



Bibliometric Analysis of Consumer Ethnocentrism and Consumer Racism With Islamic Elements

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ABSTRACT

This study examines consumer ethnocentrism and consumer racism literature with Islamic elements, employing bibliometric analysis through the Bibliometrix software to analyse current research trends and identify emerging themes. Retrieving 101 publications with 1,277 overall citations from the Scopus database, this study explores the structure and evolution of consumer ethnocentrism and consumer racism. Three bibliometric analyses were conducted, including citation analysis, co-citation analysis, and keyword co-occurrence analysis, to reveal past, present, and future research trajectories. The study identifies two significant research streams: the interplay between consumer ethnocentrism and cultural identity, and the impact of consumer racism on purchasing behaviour in Islamic markets. Additionally, the findings highlight the increasing global interest in consumer ethnocentrism and consumer racism with Islamic elements, with contributions from 35 countries including China, Canada, India, Turkey, and Indonesia, and underscore the need for high-quality research that addresses the complexities of consumer behaviour in diverse cultural contexts. This study contributes to the theoretical understanding of consumer ethnocentrism and consumer racism with Islamic elements, emphasizing the importance of quality over quantity in academic publications. It also suggests directions for future research to further explore the intersectionality of these concepts with broader social issues. As one of the first studies to apply bibliometric analysis to the fields of consumer ethnocentrism and consumer racism with Islamic elements, this research provides valuable insights into significant issues and emerging trends, paving the way for future scholarly inquiry.

INTRODUCTION

In an increasingly interconnected global marketplace, understanding the nuances of consumer behaviour is paramount. As cultural identities and economic interests converge, the dynamics of consumer ethnocentrism and consumer racism have emerged as critical factors influencing purchasing

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decisions. This study aims to deepen comprehension of these intricate and evolving domains, particularly their manifestations with an Islamic context. By focusing on articles published and indexed in Scopus, this article seeks to illuminate the significance of these concepts in relation to Islam, where cultural and religious values play a pivotal role in shaping consumer attitudes.

Consumer ethnocentrism, defined as the belief that purchasing foreign products is unpatriotic (Klein & Ettenson, 1999), and consumer racism, which entails biases against individuals based on their racial or ethnic backgrounds, carry significant implications for marketers and businesses operating in culturally diverse environments (Abdul-Latif & Abdul-Talib, 2017; Hill & Paphitis, 2011). These phenomena are not merely theoretical constructs; rather, understanding their intersection with Islamic values offer invaluable insights for developing marketing strategies that align with consumers' beliefs and identities. In light of this, the objectives of this study are articulated as follows:

- (i) RO1: To conduct a comprehensive bibliometric analysis of publications in consumer ethnocentrism and consumer racism with Islamic elements, focusing on publication metrics, author contributions, and collaborative networks.
- (ii) RO2: To delineate the structural themes within consumer ethnocentrism and consumer racism research by analysing keyword co-occurrences and citation networks of influential publications.
- (iii) RO3: To identify emerging research trends and thematic developments in consumer ethnocentrism and consumer racism with Islamic elements through keyword co-occurrence and collaboration networks analysis.

The retrospective evaluation of scientific productivity is a vital tool for planning future studies and improving research quality (Mubarrok et al., 2022). By mapping key publications and trends, this study contributes to academic discourse while offering practical insights for marketers navigating the complexities of consumer behavior in Islamic markets. Moreover, the findings of this study are anticipated to advance scientific knowledge by identifying and assessing pivotal works and emerging trends within this field. The integration of bibliometric analysis allows for a systematic examination of the literature, uncovering hidden patterns and connections that can guide future research directions. This article identifies and graphically analyses the authors, documents, most cited articles, journal citation patterns, and major institutions and nations that have made substantial contributions to the literature on consumer ethnocentrism and consumer racism with Islamic elements using Bibliometrix (Aria & Cuccurullo, 2017). Additionally, a variety of bibliometric indicators were meticulously examined, including co-citation, bibliographic coupling, and the co-occurrence of author keywords (Tan Luc et al., 2022; Wartena et al., 2010). This methodological framework was employed to analyse the publication patterns and evolution of academic articles on Islamic marketing, with a particular focus on consumer ethnocentrism and consumer racism.

LITERATURE REVIEW

Consumer Ethnocentrism and Consumer Racism

Consumer ethnocentrism has emerged as a pivotal area of inquiry within marketing research, gaining prominence over the past three decades. This concept, which denotes the preference of consumers for domestic products over foreign alternatives (Sharma et al., 1995), has evolved into a distinct field of study, attracting the attention of both researchers and practitioners. Since its initial exploration in the late 1989, the phenomenon of consumer ethnocentrism has been analysed through various lenses, revealing its multifaceted nature and the underlying motivations that drive consumer behaviour (Dogi, 2015).

