HALAL RESEARCH IN CONSUMER STUDIES: A BIBLIOMETRIC ANALYSIS

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Abstract

This paper aims to review the halal literature in the consumer study. Using a bibliometric approach, we collected 542 articles published between 2001 to 2021 from journals indexed in the Scopus database. RStudio and Microsoft Excel were used to analyse the data. It was found that Malaysia has been the top country that produces halal research articles, and the Journal of Islamic Marketing has the highest publications among the top journals. The trend of halal research in consumer study keeps increasing over the year, with an average growth rate of 23.5% and this trend is expected to grow over the next decade.

Keywords: Halal, Consumer, Bibliometric, Review, Literature

INTRODUCTION

Halal is derived from an Arabic word meaning "lawful or permissible" (Al-Qardawi, 1999). For Muslims, consuming halal is essential as it is an order from Allah and part of the Islamic faith as mentioned in a hadeeth from The Prophet (peace be upon Him) which is reported by Bukhari, Muslim, Abu Daud, Ibn Majah and Dariimi as follows: "What is Halal is clear. And what is Haram is also clear. And in between those two is a dubious area in which many people do not know about. So, whoever distanced himself from it, he has acquitted himself (from blame). And those who fall into it, he has fallen into a state of Haram". Halal not only encompasses food and drink but all matters of daily life. Nowadays, halal also covers many types of products and services, such as cosmetics, pharmaceuticals, medicine, logistics and tourism.
Globally, the halal industry has developed and evolved over the past few decades. As the halal industry expands, the need for new policies, regulations and the expansion of knowledge becomes extremely important. Consequently, researchers are required to contribute their ideas and research to the halal ecosystem. All the research findings will benefit not only the country and manufacturers but also the consumers. As a consumer, Muslims have the right to consume halal products because it is part of human rights which is the right to basic needs (Mustafa' Afifi Ab. Halim et al., 2013). Therefore, halal research in consumer studies is essential to improve halal products and protect Muslim consumers from consuming non-halal products.

Halal research has gradually gained a global foothold over the last 20 years (Ismail et al., 2020). Even though halal research is expanding, to the best of the authors' knowledge, only a small number of research have been reviewed and evaluated using bibliometric and network analysis techniques, especially in consumer studies. Hence, this paper aims to examine the trend of halal research in consumer studies using a bibliometric approach.

METHODOLOGY

In order to achieve the objective of this study, a bibliometric analysis technique was applied. Bibliometric analysis is a common research method for determining the current state of knowledge on a particular subject. This method can describe patterns of publications within a given period or body of literature by utilizing quantitative analysis and statistics. This research method is also used to obtain a comprehensive overview, identify knowledge gaps, generate novel research ideas, and position the researcher's intended contribution to the research field (Donthu et al., 2021).

This study used the keywords "halal AND consumer" in the Scopus database because it is the largest bibliographic database of peer-reviewed articles. In this study, we have limited our search up to the year 2021 and excluded the published articles in 2022. The results are refined by excluding conferences, book chapters, short surveys and magazine articles. We only evaluated scientific publications (articles and reviews) published in peer-reviewed journals because they are also considered "certified knowledge." The result leads to 542 relevant documents after removing the duplicate
data. All the selected articles were saved using the csv format, and the data were extracted using bibliometric analysis by Microsoft Excel and RStudio.

RESULTS AND DISCUSSION

Our dataset contained 542 documents (484 articles and 58 reviews) from 220 sources, while the time frame of the collected studies was from 2001 to 2021. About 1460 authors have been involved, and only 59 were identified as single-authored documents. All documents have 1485 authors' keywords with 25,772 references, and the average citation per document is 18.3. The collaboration index in our dataset was 3.39, implying that there were 3.39 authors (on average) in each paper. Figure 1 illustrates the growth of halal research in consumer studies from 2001 until 2021, achieving an average growth rate of 23.49%. It is noticeable that the research productivity was almost stable from 2001 to 2010. However, considerable growth has occurred since 2011, and this trend is expected to grow over the next decade.

