

Bibliometric: Halal Brand on Marketing Performance

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Abstract

The rapid development of the halal industry has positioned halal branding as a critical element in influencing consumer behavior and shaping marketing strategies. In the increasingly competitive global market, halal labeling and brand image significantly shape consumer trust and preferences, which subsequently impact a company's marketing performance. Despite its importance, research on how halal brands affect marketing performance remains limited. This study conducted a bibliometric analysis of halal brands and marketing performance by reviewing previous studies indexed in the Scopus database from reputable international journals. Using quantitative methods, the collected data provides a comprehensive overview of outputs, organizations, authorship, and topic characteristics, demonstrating the feasibility of bibliometric analysis. The research focuses on articles published between 2012 and 2022, utilizing search engines such as Google Scholar, Scopus, Elsevier (Science Direct), and Publish or Perish. Results show a growing academic interest in the relationship between halal brands and marketing performance, indicating the need for further research to deepen understanding in this area.

Keywords: *Bibliometrik, Halal Brand, Marketing Performance*

INTRODUCTION

Marketing performance determines business profits, digital marketing performance needs to be measured in order to get an overview of company profits (Järvinen & Karjaluoto, 2015)

performance results in marketing are generally conceptualized and operationalized (Katsikeas et al., 2016) However, there has been no research on marketing performance influenced by halal labels. The development and growth of a company requires a marketing strategy to link marketing with the company's business performance (Katsikeas et al., 2016) an export marketing strategy that enhances the export market and improves financial performance (Morgan et al., 2012; Purba et al., 2021) performance indicators (Neiger et al., 2012)), and if the company's performance then it is necessary to pay attention to customer agility (Roberts & Grover, 2012)

To ensure better performance, market-based knowledge resources need to be aligned with the implementation of marketing and innovation capabilities. Market orientation operates by leveraging the synergy between marketing and innovation capabilities to impact customer-related performance, but not innovation-related performance. Therefore, the correlation between performance and the customer does not extend to performance and innovation (Ngo & O'Cass, 2012), organizational innovation enhances export performance through direct and indirect means, such as sustaining technological innovation (Azar & Ciabuschi, 2017) improving performance innovation in small and medium-sized enterprises (Scuotto et al., 2017), utilizing resources and capabilities to drive marketing strategy and ultimately impact competitive advantage and performance (Leonidou et al., 2013; Pundziene et al., 2021) and enhancing analytical capabilities for improved competitive (Mikalef et al., 2020).

Literature support on company performance and sales performance, in research that managing a company's image efficiently (Amores-Salvadó et al., 2014), managing a brand's image (Grimmer & Bingham, 2013), corporate social performance (Esteban-Sanchez et al., 2017) company performance being influenced by a strong marketing department (Feng et al., 2015), company performance configures internally rather than from customer influence (Frambach et al., 2016) the relationship between supply chain performance and marketing performance is stronger than the relationship between supply chain performance and organizational financial performance (Whitten et al., 2012), sales performance is the relationship between word of mouth and customer satisfaction of service companies (Eisingerich et al., 2014) supply chain management must be integrated with marketing (Kazancoglu et al., 2018). Nevertheless, there is a lack of data regarding the impact of halal labeling on marketing performance. Therefore, it is intriguing for us to delve into this topic and undertake further research.

According to (Martin & Javalgi, 2016), management has a crucial role in driving marketing capabilities and performance, as well as green performance. (Lai & Wong, 2012) also emphasize the importance of resources and capabilities as drivers of hotel environmental marketing strategies. Implications for gaining a competitive edge and achieving high performance. Therefore, achieving good performance necessitates the implementation of innovative strategies within the framework of social networks (Muller & Peres, 2019) as well as the utilization of performance indicators to guide decision-making (Oklevik et al., 2019)

Several factors can influence its performance such as Facebook exerts a beneficial influence on the non-financial performance of SMEs (Ainin et al., 2015) business performance and social media (Paniagua & Sapena, 2014) rural communities in Saudi Arabia adopt and diffuse ICT to help SME business owners or managers (AlBar & Hoque, 2019), through social media that

manages negative consumer comments can improve hotel marketing (Kim et al., 2015)), The impact of intellectual capital on performance (Hsu & Wang, 2012) the use of social media and organizational performance in Malaysia (Parveen et al., 2015). The impact of social media on the sales performance of businesses (Rodriguez et al., 2012) are not spared from the performance challenges themselves (Simões & Marques, 2012). The literature that discusses that Muslims with halal brands have a positive effect on loyalty to halal brands (Choi & Rahman, 2018) the perception of a halal brand's image, contentment, trust, and loyalty have a substantial impact on the intention of consumers to purchase halal products (Ali et al., 2018) cosmetic brands and halal labels (Tournois, 2015).

Halal brands are not only in the field of cosmetics (Handriana et al., 2020) because the performance of halal labeling has a notable impact on the brand image of halal cosmetic products (Lestari et al., 2020) halal cosmetics for generation Y are the reason why they buy (Khan et al., 2021) the legal brand image has a significant impact on the perception, satisfaction, trust, and loyalty towards a legal brand (Ali et al., 2020) although the overall consumer perception of quality, product value, purity, and health awareness trumps the notion of religiosity (Bukhari et al., 2019), halal brands are not without challenges, but on the one hand halal brands are the cause of consumers to buy.