The increasing globalization of markets has significantly influenced the trajectory of research on consumer ethnocentrism, prompting scholars to investigate its implications in diverse contexts. The literature surrounding this topic has developed around several key themes, including the theoretical foundations of ethnocentrism, methodologies for measuring ethnocentric tendencies, cultural

influences, managerial applications, and emerging trends within the marketplace (Čutura, 2020; Zeugner-Roth et al., 2015). Notably, the Islamic context presents a unique perspective on consumer ethnocentrism, as religious values and cultural norms intersect to shape consumer preferences. Research in this area often examines the principles of halal (permissible) and haram (forbidden) as dictated by Islamic jurisprudence, elucidating how adherence to these tenets informs consumer choices and loyalty to domestic products (Floren et al., 2020; Mainolfi & Resciniti, 2018).

In recent years, scholarly investigations have expended the discourse on consumer ethnocentrism by delving into the nuances of ethnic-based consumer ethnocentrism and consumer animosity within Islamic markets (Abdul-Latif & Abdul-Talib, 2022; Ahmed et al., 2013). These studies emphasize the complex interrelation between religious and ethnic identities, demonstrating how they jointly shape consumer behaviour and product evaluations (Abdul-Latif & Abdul-Talib, 2022). Moreover, researchers have increasingly examined the interplay between consumer ethnocentrism, internationalism, and cosmopolitanism in relation to Islamic values. This growing body of scholarship offers valuable insights into how these competing orientations influence attitudes towards foreign products in Muslim-majority countries, thereby reflecting the evolving nature of consumer preferences in an interconnected global marketplace (Abdul-Latif et al., 2024).

In tandem with consumer ethnocentrism, the concept of consumer racism has gained traction as a crucial factor influencing purchasing behaviour across various cultural and national contexts. Research has demonstrated that consumer racism can significantly impact purchasing decisions, often leading to negative evaluations of products associated with ethnic minorities. For instance, Ouellet (2007) conducted a comparative study across the United States, Canada, and France, revealing that consumer racism adversely affects judgments and the willingness to purchase products from minority groups, thereby harming businesses owned by these communities. Similarly, findings by Hill and Paphitis (2011) in Australia corroborated these insights, indicating that elevated levels of consumer racism correlate with more negative product evaluations and a decreased likelihood of purchase.

In an important contribution to the literature, Abdul-Latif and Abdul-Talib (2015) examined the interplay between consumer racism and ethnocentrism among Malay consumers in Malaysia who are generally Muslims, particularly regarding products associated with Malaysian ethnic Chinese. Their findings revealed a complex relationship: while consumer racism negatively affected product judgments, it did not significantly influence the willingness to purchase. In contrast, consumer ethnocentrism appeared to have no detrimental effects on either judgment or purchase intentions. This study underscores the necessity of considering both ethnic and cultural factors when analysing consumer behaviour in diverse societies, as these elements can significantly shape market dynamics and consumer preferences.

Recognizing the critical need for context-specific measurement tools, Abdul-Latif and Abdul-Talib (2017) developed a modified consumer racism scale tailored to non-Western countries. This innovative eight-item scale incorporates dimensions related to inter-ethnic relationships, historical contexts, and political environments, and has been validated for use in multi-ethnic scenarios. The development of this scale represents a significant advancement in the field, offering valuable resource for future research aimed at understanding the complex interplay between consumer racism, ethnocentrism, and purchasing behaviour in diverse societal contexts. As the global marketplace continues to evolve, such tools will be essential for capturing the nuanced dynamics of consumer behaviour across different cultural landscapes.

Bibliometric Analysis

Bibliometric analyses of consumer ethnocentrism research have revealed its evolution and regional expansion over time. Recent studies (Baber et al., 2023; Tahali et al., 2022; Yadav, 2024) have examined hundreds of publications, providing comprehensive overviews of the field's development and emerging trends. Various bibliometric methods such as co-citation analysis, co-word analysis, and bibliographic coupling, have been employed to identify key themes and research fronts in the literature (Myers, 2014).

Bibliometrics, defined as the statistical analysis of scientific publications, has evolved significantly since its inception in the 1950s (Thelwall, 2008). Core reference papers in this field include the contribution of Eugene Garfield, who developed the Science Citation Index, as well as the foundational laws established by Alfred Lotka and Samuel Bradford (Thompson & Walker, 2015). Over time, the field has broadened to encompass scientometrics, informetrics, and webometrics (Jacobs, 2010).

Key bibliometric indicators and tools are used for evaluating research impact, identifying core journals, and analysing author productivity. Bibliometrics has applications in various disciplines, including medical sciences, and is increasingly used for research evaluation and policymaking (Borgman & Furner, 2002). In the context of consumer ethnocentrism and Islamic marketing, a recent bibliometric analysis of studies has provided valuable insights into the field's development (Mubarrok et al., 2022). This study revealed the most productive authors, institutions, and countries in Islamic marketing research, as well as the most frequently cited articles and emerging research trends. Additionally, the study also identified several key research trends, namely Islamic/halal tourism, halal food, attitude, business ethics, theory of planned behaviour and customer satisfaction with Islamic elements and context, which encompass aspects of consumer ethnocentrism.