![Figure 1: Growth of halal consumerism research from 2011 until 2021](image1)

Figure 2 illustrates the most active countries in halal research in consumer studies. We found that Malaysia was the most productive and impactful country, followed by Indonesia, the United Kingdom, Pakistan and Thailand. The top 5 institutions that published articles on halal consumerism are also from Malaysia, and Universiti Putra Malaysia has been listed as the most institution that contributes to this research field (Figure 3).
Figure 2 shows that the Journal of Islamic Marketing is the top publisher among the Top 10 listed publications with 109 documents. This was followed by British Food Journal, International Journal of Supply Chain Management, Malaysian Journal of Consumer and Family Economics and Food Products Marketing. It was also discovered that the top subject area is business, management and accounting (28%), followed by agricultural and biological science (16%) and social sciences (11%).

Figure 6 shows the word cloud made from keywords by authors. Words with high frequency in the literature are more in size. Halal, halal food and purchase intention have the highest frequency and indicate that these words are most frequently discussed in the articles. Furthermore, the words cloud also highlighted Malaysia and Islam. Most of the studies could be conducted in Malaysia since the highest contribution by institutions was also from Malaysia. Halal and Islam are interrelated because searching for halal is part of Muslims’ obligations in their daily life. Other topics that also had been discussed in the articles are halal certification, halal market, halal awareness, halal meat, halal cosmetics, halal supply chain and halal tourism.
Figure 7 shows the trend topics by year from 2009 until 2021. Based on the trend map, halal meat is among the earliest topics frequently discussed until 2018. Subjective norms, halal awareness, willingness to pay and halal welfare are the current topics related to halal in consumer studies. Future studies may focus on these topics as these topics are still new and have the potential to be developed well.

As shown in figure 8, the thematic evolution was divided into four parts: emerging or declining themes, niche themes, basic themes and motor themes. The themes that appear as emerging or declining themes are new themes that can emerge to be better or drop from the research area. The themes that come under the niche themes are themes that are highly developed but isolated. Meanwhile, themes in the basic themes indicate that much research have been done on these themes. Lastly, themes on the motor themes represent high density and high centrality which is developed and essential.
Figure 8 shows that there are several basic themes, such as halal food, purchase intention, religiosity, Muslim consumers and attitude in a cluster. Another cluster represented by halal, Malaysia, Islam, halal certification and meat was in the middle of basic and motor themes. A cluster represented by Islamic marketing, consumer behaviour, halal market, Muslim consumer and Islamic market was found in the motor themes. Meanwhile, halal meat, animal welfare, consumers, stunning and consumer perceptions are grouped under one cluster and located between motor and niche themes. One theme has been categorized as niche theme, which is consumer protection. Meanwhile, two themes have been categorized as emerging or declining themes: Muslim consumers and halal tourism.

![Figure 8: Thematic Map](image)

CONCLUSIONS

This study has found that the trend of halal research in consumer studies keeps increasing over the year. Most studies focused on Malaysia and halal food is among the hot topics in consumer studies. However, because this review is only focused on English articles from the Scopus platform, it may have overlooked some other good articles that are not included there. The bibliometric analysis is a method that has provided additional perspectives and insights into the literature review. The R Studio
software has enabled the prediction of future topic trends and areas of interest. It can be concluded that there is still much to learn about halal in consumer studies, particularly in consumer protection. Our future work may include the enforcement of the halal policy and its impact on consumer protection.

REFERENCES


PEER TO PEER LENDING MARKET: A BIBLIOMETRIC ANALYSIS

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Abstract

The purpose of this study is to conduct a bibliometric analysis of scientific trend on research in peer-to-peer lending market. A search was conducted on literature in Web of Science (WoS) in October 2022, based on indexed journals databased from 2009 to 2022. There were 581 full-paper journal articles processed and analysed using VOSviewer software version 1.6.18 and Bibliometrix software. The relationship between the various terms and their association in clusters of thematic areas was visualised using a map based on the co-occurrence technique of “full-counting” terms. Based on co-authorship, bibliometric analysis revealed the most well-known authors, countries, and organisations. The results revealed that China contributed the most documents on peer-to-peer lending as well as US dominated in this area. The three most popular authors were Li Y., Zhang W., and Li X. In the meantime, Peking University, Tianjin University, and Hefei University of Technology have been the top institutions. Additionally, we discovered the top five keywords namely, peer to peer lending, p2p lending, information, credit, and fintech. Furthermore, the implication of this study is to indicate the future trend of research in peer-to-peer lending market.