Halal brands, Multiple research studies have been conducted to examine the various aspects that impact customers' decision to purchase products with halal labels (Ali et al., 2017), the role of legal brand awareness affects the relationship between product knowledge and involvement in buying decisions (Rachmawati et al., 2022). Halal Brand Personality with five dimensions, namely, Purity, Joy, Security, Sophistication, and Truth (Ahmad, 2015). Halal brands have significant relevance in a global context, especially given the rapid growth of the Muslim population and the increasing demand for products and services that comply with sharia principles. According to data from the Global Islamic Economy Report, the halal industry is predicted to continue to increase rapidly every year (Hidayat et al., 2023).

In this bibliometric research, several key questions are made as follows:

RQ1. What journal contains the most about Halal Brand and marketing performance?

RQ2. Who are the most active researchers?

RQ3. What subtopics are covered in Halal Brand and marketing performance?

RQ4. What methods are used?

RQ5. Which country discusses Halal Brand and marketing performance a lot?

RQ6. What are the frameworks that appear in Halal Brand and marketing performance?

METHOD

This study only used searching google scholar, scopus, elsevier (science direct) and Perish and Publish, from global publications pertaining to the research field using the keywords "halal brand", "marketing performance" published from 2012 to 2022 (Wahono, 2016), and this study found 860 articles found. To strengthen the research using strategies for bias reduction and dispute resolution, this SLR research with a review of the existing systematic review was carried

out to determine the study selection method (Petersen & Ali, 2011). The search technique uses keywords and this research has seven key questions or research questions (RQ) that discuss what journals contain the most about marketing performance and halal brands, who are the most active researchers, what subtopics are discussed in Marketing Performance and Halal Brand, what methods are used, which countries discuss marketing performance and halal brands, what are the frameworks that appear in Marketing Performance and Halal Brand. The article data set for in-depth discussion is 79 articles, while data processing with Microsoft Excel 2019 also uses the "Mendeley" reference manager application and visual data processing using VosViewer software.

This study employed a systematic bibliometric analysis approach to explore research trends on *halal brands* and *marketing performance*. The data collection process was conducted in several detailed stages as follows like Figure 1 below: First, Database Selection. The primary data sources were international and reputable academic databases, namely *Scopus*, *Google Scholar*, *Elsevier (ScienceDirect)*, and *Publish or Perish*. These databases were chosen for their comprehensive coverage of high-quality research articles. Second, the keywords used for the article search included: "Halal brand", "Marketing performance", "Halal labeling and marketing", "Halal certification and consumer behavior". To ensure precision, Boolean operators were applied such as *AND* and *OR* (e.g., "halal brand" *AND* "marketing performance"). The search was limited to titles, abstracts, and keywords to ensure relevance.

Third, Inclusion Criteria determine: Articles published between 2012 and 2022 to ensure up-to-date research trends; Peer-reviewed journal articles and proceedings; Articles written in *English* to ensure global relevance; Research specifically discussing *halal brand* and its correlation to *marketing performance*. Exclusion Criteria: Articles focusing on unrelated industries or non-halal markets; Non-peer-reviewed sources such as blog posts, unpublished theses, or opinion pieces; Articles without access to full texts.

Screening Process : Initial Screening: From an initial retrieval of 860 articles, titles and abstracts were first reviewed to eliminate irrelevant studies; Secondary Screening: A deeper evaluation was conducted by reviewing the full texts of 210 articles that passed the initial screening. The focus was on identifying research that explicitly addressed the relationship between halal branding and marketing performance. Final Selection: After rigorous evaluation, 79 articles were deemed eligible and relevant for further bibliometric analysis.

Data Management and Analysis : Data Organization (The selected articles were managed using *Mendeley* for reference organization); Visualization Tools (*VOSviewer* software was utilized to visualize bibliometric networks, including co-authorship, keyword co-occurrence, and publication trends); Data Analysis (Quantitative analysis was conducted to identify trends, frequently cited authors, prominent journals, and thematic areas related to halal branding and marketing performance). This detailed data collection and screening process ensured the reliability and validity of the findings while providing a comprehensive overview of the current research landscape in the field of halal branding. Clarifying the steps of bibliometric research is carried out with the following design:

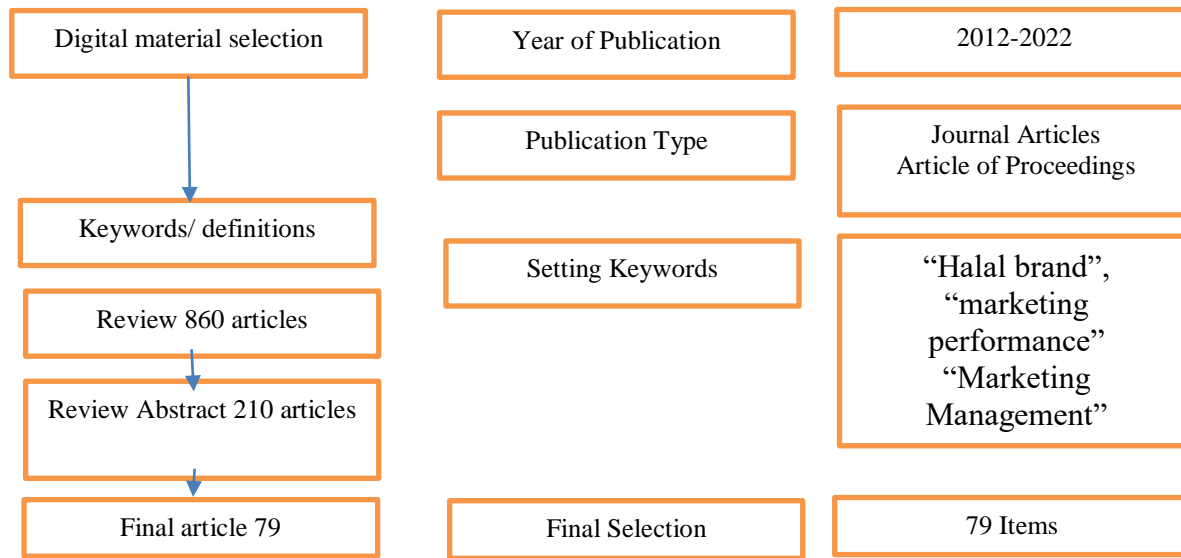


Figure 1
Steps of Bibliometric Research

RESULTS AND DISCUSSION

The initial stage of bibliometric activities is to determine keywords, namely using the keywords "halal brand", "marketing performance", "marketing management" using the Scopus database search engine, with a specific emphasis on Article Titles, Abstracts, and Keywords (Falagas et al., 2008; Q. Wang et al., 2020). Restricted to the year of publication from 2012 to 2022, the study found 860 articles that we strictly adhered to research standards by exclusively selecting English-language articles from recognized international publications. These articles were then refined to provide more specific and focused results, with a particular emphasis on generating successful learning outcomes. Therefore, This study used a framework review technique, guided by a set of inclusion and exclusion criteria, to eliminate irrelevant studies (Wahono, 2016), in addition, bibliometric analysis necessitates an assessment of the appropriateness and ramifications of the existing database in comparison to alternative options (Alryalat et al., 2019; Petersen & Ali, 2011).

As a result of halal brands, marketing performance is examined inductively by tracing the evolution of trends and their patterns in scientific production in the disciplines studied (Bonilla et al., 2015). Meanwhile, the literature of the classification section is completed before accurate or actual data analysis is carried out by combining inductive and deductive methods through triangulation and this allows the use of different data sources from different authors to analyze certain concepts (Scheffler & Brunzel, 2020). The data were analyzed using the bibliometric method (Bonilla et al., 2015; Herrera-Franco et al., 2020; Scheffler & Brunzel, 2020), then the findings are summarized in the results and discussion section. In addition, VosViewer is applied to classify published literature and extensive network relationships due to its ability to function

effectively with huge data sets, visualizations, analysis, and different breakthrough studies. The bibliometric method has previously been confirmed to be efficient for the scientific mapping of journal articles due to its ability to apply visuals, graphics, and maps to present different perspectives of a concept (Stopar & Bartol, 2019; Q. Wang et al., 2020).

RQ1. What journal has the most

Results of searching and analyzing bibliometric data in the most journals that write about halal brands and marketing performance like figure 2:

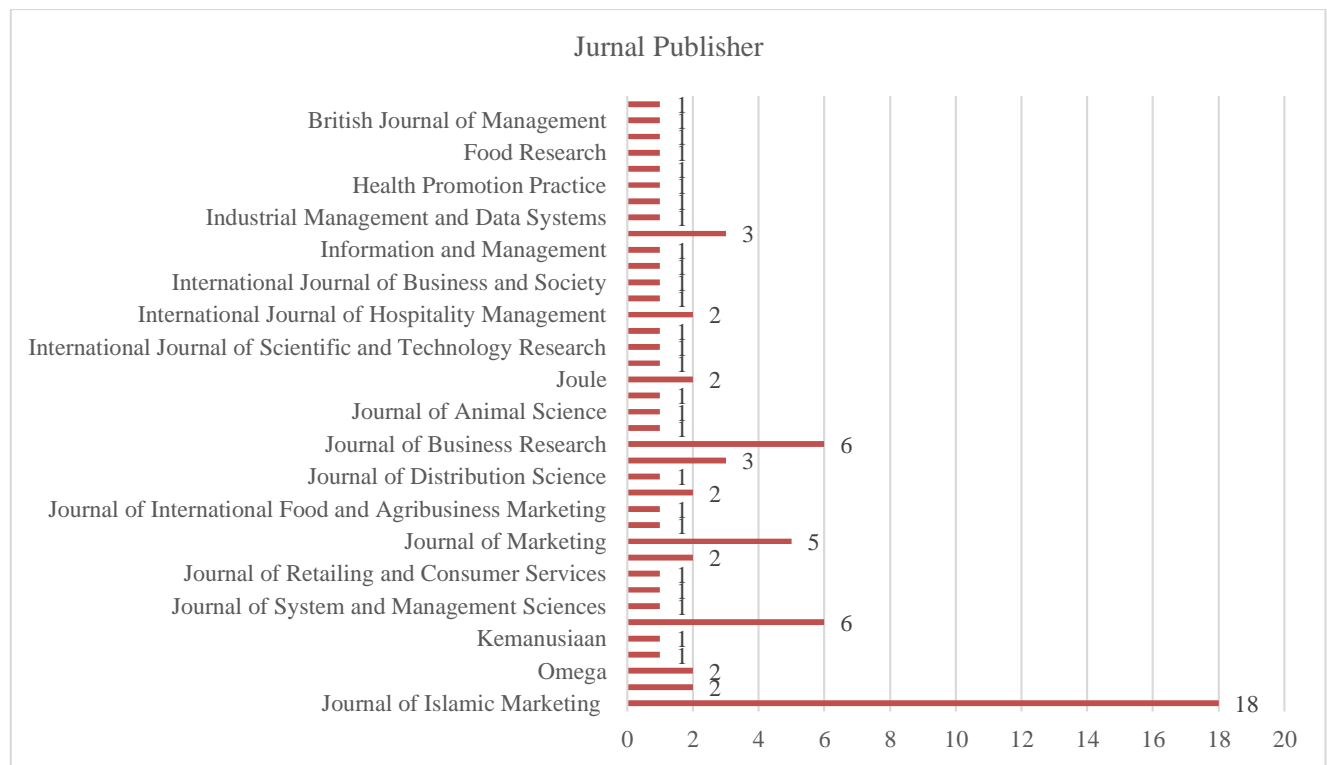


Figure 2. Publisher writing halal brand and marketing performance
Clarifying the display of the data in figure 1, it is described again in bold as follows:

Table 2: Halal brand publishers and marketing performance

Publisher	Quantity
<i>Journal of Islamic Marketing</i>	1
<i>Asia Pacific Journal of Marketing and Logistics</i>	1
<i>British Journal of Management</i>	1
<i>Entrepreneurship: Theory and Practice</i>	1
<i>Food Research</i>	1
<i>Frontiers in Psychology</i>	1
<i>Health Promotion Practice</i>	1

Publisher	Quantity
<i>IEEE International Conference on Industrial Engineering and Engineering Management</i>	1
<i>Industrial Management and Data Systems</i>	1
<i>Information and Management</i>	1
<i>International Business Review</i>	1
<i>International Journal of Business and Society</i>	1
<i>International Journal of Civil Engineering and Technology</i>	1
<i>International Journal of Research in Marketing</i>	1
<i>International Journal of Scientific and Technology Research</i>	1
<i>International Marketing Review</i>	1
<i>Journal for Global Business Advancement</i>	1
<i>Journal of Animal Science</i>	1
<i>Journal of Business Ethics</i>	1
<i>Journal of Distribution Science</i>	1
<i>Journal of International Food and Agribusiness Marketing</i>	1
<i>Journal of Manufacturing Technology Management</i>	1
<i>Journal of Retailing and Consumer Services</i>	1
<i>Journal of Service Research</i>	1
<i>Journal of System and Management Sciences</i>	1
<i>Kemanusiaan</i>	1
<i>Management Decision</i>	2
<i>International Journal of Hospitality Management</i>	2
<i>Joule</i>	2
<i>Journal of Interactive Marketing</i>	2
<i>Journal of Product Innovation Management</i>	2
<i>Omega</i>	2
<i>Tourism Management</i>	3
<i>Industrial Marketing Management</i>	3
<i>Journal of Cleaner Production</i>	5
<i>Journal of Marketing</i>	6
<i>Journal of Business Research</i>	6
<i>Journal of the Academy of Marketing Science</i>	18

The analysis of publishers contributing to research on *halal brand* and *marketing performance* reveals several important trends and insights:

Dominance of Specialized Journals

The *Journal of Islamic Marketing* emerges as one of the most prolific platforms, highlighting its critical role in disseminating research focused on Islamic consumer behavior and halal market dynamics. The frequent publication of articles in this journal underscores the growing academic

interest in understanding halal branding as a strategic marketing approach, especially among Muslim-majority markets.

Presence of Multi-Disciplinary Journals

Other prominent journals include the *Journal of Business Research*, *International Journal of Hospitality Management*, and *Journal of Marketing*. The inclusion of these journals indicates that halal branding is not confined to Islamic studies but is a multi-disciplinary concern, intersecting with general business, marketing, and hospitality sectors. This diversity suggests that halal branding has broad relevance and is increasingly recognized as a global marketing phenomenon.

Regional and Industry-Specific Journals

Several articles were published in industry-specific journals such as *Journal of Retailing and Consumer Services* and *Food Research*. This indicates that halal branding is particularly significant in sectors like food, cosmetics, and retail—industries where halal certification strongly influences consumer behavior.

Growth in Global Academic Contributions

The spread of articles across various international journals, including those based in Europe, Asia, and the Middle East, signifies the globalization of halal marketing discourse. It reflects the worldwide relevance of halal branding and its impact on global market strategies, especially as businesses aim to capture the expanding Muslim consumer market.

Implications for Academic and Industry Research

The diversity of publishers also suggests that halal branding is being explored from multiple perspectives—ranging from consumer behavior and marketing strategies to ethical business practices and regulatory frameworks. This opens opportunities for future research to adopt more integrated approaches, combining insights from various disciplines to address complex challenges in halal marketing.

RQ2. Who are the researchers.

There are a large number of active authors on this topic, but there are still very few active authors and those that have relevance to the topic being analyzed, so the author data is displayed as follows:

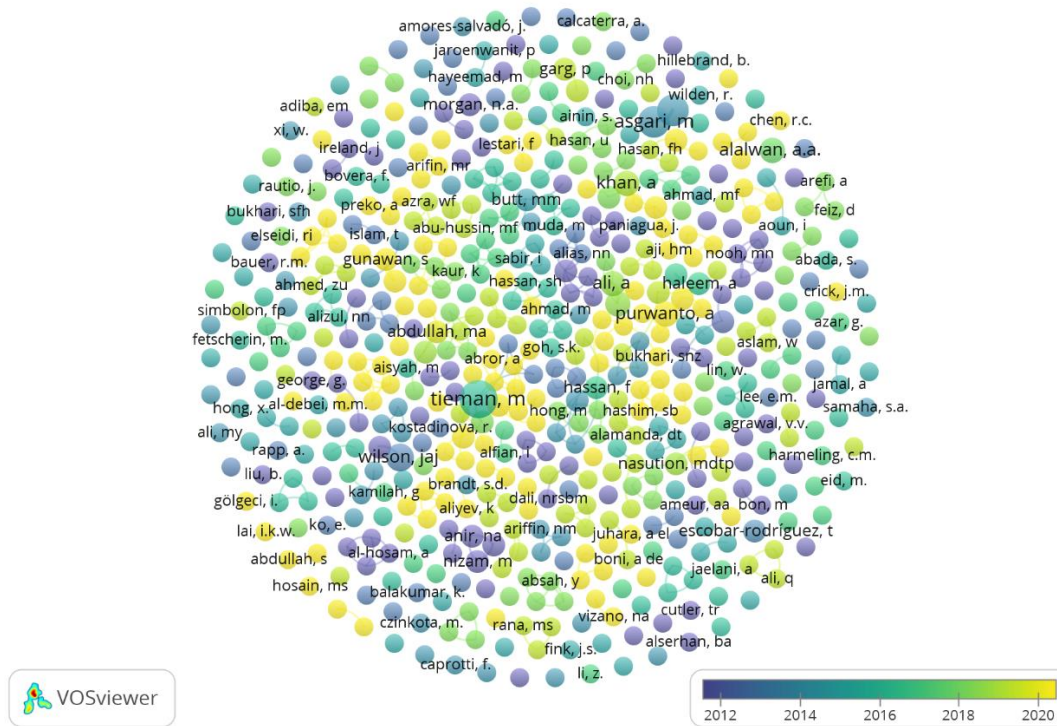


Figure 3. Author from 2012-2022

RQ3. What subtopics are covered

The most active author writes on the topic of halal brand and marketing performance, the relevance of which is very close:

Table 3: Authors, Halal Brand Topics and Marketing Performance

Name	Quantity	Topics
Ali, A	3	Halal brand
Morgan, N.A.	3	Marketing and business performance
Khan, M.A.	2	Halal brand equity
Ngo, L.V.	1	Innovation and customer-related performance superiority
Järvinen, J.	1	Marketing performance
Khan, A.	1	Brand experience and brand love for halal brands
Leonidou, C.N.	1	Marketing mix
Leonidou, L.C.	1	Competitive advantage and performance
Martin, S.L.	1	Marketing capabilities and performance

The results of the study show that the study of halal brands currently still has opportunities to be developed, while halal brands with marketing performance are still few discussed, the topic of halal brands is an interesting study until 2022, and the trend of halal brand research as shown in the following figure 3:

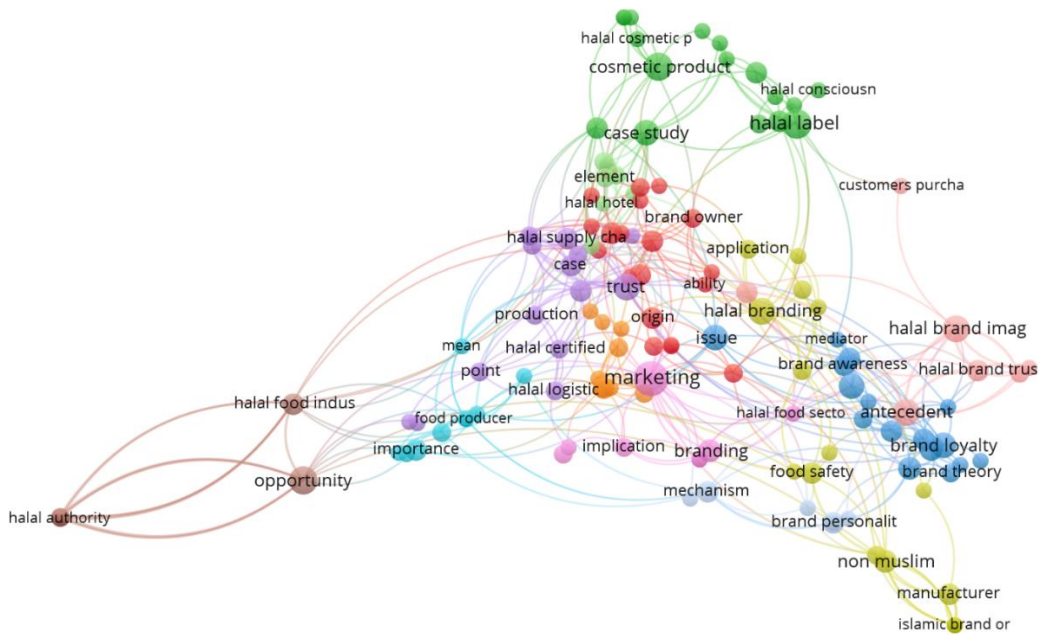


Figure 4. Halal Brand research trends

The results of the study show that the study of Halal Brand is currently still small compared to other themes as shown in the following figure 4:

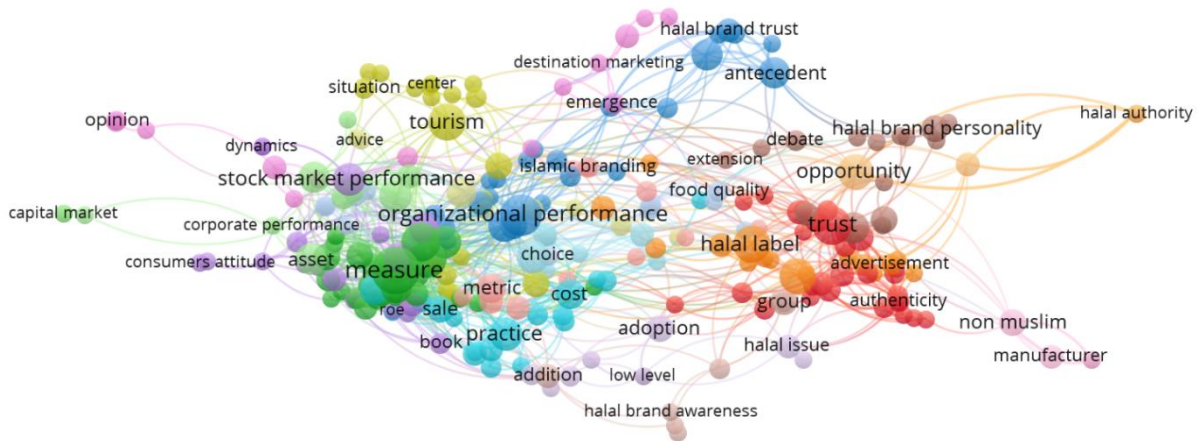


Figure 5. Halal Brand research trends

The results show that there is still very little research on marketing performance, only related to the development of the current digital world, so it can still be associated with several other variables that are relevant and interesting for future research. From these findings, there is still little discussion about marketing performance compared to other themes, which is shown in the following figure 6:

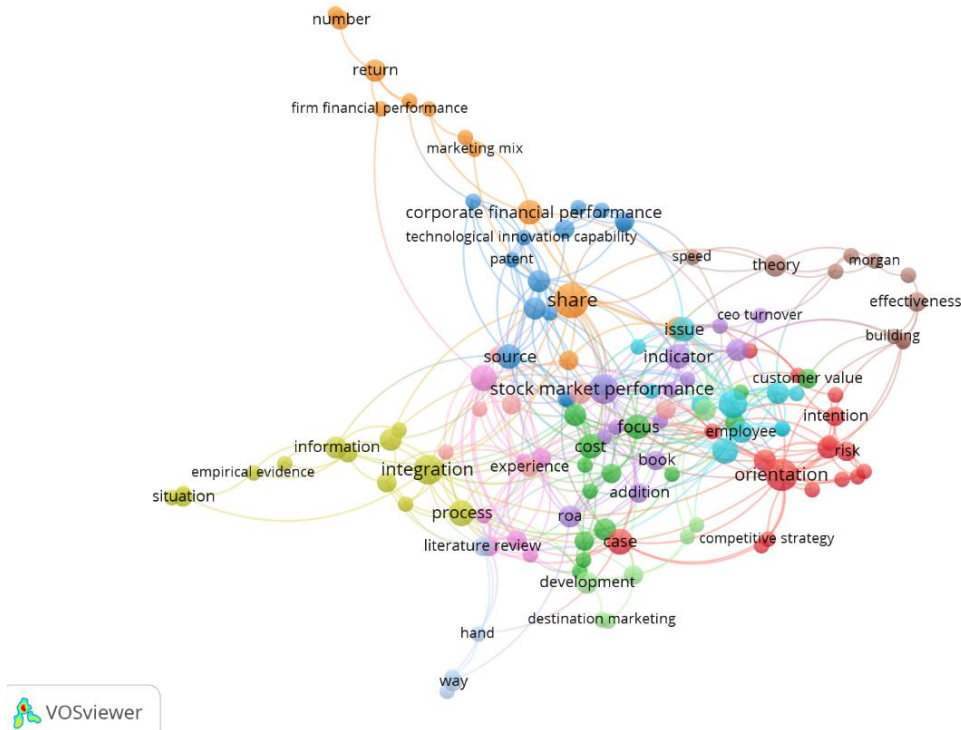


Figure 6. Marketing performance research trends

RQ4. What methods are used

To find out that the topic of halal brand and marketing performance in the research that has been carried out, collected with the type or approach using what method is used in the research, the data from this study are:

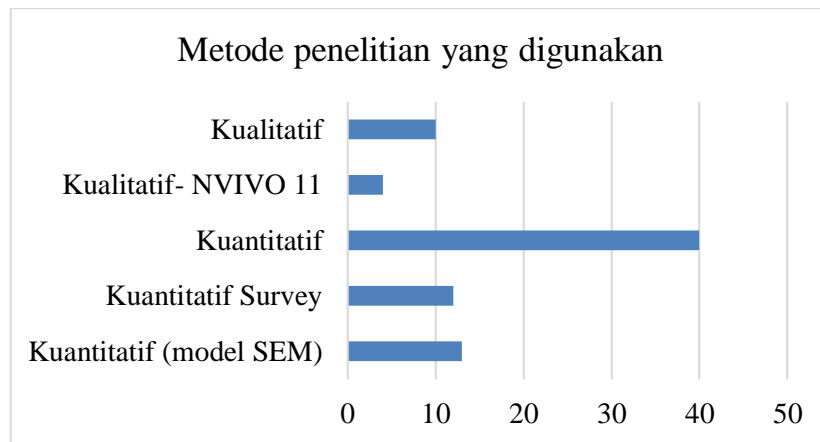


Figure 7. Widely used research methods

Number of articles reviewed and year of publication:

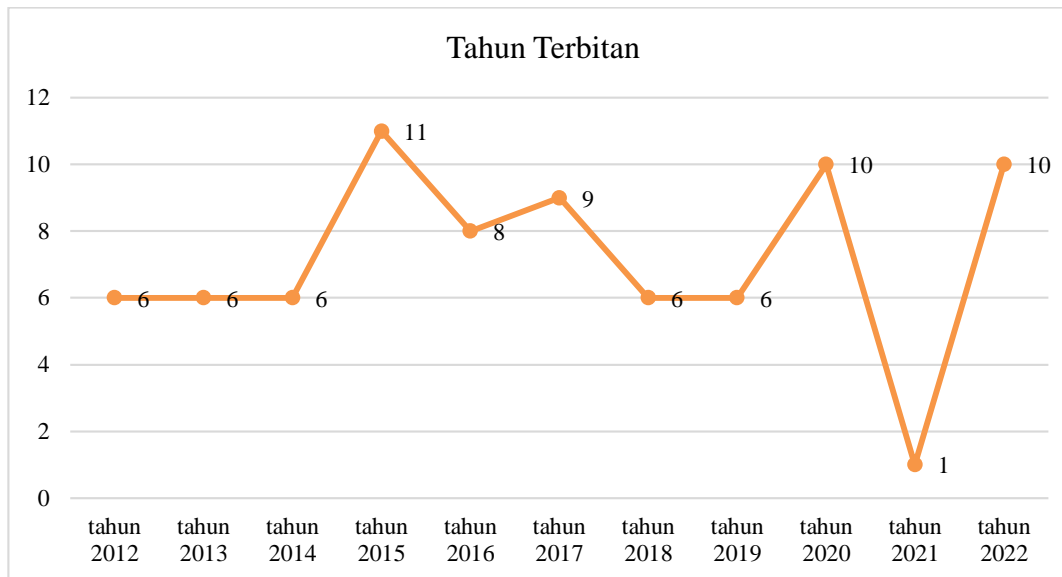


Figure 8. Years of halal brand research and marketing performance

RQ5. Which countries have talked a lot about

To find out the trend of topics and authors, the results are shown where the author's country of origin, Indonesia, to discuss this topic there are only 6 authors who have published in international journals. For an idea see the following picture:

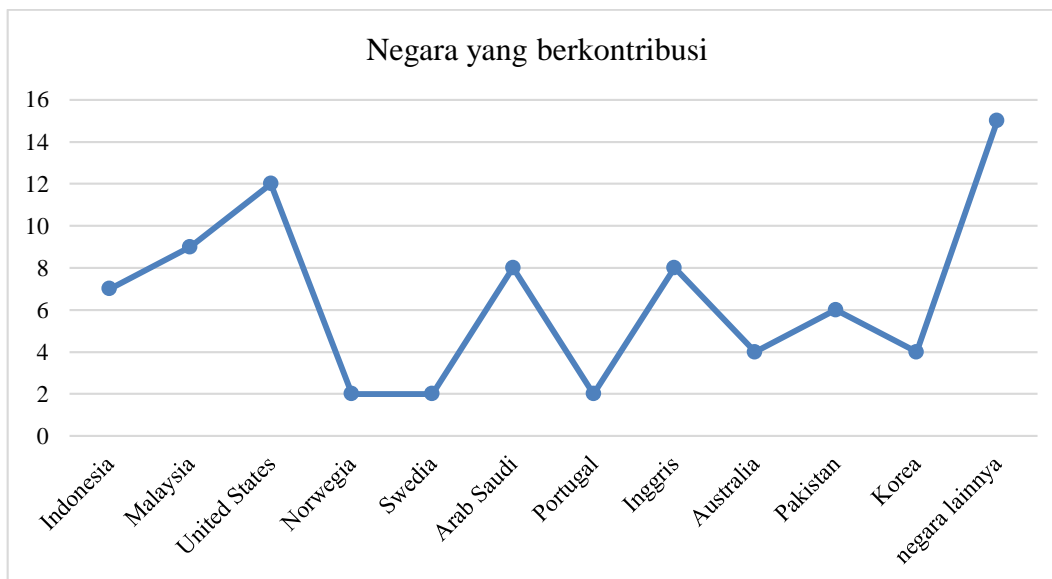


Figure 9. Origin of the author of the halal brand and marketing performance

RQ6. What are the emerging frameworks

Some of the findings that use the framework, one that we came up with was developed by (Kazancoglu et al., 2018) as follows:

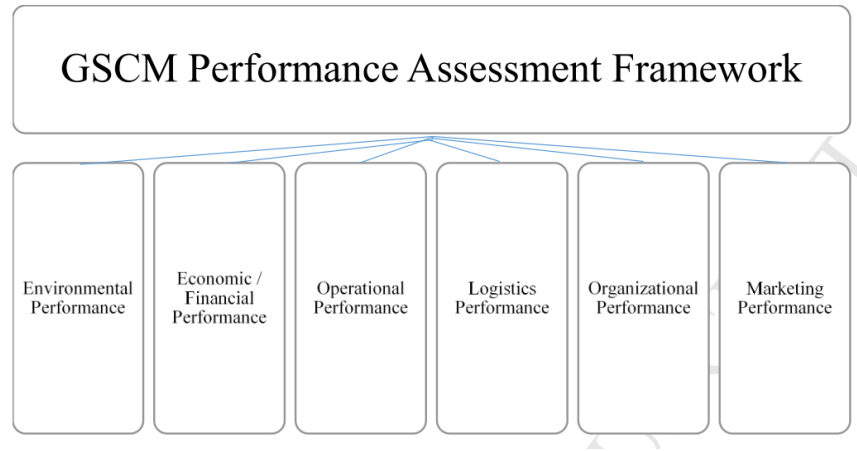


Figure 10. Management Integration Framework (GSCM)

There are several research frameworks developed on this topic, it is very interesting to use as material for exploring knowledge with research carried out with this topic.