These analyses have also highlighted the geographical distribution of research on consumer ethnocentrism and Islamic marketing, illustrating a notable trend where a growing body of work is emerging from Muslim-majority countries such as Indonesia, the largest Muslim-majority country, which has a vibrant market and diverse consumer behaviours that are increasingly studied in the context of ethnocentrism (Hamin & Elliott, 2006; Jin et al., 2024). Pakistan, with its rich cultural heritage and significant consumer base, offers valuable insights into the dynamics of consumer preferences and ethnocentric tendencies (Chaudhry et al., 2021). Bangladesh, with its burgeoning economy and unique cultural factors, is another important area for research on consumer behavior (Haque et al., 2015). Turkey, bridging Europe and Asia, presents a fascinating case for studying consumer ethnocentrism within both Islamic and secular frameworks (Acikdilli et al., 2018; Altintas & Tokol, 2007). Additionally, Egypt, as a key player in the Arab world, provides fertile ground for the exploration of market dynamics and consumer attitudes (Mostafa, 2010).

Research is also emerging from regions with significant Muslim populations, including Southeast Asia, where countries like Indonesia and Malaysia contribute to the literature on Islamic marketing (Abdul-Latif et al., 2024; Hamin & Elliott, 2006; Jin et al., 2024). The Middle East and North Africa (MENA) region, including countries such as Saudi Arabia, the UAE, Morocco, and Tunisia (Karoui et al., 2023), is a focal point for studies on consumer behaviour influenced by Islamic principles. In South Asia, apart from Pakistan and Bangladesh, countries like India, which has a large Muslim community, are becoming subjects of ethnocentric research (Deb & Sinha, 2016). Moreover, Western countries like the United States, Germany, and the United Kingdom, which have significant Muslim immigrant populations, are seeing increasing research on the consumer behaviour of these communities (Al Ganideh & Awudu, 2021; Konitzer et al., 2019; Sevim et al., 2016). This global spread of research reflects the increasing relevance of consumer ethnocentrism in diverse cultural contexts, including Islamic markets (Abdul-Latif et al., 2024; Abdul-Latif & Abdul-Talib, 2022; Mubarrok et al., 2022).

The bibliometric approach has provided valuable insights into the intellectual structure of the field, identifying seminal works and influential authors. It has also revealed emerging trends and potential gaps in the literature, suggesting directions for future research. As the field continues to evolve, bibliometric analyses will remain an important tool for understanding the development and impact of consumer ethnocentrism research, particularly in cross-cultural contexts and emerging Muslim markets (Mainolfi & Resciniti, 2018; Mubarrok et al., 2022; Myers, 2014).

METHODOLOGY

Bibliometric analysis, a quantitative approach, involves retrospectively examining published papers to help researchers evaluate academic publications in the specific context of consumer ethnocentrism and consumer racism with Islamic elements. This analysis, widely employed for academic and industrial purposes (Boyack & Klavans, 2010; Ismail et al., 2019; Mohd Hussain et al., 2024), visually represents the structure of science by mapping bibliographic units such as documents, words, journals, and authors. This study utilizes Bibliometrix version 4.0 for bibliometric analysis, exploring, visualizing, and creating scientific maps based on the bibliometric database (Aria & Cuccurullo, 2017). Additionally, VOSviewer version 1.6.20 is used to create visual maps and perform analysis using VOS clustering and mapping techniques (Van Eck & Waltman, 2010). The contribution of this study lies in facilitating researchers identify relevant publications on consumer ethnocentrism from and consumer racism with Islamic elements through citation analysis, establishing connections between influential cited publications via co-citation analysis, and assessing emerging trends for future studies through co-occurrence of keywords analysis.

Co-citation analysis examines the number of times two publications are cited together (McCain, 1990). It measures the coherence and changes in literature over time, considering co-citation counts and total link strength. This approach is combined with citation analysis to better assess the most influential themes in consumer ethnocentrism and consumer racism literature with Islamic elements. By identifying clusters of co-cited works, this analysis aligns with RO2, allowing for a deeper understanding of the structural themes and relationships within the literature.

Co-occurrence of keywords, or co-word analysis, counts the frequency of keywords in selected publications (De la Hoz-Correa et al., 2018). This method explores keyword interactions, identifies influential topics currently studied, and assesses trends and research theme evolution in consumer ethnocentrism and consumer racism with Islamic elements. It examines connections among concepts co-occurring in document titles, keywords, and abstracts. This analysis directly supports RO3, as it helps identify emerging research trends and themes within the field.

This review extracts keywords from the authors' keywords, a standard practice in bibliometric analysis literature. Combining co-citation and co-occurrence of keywords analysis offers a comprehensive evaluation of consumer ethnocentrism and consumer racism's structure with Islamic elements and maps future research directions (Tan Luc et al., 2022).

Analysis of Co-Occurrence Network

The analysis of co-occurrence networks examines the relationships between keywords and their frequency across selected publications. By visualizing these networks, researchers can identify clusters of related topics and discern patterns in the evolution of research themes. This analysis contributes to RO3 by revealing how different concepts within consumer ethnocentrism and consumer racism with Islamic elements are interconnect, thus providing insights into emerging trends.