Keywords: peer to peer lending, Bibliometric Analysis, Literature Review

INTRODUCTION

Low returns on public markets have attracted investors to alternative types of investments ever since the global financial crisis of 2007–2008. Investor preferences may continue to shift toward less liquid and transparent non-traditional markets as a result of the COVID-19 catastrophe (Sindreu, 2020). Peer-to-peer lending (P2PL) platforms are online marketplaces that connect borrowers and lenders without the need of traditional mediators (Herzenstein et al., 2008; Galloway, 2009). Today, an investor has the option of lending all of his or her money to one borrower or distributing it among several borrowers. The lender now has the chance to diversify the investment and lower the
risk due to this development. And today, investors and borrowers are both entering the market at the same time, as opposed to borrowers initially searching out investors. These online platforms, which are progressively growing fast in the United States, United Kingdom, China, and other developed nations.

In line with the peer-to-peer lending rapid growth, this study aims to map the development of peer-to-peer lending research indexed on the Web of Science (WoS) database from the beginning peer-to-peer lending was created until 2022. A prior bibliometric analysis of crowdfunding literature was included in the Tomson Reuters Web of Science, was conducted by Climent, Grima, and Soriano (2018). This study, however, concentrated more intently on peer-to-peer lending. In this case, a thorough examination of the expansion of research will help in evaluating the various issues of the scientific view that peer-to-peer lending brings with it.

**METHODOLOGY**

Scientometrics is a field or study of quantifying and analysing scientific literature. Bibliometrics is a branch of scientometrics which deals with the statistical evaluation of publications such as articles, books, books chapters and other sorts of materials (Bellis, 2009). The value and significance of study area that have been published in books or scientific journals are also evaluated using this method. How frequently a publication is cited in other publications can be used as a measurement of quality. Additionally, bibliometric studies can map out pertinent information, including the most well-liked authors and keywords, as well as associated problems discussed (Agbo et al., 2021).

A bibliometric analysis of peer-to-peer lending-related articles published in reputable journals that are indexed at WoS was used in this study. WoS is able to offer extensive information about research findings across a range of scientific disciplines since it is one of the highly rated database indexes for international scientific publications. Additionally, WoS can store research findings that can be looked for based on the topic, keywords, authors, affiliation, nation, publisher, and year of publication. This database can therefore be used to collect data for bibliometric purposes. The bibliometric data on the topic of the articles on peer-to-peer lending were analysed with the Bibliometric R package (Aria and Cuccurullo, 2017). In order to do thorough quantitative research in scientometrics and bibliometrics, the R package Bibliometric
facilitates the importation of bibliographic data from a variety of sources (including WoS). Additionally, it assesses other metrics including coupling, scientific collaboration, and co-word analyses, in addition to co-citations. Statistical programme R-studio was used to conduct the analysis.

Our aim is to identify the peer-to-peer lending markets previous issues has been researched. The bibliometric analysis will highlight the most significant references, trends, and numerous developments during the previous decade. Bibliometric research can be mapped using the software VOSviewer (Rusydiana, 2019). VOSviewer, also known as VOS similarity visualisation, is used in the bibliometric mapping technique. To help the author locate the study pattern for the relevant subject, VOS acts to visualise literary data, such as books and articles, in figure maps (Van Eck et al., 2010). VOSviewer software was used for mapping of frequent author keywords, journal citations and research collaboration.

