identify relevant research articles. The keyword used for the search is "Halal awareness". A search was conducted on May 06, 2023, and 243 documents were found. Bibliometric analysis is performed using VOSviewer, software for visualizing and analyzing bibliographic networks. Analysis includes identification of co-citation networks, bibliographic merging, and co-

authorship networks. The most influential authors, the most cited articles, and the most productive countries and institutions were identified and analyzed. The analysis also includes the identification of keywords and clusters used to uncover key research themes and topics related to consumer perceptions and behavior towards halal products [27].

RESULTS AND DISCUSSION

RQ 1 Number of Publications Per Year in the Field of Halal Awareness

Based on Figure 1. Based on data taken from the Scopus database, the first finding is the trend in the number of papers on Halal Awareness published on Scopus. The first paper appeared in Scopus in 2008, with many articles. There has been a steady increase in the number of articles published in Scopus-indexed journals from 2017 to 2022. However, in 2022 the number of papers published decreased. 2022 can be the highest point of interest for authors to publish in Scopus-indexed journals, with a total of 38 articles [28].

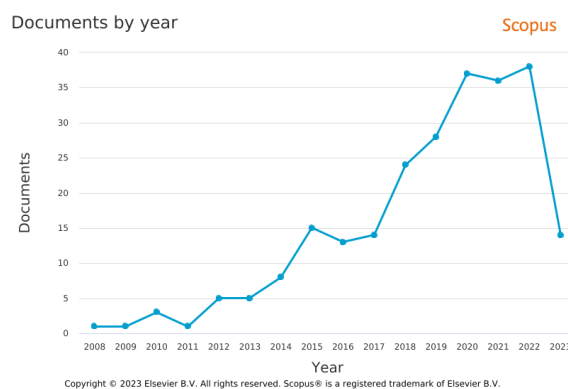


Figure 1. Number of publications per year about Halal Awareness

RQ 2 Top 10 Journals That Publish Halal Awareness

Based on figure 2 shows that the top peer-reviewed journal with the most publications in Halal Awareness research is "Journal of Islamic Marketing," which contributed as many as 11 journals. Then followed by Global Journal Al Thaqafah with as many as 5 journals.

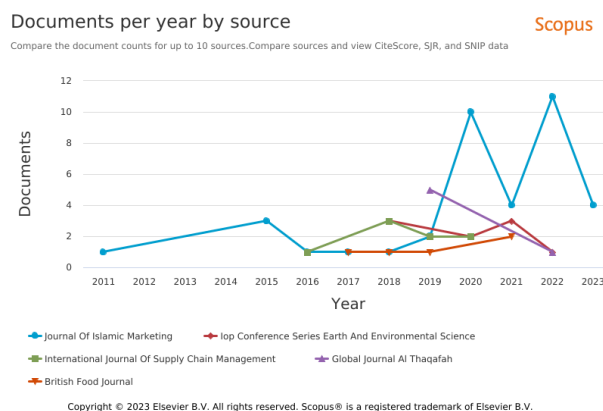


Figure 2. Top 10 journals that publish about Halal Awareness

RQ 3: Top 10 Most Paper/Doc Authors on Halal Awareness

Figure 4 shows the top ten authors who have contributed articles published in peer-reviewed journals. Ahmad, AN, Bashir, AM, Othman, SN, Regenstein, SN, Rohman, A, and Sucipto, S became the most prolific writers, writing 3 articles.

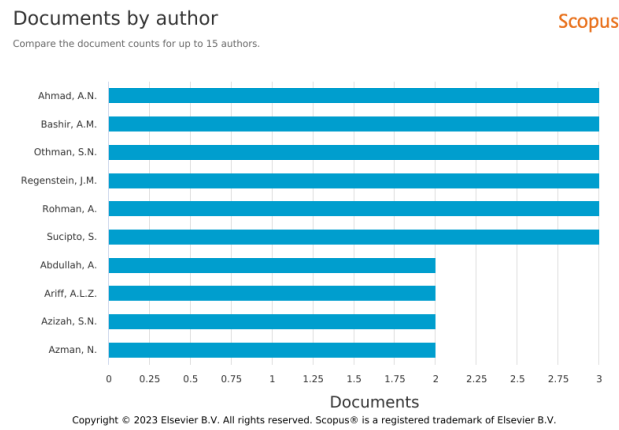


Figure 3. Top 10 Halal Awareness authors

RQ 4 Top 10 Most Influential Authors Based on Citations

Y.A. A total of 218 citations. While Azam A. is the author with the fewest citations, which is only 52, Figure 5 shows that Lane S. has the strongest influence of 280 citations, then Aziz citations in publications about halal awareness.