Top Authors, Most Relevant Countries, And Top Affiliations

Identifying top authors, most relevant countries, and leading affiliations provides a quantitative measure of contributions to the field. This analysis assesses the productivity and impact of various researchers and institutions, aligning with RO1. By highlighting the most influential contributors and their collaborative networks, this analysis offers a comprehensive view of the academic landscape surrounding consumer ethnocentrism and consumer racism with Islamic elements.

Analysis of Journals, Institutions, and Countries

This analysis evaluates the impact of different journals, institutions, and countries in publishing research on consumer ethnocentrism and consumer racism with Islamic elements. By assessing publication patterns and citation metrics, this analysis supports RO1, providing insights into where significant research is being published and the geographical distribution of scholarly contributions.

Annual Publication Trends

Annual publication trends analyse the growth and evolution of research output over time. This analysis helps identify periods of increased activity and interest in consumer ethnocentrism and consumer racism with Islamic elements, linking directly to RO1. Understanding these trends is crucial for contextualizing the current state of research and identifying potential areas for future inquiry.

Data Collection

The data for this study were gathered from the Scopus database, renowned for its impact factor and widely recognized as a highly reputable index. With an extensive collection of over 14,000 journals, this database is acknowledged for its high-quality content. As a rule of thumb, a value of 50 is suggested as the minimum value for approximate properties such as 'normality' (Rogers et al., 2020). A search string was executed in the "topic" field of the Scopus document search -Table 1.

Table 1. Database Search String

| | |
|--------|---|
| SCOPUS | "Consumer Ethnocentrism" OR "Ethnocentric Consumers" OR "Consumer Racism" (Search within Article Title, Abstract and Keywords) |
| | AND "Islam" OR "Islamic" OR "Muslims" OR "Muslim" OR "Moslem" OR "Moslem" OR "Syariah" OR "Shariah" OR "Muslim-Friendly" OR "Halal" OR "Halal-Friendly" OR "Shariah-Friendly" OR "Ziyarah" OR "Ziyarat" OR "Islamic perspective" OR "Muslim Perspective" OR "islam*" (Search within All Field)Column A (t) |

Source: Author et al., 2025

RESULT AND ANALYSIS

Publication Trends and Descriptive Analysis

Table 2. Main Information

| Data Pre-processing | Document Type | Journal Articles (89), Conference Proceedings (3), Book Chapters (5) And Review (4) |
|-----------------------|---------------------------------|---|
| Total Numbers of | Date Range | 2011 - 2024 |
| | Sources | 75 |
| | Documents | 101 |
| | Annual Growth Rate | 11.25 % |
| | Document Average Age | 3.77 |
| | Average Citations Per Doc | 13.2 |
| | References | 7312 |
| Document | Author's Keywords (DE) | 341 |
| Authors | Authors | 244 |
| | Authors Of Single-Authored Docs | 17 |
| | Co-Authors Per Doc | 2.73 |
| Authors Collaboration | International Co-Authorships | 23.76 % |
| Analysis | Performance Analysis | Publication-related metrics, Citation-related metrics, Citation, and publication related metrics |
| | Scientific Mapping | Citation analysis, Co-citation analysis, Bibliographic coupling, Co-word analysis, Co-authorship analysis |
| | Network Analysis | Network metrics and visualization |

Source: Author et al., 2025

The search, conducted on August 19, 2024, defaulted to English for the title, abstract, and keywords. The process yielded 101 publications spanning from 2011 to 2024. Figure 1 presents the descriptive analysis based on the data obtained.

The descriptive summary of the articles indicates that a total of 101 documents were examined, involving 244 distinct authors. These documents were journal articles (89), conference proceedings (3), book chapters (5), and reviews (4). Each document had an average of 2.73 authors, illustrating the collaborative nature of research in this domain. The international co-authorships were 23.76%. From the total documents, there were 17 single-authored documents. Additionally, the collection of documents included a wide range of 341 author keywords.

This study investigates the distribution of research articles on consumer ethnocentrism and consumer racism with Islamic elements across 18 distinct subject areas (refer to Figure 2). The results highlight the widespread importance of this topic across various disciplines, reflecting its multidimensional character.

The domain of Business, Management, and Accounting emerges as the leading area of research, with a total of 72 articles, accounting for 47.1% of the overall publication output. In contrast, the Social Sciences encompass 23 articles, representing 15%, while Economics, Econometrics, and Finance consist of 15 articles, or 9.8% of the total. Six domains—Neuroscience, Health Professions, Biochemistry, Genetics and Molecular Biology, Multidisciplinary, and Immunology and Microbiology—each contain only one document. The domains of Environmental Science, Engineering, Energy, and Computer Science have two documents each. Meanwhile, the Nursing, Arts and Humanities, Decision Sciences, Agricultural and Biological Sciences, and Psychology domains feature three, four, five, eight, and nine documents, respectively.

As examples, the single title from Biochemistry, Genetics and Molecular Biology domain is “How Social Norms Influence Purchasing Intention of Domestic Products: The Mediating Effects of Consumer Ethnocentrism and Domestic Product Judgments”. The single title from the mathematics domain is “Selected predictors of consumer ethnocentrism in the food market (Gender differences)”.