581 scientific contributions were discovered as a result of the screening process conducted in October 2022, which looked out all references to "peer to peer lending" or “p2p lending” in "all fields“ of WoS. Following that, the document types "Article," and “Review article”, and language “English” were filtered. Then, only publications released after 2005 are counted in this analysis. This time period’s setting alludes to peer-to-peer lending’s development, which began in 2005. However, the first article on peer-to-peer lending to appear in the WoS database was published in 2009. Consequently, the results include a time period for publications from 2009 to 2022. The aim of this study is to give a brief overview of the most recent studies on the peer-to-peer lending industry. The following research questions will guide this study:

1. Research question 1 (RQ1): How has the literature on online peer to peer lending evolved over time? What nations are conducting research into it, specifically? Which publications are this study appearing in? Which publications have the most impact?

2) Research question 2 (RQ2): What are the main subjects and issues that has been researched in the peer-to-peer lending market in the last decade?
RESULTS AND DISCUSSION

As a result, we discovered 581 documents were written by 1119 authors. Figure 1 shows the evolution of the number of peer-to-peer lending articles; the period begins in 2009 with 1 publication and concludes in 2021 with 141 publications that are already available online. However, when this bibliometric analysis was conducted in October 2022, we were only able to collect 66 papers. It can be seen that there is a rising trend in publications from 2013 to 2021. Additionally, there will be a significant increase in publications in 2021.

![Figure 1: Number of article publications produced per year](image)

<table>
<thead>
<tr>
<th>Name of the Journal</th>
<th>No. of Articles</th>
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<tbody>
<tr>
<td>Electronic Commerce Research and Applications</td>
<td>17</td>
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<tr>
<td>Finance Research Letters</td>
<td>17</td>
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<tr>
<td>Financial Innovation</td>
<td>14</td>
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<tr>
<td>IEEE Access</td>
<td>11</td>
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<tr>
<td>Electronic Commerce Research</td>
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<tr>
<td>Emerging Markets Finance and Trade</td>
<td>10</td>
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<tr>
<td>Expert Systems with Applications</td>
<td>10</td>
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<tr>
<td>European Journal of Operational Research</td>
<td>9</td>
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<tr>
<td>Information Systems Research</td>
<td>7</td>
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<td>Journal of Corporate Finance</td>
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Table 1 lists the top ten publications and the total number of publications over the years. It shows that the *Electronic Commerce Research and Applications* is the top-notch publisher among the list with 17 articles. This followed by *Finance Research Letters* (17 articles), and *Financial Innovation* (14 articles).

![Figure 2: Number of article publications by countries](image)

Figure 2 represents the articles distribution based on single country publications (SCP) and multiple country publications (MCP). MCP indicates, for each country, the number of documents in which there is at least one co-author from different country. Articles from some countries such as UK, Germany, and Italy were mostly composed of multiple country cooperative publications.
The countries collaboration network is shown in Figure 3. China, as an important contributing member in peer-to-peer lending research field, has relatively frequent collaboration with Japan, and Taiwan. United States was the most cited country with a total of 5,672 citations, China came in second with 3635 citations, moving up the list of most cited country.

CONCLUSIONS

This bibliometric analysis illustrates the literature on the peer-to-peer lending phenomenon. The goal of this study is to review peer-to-peer lending-related research articles that have been published in the last 14 years, from 2009 to 2022, in the academic journals that are listed in the WoS database. The WoS database was searched using the keyword “Peer to peer lending”, or "P2P Lending," which is restricted to the articles and English language and a total of 581 research titles published by 1,119 authors were found.

According to co-authorship bibliometric analysis, Li Y., Zhang W., and Li X., the authors from China made the most contributions to peer-to-peer lending publications. Peking University, Tianjin University, and Hefei University of Technology are the top three universities for authors. Moreover, with 288 documents, China is the top contributor nation that generates the most peer-to-peer lending research in the Web of Science database. Fintech, credit, crowdfunding, lending, and trust make up the
popular of the analysis unit for all keywords such as keywords plus, authors’ keywords, and index keywords based on co-occurrence.

In conclusion, this study contributes to peer-to-peer lending literature by facilitating readers’ and researchers’ access to bibliometric mapping, which enables them to follow the evolution of studies in related disciplines. This research findings can suggest areas for additional study for other academics.

REFERENCES