Some previous research by Felix et al. (2017) Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 7, 118-126 and Wang et al. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26(4), 198-208 and Farias et al. (2014) "Store atmospherics and experiential marketing: a conceptual framework and research propositions for an extraordinary customer experience", *International Business Research*, Vol. 7 No. 2, pp. 87-99.

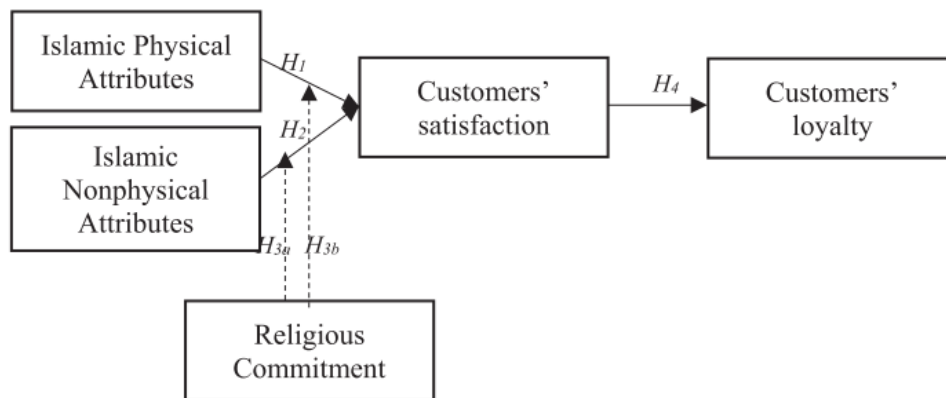


Figure 11. A conceptual framework and research "What motivate Muslim consumer to patronage Islamic based– retail store?"

Source : Fauzi, W.I.M., Muhammad, N., Mokhtar, S.S.M. and Yusoff, R.Z. (2016), "What motivate Muslim consumer to patronage Islamic based– retail store?", *International Review of Management and Marketing*, Vol. 6 No. S7, pp. 199-203.

The results of the bibliometric analysis show that research trends related to *halal brands* and *marketing performance* have increased significantly over the past decade. The growing interest in this topic reflects the global awareness of the importance of halal values in marketing strategies, especially amid the growing Muslim population and the increasing demand for products that comply with sharia principles (Hidayat et al., 2023). This phenomenon shows that *halal brands* are not only a religious identity, but also a competitive business strategy.

In the realm of theory, research on *halal brands* expands the understanding of the concepts of *brand trust* and *brand loyalty* in the context of Islamic marketing. Trust in halal brands has proven to have a significant influence on purchasing decisions, especially among Muslim consumers who prioritize halal products as a form of compliance with religious teachings. The study confirms that trust in halal brands is not only limited to the aspects of logos or certifications, but also includes perceptions of transparency, product authenticity, and corporate business ethics.

Furthermore, this research also enriches global marketing theory by adding ethical and religiosity dimensions in market penetration strategies. *Halal branding* is becoming a strong differentiation in the international market, especially in countries with large Muslim populations. In this context, a value-based approach is essential to win consumer trust and increase brand loyalty. In addition, this research emphasizes the importance of cross-cultural understanding in global marketing strategies, especially in facing challenges related to consumer preferences and sensitivity to halal products. (Ali et al., 2018; Shahnazari, 2018; Tieman, 2020)

Practically, this research trend provides strategic guidance for industry players. First, companies need to emphasize more on transparency and education related to halal products. Clear information about the certification process, ingredient composition, and halal production process not only increases consumer trust, but also strengthens brand loyalty. Second, *halal branding* needs to be integrated in all aspects of marketing strategies, from product design, promotion, to after-sales service. This not only builds a positive image but also creates a strong differentiation in a competitive market.

In addition, globally oriented companies can take advantage of *halal brand* trends as a new market penetration strategy. With the increasing global consumer awareness of halal products, the company has the opportunity to expand its market reach, not only in Muslim-majority countries, but also in regions with thriving Muslim communities. This strategy requires a deep understanding of local preferences and the integration of halal values in marketing communications that are relevant to the local culture.

CONCLUSION

The bibliometric analysis of halal brand research and marketing performance from 2012 to 2022 reveals a significant increase in publications and academic interest, highlighting the strategic role of halal branding in shaping consumer perceptions, building trust, and influencing purchasing decisions. Key contributions to this literature come from reputable journals such as the *Journal of Islamic Marketing*, *Journal of Business Research*, and *Journal of Cleaner Production*, emphasizing the global and cross-industry relevance of halal branding. Theoretically, this study enriches the literature on Islamic marketing and consumer behavior by emphasizing the roles of trust, loyalty, and brand perception. It also expands international

marketing theory, positioning halal certification and authenticity not just as legal requirements but as strategic differentiators in gaining global consumer trust.

Practically, the study underscores the need for companies to prioritize transparency and authenticity in halal certification as part of their branding strategies. Integrating halal values into marketing communication, product development, and customer service can strengthen consumer trust and loyalty, especially in markets with significant Muslim populations. For companies aiming to expand globally, culturally adaptive marketing strategies are essential. Additionally, the study offers avenues for further academic exploration, such as understanding digital consumer behavior, the influence of social media on halal perceptions, and the role of halal branding in sustainable marketing. Overall, halal branding emerges as a competitive business strategy with potential to drive the sustainable growth of the global halal industry.

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