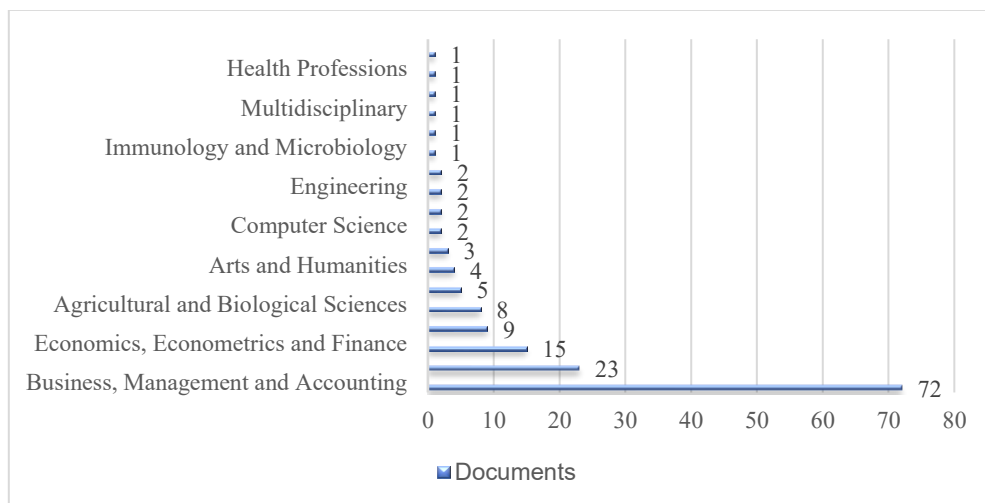


Figure 1. Number of Documents Published by Subject Area Domains

Source: Author et al., 2025

Annual Publication

Figure 3 illustrates the steady growth of publications on consumer ethnocentrism and consumer racism with Islamic elements between 2011 and 2024. Notably, research trends in these fields showed a significant increase from 2019 to 2023. However, as of the data collected up to August 19, 2024, there was a slight dip in publication output for that year.

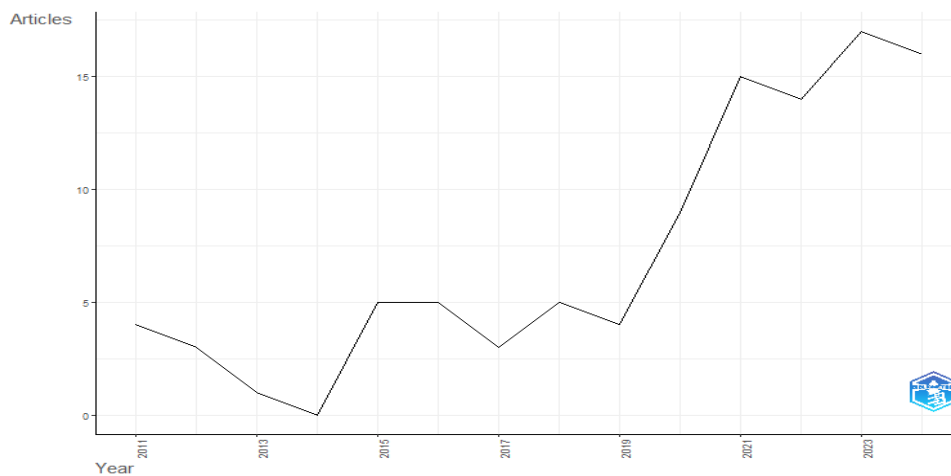


Figure 2. Annual Scientific Production

Source: Author et al., 2025

Analysis of Journals, Institutions, and Countries

Table 3 presents the number of articles published by journals. The bibliometric data from the examined journals reveal that 85.3% (64 publications) have published only a single article. This significant majority suggests that many journals may not yet have established a dedicated focus on consumer ethnocentrism and consumer racism with Islamic elements as a specialized area of research (Utami et al., 2024). This could imply that the subject is viewed as a cross-disciplinary theme, relevant to various academic fields rather than being confined to a specific discipline.

However, it is important to consider that a high percentage of single-article publications does not necessarily equate to a lack of interest or relevance. It may also reflect the emerging nature of the topic, with researchers still exploring foundational concepts before more extensive studies are conducted. Additionally, journals may prioritize diverse topics, leading to sporadic publications rather than a concentrated focus.

In addition, 5.3% of journals published two (2) articles, followed by 2.7% with three (3) articles and 4% with four (4) articles. Furthermore, 1.3% of journals have published five (5) and six (6) articles respectively, which is a comparable number and indicates a relatively higher level of interest in the topic.

Table 3. Number of Articles Published by Journals

| No. of articles published by journals | No. of Journals | Percentage (%) |
|---------------------------------------|-----------------|----------------|
| 1 article | 64 | 85.3 |
| 2 articles | 4 | 5.3 |
| 3 articles | 2 | 2.6 |
| 4 articles | 3 | 4.0 |
| 5 articles | 1 | 1.3 |
| 6 articles | 1 | 1.3 |

Source: Author et al., 2025

Table 4 presents the rankings, number of articles published, total citations, and H-index of the ten (10) most prolific journals. These top-tier journals collectively account for 37 articles, constituting 36.6% of the total articles included in the study. The Journal of International Consumer Marketing emerged as the most prolific contributor, with a total of six (6) articles.