Selected	Document	Citations	Links
☒	bashir a.m. (2019)	75	3
☒	aziz y.a. (2013)	218	3
☒	golnaz r. (2010)	131	3
☒	khan s. (2018)	78	2
☒	rajagopal s. (2011)	95	2
☒	azam a. (2016)	52	1
☒	awan h.m. (2015)	133	1
☒	hamdan h. (2013)	53	1
☒	lane s. (2018)	280	0
☒	ahmed a. (2018)	54	0
☒	soon j.m. (2017)	92	0
☒	mohsin a. (2016)	137	0
☒	ngah a.h. (2015)	62	0
☒	manzouri m. (2013)	61	0

Figure 4. Top 10 most influential authors by number of citations

RQ 5 Percentage of Publication Area About Halal Awareness

Figure 6 shows that publications in the field of Halal Awareness come from several disciplines, and several subjects dominated by "Business, Management and Accounting" with a total of 116 articles with a percentage of 25.6%. Then followed by Social Sciences and Economics, Econometrics and Finance with 47 journals and 42 journals respectively, with a percentage of 10.4% and 9.3%.

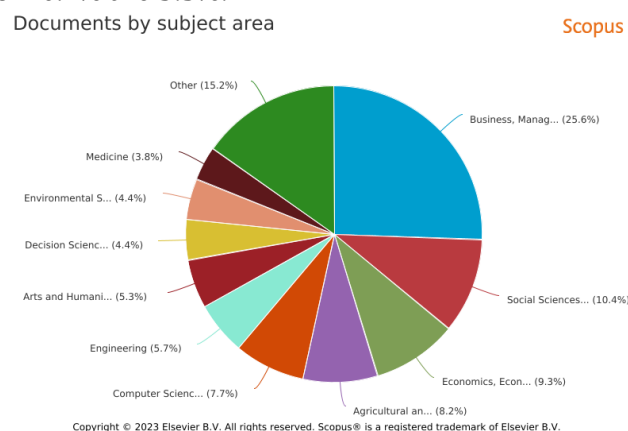


Figure 5. Subject area about Halal Awareness

RQ 6 Countries Author Halal Awareness

Based on Figure 6, Malaysia contributed the highest level of Halal Awareness by producing 121 publications, followed by Indonesia with 76 publications. While the United Arab Emirates, Turkey, and Italy are the three countries with the lowest number of publications on publications about halal awareness.

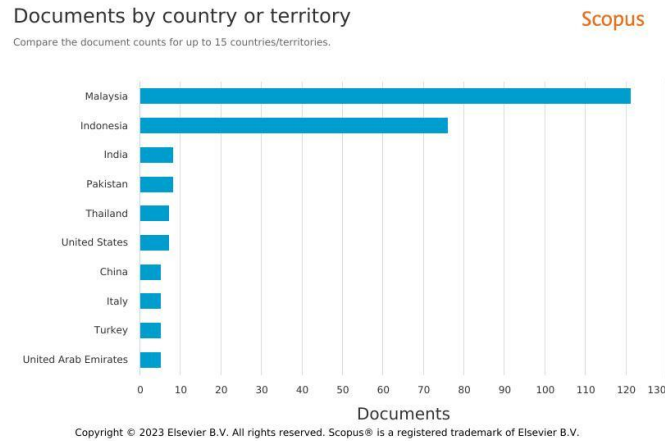


Figure 6. Top 10 Country authors of Halal Awareness

RQ 7 Halal Awareness Research Funders

Based on Figure 8, "Ministry of Higher Education, Malaysia" is in the top ten by contributing the most research funding with 9. Followed by "Universiti Teknologi MARA" Malaysia, with as many as 7. And further followed by University Utara Malaysia with a total of 5 documents.