However, the Journal of International Consumer Marketing is not the highest contributor in terms of citations. The largest citations were contributed by Journal of Business Research with 319 citations,

followed with the Journal of Islamic Marketing as the second, with 126 citations. The Journal of International Consumer Marketing holds the third position, with 68 citations.

Table 4. The Ten Most Prolific Journals (2012 – 2023)

| No. | Name of Journal | No of Articles | Total Citation | H-index |
|-----|---|----------------|----------------|---------|
| 1. | Journal of International Consumer Marketing | 6 | 68 | 4 |
| 2. | Journal of Islamic Marketing | 5 | 126 | 4 |
| 3. | International Marketing Review | 4 | 71 | 4 |
| 4. | Journal of Business Research | 4 | 319 | 4 |
| 5. | Journal of Global Marketing | 4 | 20 | 3 |
| 6. | Asia Pacific Journal of Marketing and Logistics | 3 | 24 | 2 |
| 7. | Cogent Business and Management | 3 | 6 | 1 |
| 8. | Appetite | 2 | 67 | 2 |
| 9. | British Food Journal | 2 | 24 | 1 |
| 10. | International Journal of Emerging Markets | 2 | 6 | 2 |

Source: Author et al., 2025

Figure 3 shows the most cited articles globally. The most cited article, Cleveland et al. (2013), has been cited 145 times, and was published in the Journal of International Marketing. However, the Journal of International Marketing is not included in the list in Table 4. This article analysed the effects of cultural globalization on consumption behaviours among different religious groups in Lebanon, highlighting how acculturation to global consumer culture interacts with ethnic identity, religiosity, individual values and consumer ethnocentrism, revealing distinct patterns of consumption

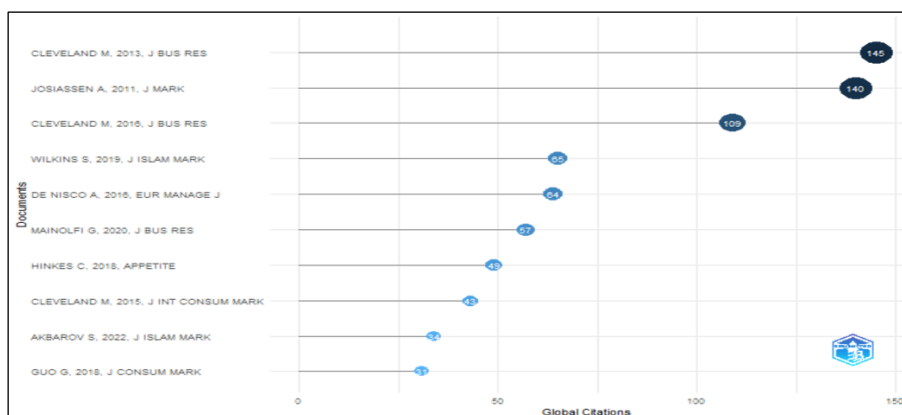


Figure 3. Most Cited Articles

Source: Author et al., 2025

Top Affiliations and Their Collaborations

The data illustrated in Figure 4 showcase the top ten universities that have exhibited exceptional productivity, collectively generating a total of 62 publications. At the forefront is the Communication University of China, with 15 papers, followed closely by Xuzhou University of Technology, which has published 11 articles. Four institutions—Concordia University, Indonesian Institute of Sciences, Jaipuria Institute of Management, and the University of Western Ontario, each contributed five (5) publications. Additionally, the Indian Institute of Management, International Islamic University Malaysia, Universitas Islam Bandung, and Universiti Utara Malaysia each produced four (4) publications. Notably, while most of these institutions are located in Asia, with the exception of Canada, this trend indicates a significant focus on research output related to consumer ethnocentrism and consumer racism with Islamic elements.

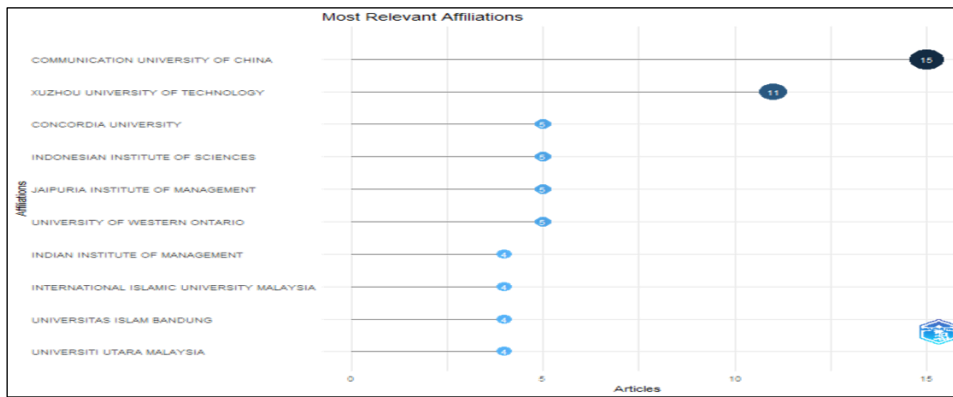


Figure 4. Most Productive Institutions

Source: Author et al., 2025

Most Relevant Countries

The analysis of authors' affiliations reveals a growing global interest in consumer ethnocentrism and consumer racism with Islamic elements. A total of 35 countries has contributed to the literature on this subject, with five (5) countries publishing more than five (5) articles each. This engagement underscores that consumer ethnocentrism and consumer racism with Islamic elements are increasingly recognized as global issues, attracting the attention of researchers from diverse backgrounds. China leads in productivity with eight (8) articles, followed closely by Canada, India, and Turkey, each contributing six (6) articles. The United States has published five (5) articles, while Australia and Indonesia have each produced four (4). Malaysia and the United Kingdom follow with three (3) articles each. This distribution highlights the international scope of research in this area and suggests a collaborative effort to address these important social issues.

Figure 5 illustrates the collaborations between multiple countries (MCP) and single countries (SCP) among corresponding authors in publications related to consumer ethnocentrism and consumer racism with Islamic elements. The analysis indicates that India and Turkey, demonstrate the highest productivity in SCP, each contributing five articles. Conversely, China leads in MCP, with four articles to its credit, followed by Canada, India, USA, Turkey, Australia, Indonesia, Malaysia, United Kingdom and Greece with one article each.

According to Figure 5, there is a diverse representation of both developing and developed countries, which is crucial for gaining a comprehensive understanding of this research area. This blend of perspectives enhances the richness of the discourse surrounding these important social issues.

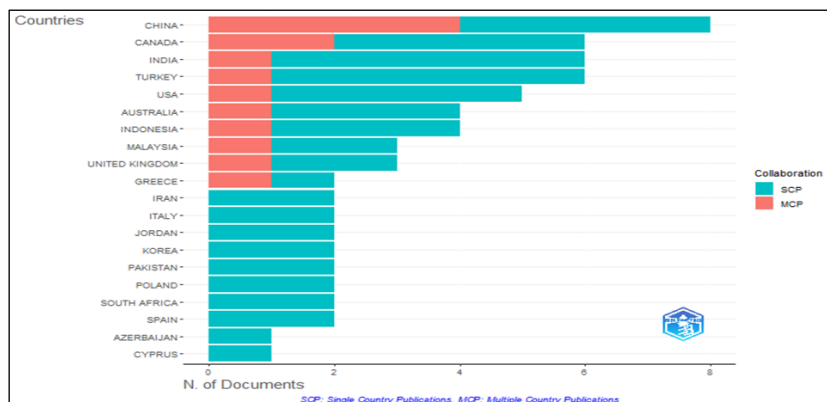


Figure 5. Single and Multiple Country Publication

Source: Author et al., 2025

Top Authors

The extensive database identified a total of 244 authors who have published articles on consumer ethnocentrism and consumer racism with Islamic elements between 2011 and 2024. Table 4 highlights the top ten most prolific authors, along with their countries of affiliation, total citation counts, and H-index. The most productive author is Cleveland from Canada, with five (5) published articles, closely followed by fellow Canadian Laroche, who has published four (4) articles.

Table 4. Most Prolific Authors

| N | Authors | Affiliation | Articles | Citations | H-Index |
|----|-----------------|---|----------|-----------|---------|
| 1 | Cleveland M | The University of Western Ontario, Canada | 5 | 323 | 5 |
| 2 | Laroche M | Concordia University, Canada | 4 | 315 | 4 |
| 3 | Abdul-Latif S-A | International Islamic University Malaysia | 3 | 26 | 2 |
| 4 | Abdul-Talib A-N | Universiti Utara Malaysia | 3 | 26 | 2 |
| 5 | Al Ganideh SF | Yale University, USA | 3 | 14 | 2 |
| 6 | Gong Y | Emlyon Business School, France | 3 | 5 | 2 |
| 7 | Chaudhry NI | University of the Punjab, Pakistan | 2 | 17 | 1 |
| 8 | Chen R | University of China, China | 2 | 7 | 2 |
| 9 | Das M | Tripura University, India | 2 | 34 | 2 |
| 10 | Grudecka A | SGH Warsaw School of Economics, Poland | 2 | 8 | 1 |

Source: Author et al., 2025

Analysis of Co-occurrence Network

Using the VOSviewer program, the network of the most often used author keywords and their co-occurrence is displayed in Figure 6. Each circle in the graphic represents a particular author's keyword; the connections between the circles indicate the strength of co-occurrence, while the size of the circle indicates its frequency. Keyword clusters are indicated by circles with similar colours. The research found that 14 keywords that appeared at least 10 times were identified. These keywords were then divided into five different clusters and given different colours.