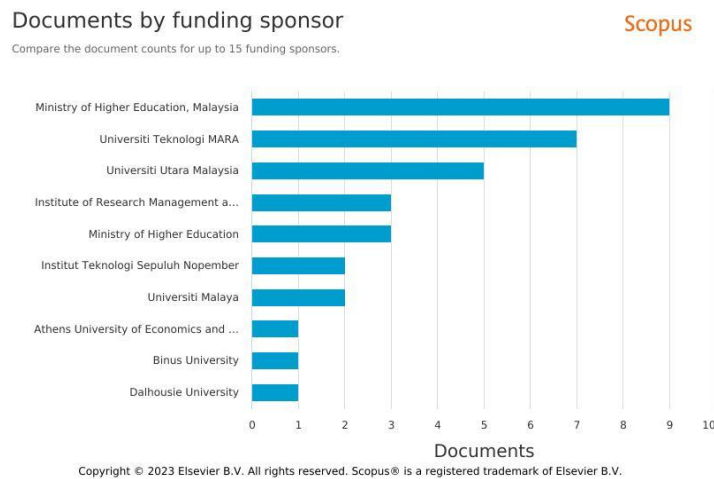
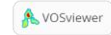


Figure 7. Top 10 Halal Awareness Research Funders

RQ 8 Current Trending Topic

Based on Figure 9, item visualization (keywords) about Halal Awareness is denoted by circles on the Vosviewer application. These keywords, if they are more important and appear more often, are marked with the largest circle. It can be seen that the keyword Halal Awareness is the top research topic because of the largest circle size.



RQ 9 Potential Trending Topics in the Future

The VOSviewer visualization displays a complex network of research topics related to halal. The central node is 'halal'. Other prominent nodes include 'awareness', 'purchase intention', 'food products', 'human', 'certification', 'marketing', and 'tourism'. The network shows a dense web of connections between these concepts. A color scale at the bottom indicates the time period from 2018 (blue) to 2021 (yellow/green). The VOSviewer logo is visible in the bottom left corner.

The bibliometric analysis of halal awareness research presents a clear picture of how this field has evolved into a structured and interdisciplinary domain within Islamic economics, marketing, and consumer behavior studies. The dataset of 243 Scopus-indexed documents indicates that halal awareness has transitioned from a niche topic into a globally recognized research stream, particularly driven by increasing demand for ethically compliant consumption and the expansion of the halal industry beyond Muslim-majority countries. One of the most significant findings is the steady upward trajectory in publication output over time, especially after 2017. This growth reflects not only rising academic interest but also the strengthening of halal as a global economic and cultural phenomenon. The temporary decline after 2022 suggests a possible saturation point in conventional descriptive studies, or a shift toward more specialized and data-driven research approaches. This pattern is typical in emerging research fields, where initial rapid growth is followed by consolidation and theoretical refinement [29], [30].

behavioral and market-driven construct. The interdisciplinary nature is further confirmed by the distribution of subject areas, where Business, Management, and Accounting lead significantly. However, the presence of social sciences and economics also shows that halal awareness is not limited to commercial implications but extends to societal, ethical, and policy dimensions. Authorship patterns reveal both concentration and fragmentation. A small group of authors contributes disproportionately to the literature, suggesting the existence of core intellectual leaders in the field. At the same time, citation distribution shows that influence does not always align with productivity. Some authors with fewer publications hold higher citation impact, indicating that conceptual or highly novel contributions may carry more intellectual weight than volume-based productivity. This reflects a maturing academic field where quality and theoretical contribution begin to outweigh descriptive output [31]–[33].

Geographically, Malaysia and Indonesia dominate halal awareness research, which is consistent with their strong institutional support for Islamic economics and halal industry development. Malaysia's leadership in research funding demonstrates how national policy and academic ecosystems can shape global research agendas. Indonesia's strong position also reflects its large Muslim population and expanding halal industry infrastructure. However, the relatively limited contribution from Western or non-Muslim-majority countries suggests that halal awareness research is still regionally concentrated, even though the halal market itself is globally expanding. The keyword and cluster analysis derived from bibliometric mapping reveals that research is primarily organized around consumer behavior, certification systems, and awareness formation. These clusters suggest that halal awareness is conceptualized as a cognitive and behavioral process influenced by trust, knowledge, and institutional credibility. The identification of multiple clusters also indicates fragmentation in theoretical approaches, where studies often focus on specific subtopics such as supply chains, marketing communication, or religiosity without strong integration across domains [34]–[36].

A critical insight from the analysis is the emerging gap between industry development and academic conceptualization. While the halal industry is rapidly integrating technology such as blockchain, digital traceability, and global certification systems, academic research on halal awareness still largely relies on traditional behavioral and survey-based methodologies. This creates an opportunity for future research to incorporate digital transformation perspectives, computational modeling, and real-time consumer data analytics. Another important observation is the underrepresentation of cross-country comparative studies. Although bibliometric data shows international collaboration is increasing, much of the research remains country-specific. This limits the ability to develop a unified global theory of halal awareness that accounts for cultural, regulatory, and economic differences across regions. Expanding comparative research would strengthen the generalizability of findings and improve policy relevance [37]–[39].

From a theoretical perspective, halal awareness research is gradually moving toward integration with mainstream consumer behavior theories, particularly those related to perception, trust, and decision-making processes. However, there is still a need for a more unified theoretical framework that explicitly links religious values with modern consumption psychology. Without this integration, halal awareness risks remaining a descriptive construct rather than a fully explanatory theory. Overall, the bibliometric evidence suggests that halal awareness research is in a transitional phase: moving from exploration to consolidation. The field now has established publication outlets, core authors, and dominant thematic clusters, but still faces challenges in theoretical integration, methodological diversification, and global representation. Future research is likely to focus more on digitalization, sustainability, and cross-cultural consumer behavior, reflecting broader shifts in global economic and technological landscapes [40], [41].

CONCLUSION

Based on the results and analysis of a series of research questions, this study provides a comprehensive overview of the development and dynamics of research in the domain of Halal Awareness. In RQ 1, the analysis reveals an increasing trend in the number of publications related to Halal Awareness over a period of time, indicating an increasing interest in this topic in the scientific literature. RQ 2 presents the major journals that publish research on Halal Awareness, with the "Journal of Islamic Marketing" as the leader in terms of the number of publications. RQ 3 identifies prolific writers, where Ahmad, AN, Bashir, AM, Othman, SN, Regenstein, SN, Rohman A, and Sucipto, S have the highest contribution in terms of the number of publications. Meanwhile, RQ 4 revealed the most influential authors by number of citations, with Lane S. and Aziz Y.A. standing out as major contributors. RQ 5 looks at the percentage of publication areas related to Halal Awareness, with "Business, Management and Accounting" being dominant with a high percentage, which shows the close relationship between Halal Awareness and business and management aspects. RQ 6 reveals the contributions of countries related to Halal Awareness research, with Malaysia and Indonesia as major contributors to this literature. RQ 7 showcases research funders, with the Ministry of Higher Education, Malaysia, and several other Malaysian institutions supporting research in this field. In RQ 8, the analysis highlights "Halal Awareness" as a key trend in the current study, followed by other interrelated keywords. Furthermore, in RQ 9, the study provides a look at potential trending topics in the future, with the identification of five research clusters that show potential trends in the field of Halal Awareness. Taken together, these findings illustrate the complexity and dynamics of research in the domain of Halal Awareness, while underscoring the importance of this topic in the context of a society that increasingly understands and appreciates religious values in everyday life as well as business. These findings encourage further research to address the evolving challenges and opportunities of understanding and applying the principles of Halal Awareness in a variety of global contexts.

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Author Contribution

Nurul Halimah conducted conceptualization, data collection, analysis, drafting; Muthoifin supervised, validated, reviewed, edited, and approved the final manuscript.

Conflicts of Interest

The authors declare no conflicts of interest and confirm that this research was conducted objectively without external financial or institutional influence.

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