The first cluster, depicted in red, encompasses four influential keywords such as “animosity”, “cetscale” “ethnocentrism” and “purchase intention”. Cluster 2, represented by the green colour, is predominantly characterized by the three recurring keywords “consumer animosity”, “consumer behaviour” and “product judgement”, while Cluster 3, coloured in blue has three keywords such as “acculturation”, “globalization” and “materialism”. The yellow-coloured Cluster 4 has two keywords namely “consumer cosmopolitanism” and “cosmopolitanism”. Lastly, Cluster 5, coloured in purple, has two keywords namely “consumer ethnocentrism” and “country of origin”.

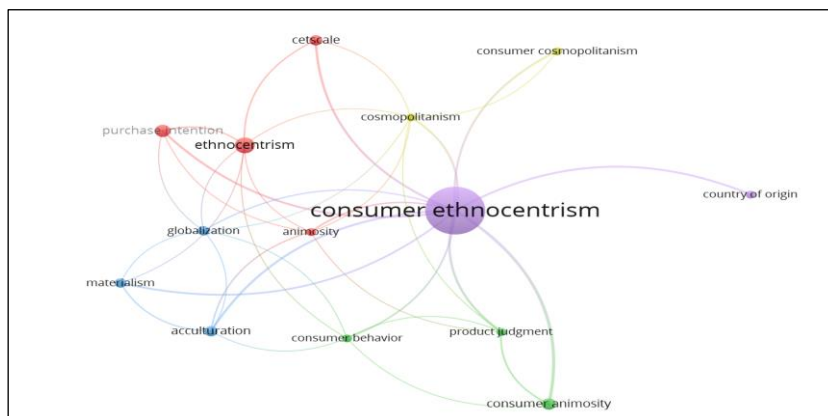


Figure 6. Co-occurrence of Author Keywords with Network Visualization

Source: Author et al., 2025

VOSviewer also provides an overlay visualization of current discussion trends. The yellow network in Figure 7 highlights the popularity of topics such as consumer ethnocentrism, materialism, consumer cosmopolitanism, and consumer animosity. This illustrates significant interest and a growing need for further research in these areas.

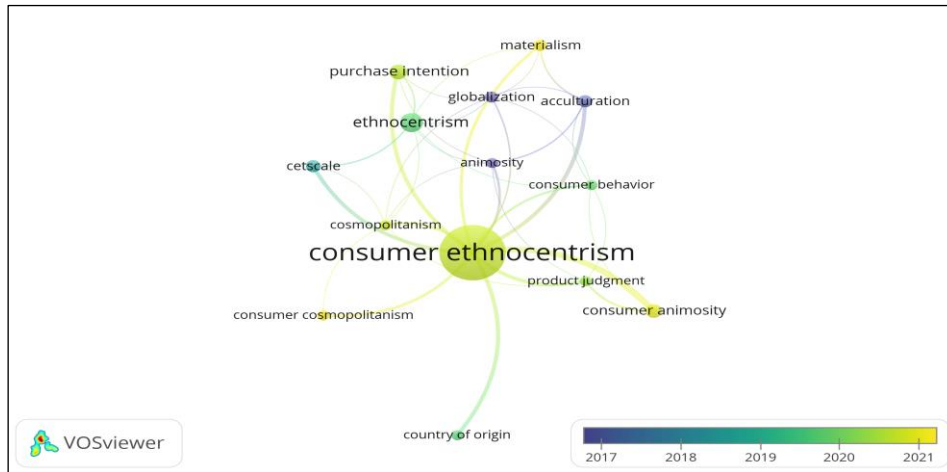


Figure 7. Co-occurrence of Author Keywords with Overlay Visualization

Source: Author et al., 2025

DISCUSSIONS

The bibliometric analysis of consumer ethnocentrism and consumer racism with Islamic elements provides several significant insights that warrant further examination and discussion.

Global Research Landscape

The international scope of this research field is particularly noteworthy. With contributions from 35 countries, it is evident that the study of consumer ethnocentrism and racism in Islamic contexts has attracted global academic interest. The distribution of research output across nations such as China, Canada, India, and Turkey demonstrates the widespread recognition of the importance of these phenomena in diverse cultural and economic settings. This global engagement not only enriches the field with varied perspectives but also underscores the universal relevance of these consumer behaviour concepts in an increasingly interconnected global marketplace.

Interdisciplinary Nature of the Field

The research landscape's breadth across 18 distinct subject areas is a testament to the multifaceted nature of consumer behaviour in Islamic contexts. While Business, Management, and Accounting predictably dominate the field, accounting for 47.1% of publications, the significant contributions from Social Sciences (15%) and Economics, Econometrics, and Finance (9.8%) highlight the interdisciplinary approach necessary to understand these complex phenomena. This cross-pollination of ideas from various academic disciplines provides a more holistic understanding of consumer ethnocentrism and racism, particularly within the unique cultural and religious framework of Islamic societies.

Emerging Research Themes

The co-occurrence analysis of keywords reveals several prominent research clusters that merit attention. The emergence of themes such as consumer animosity, globalization, acculturation, and cosmopolitanism alongside traditional concepts of ethnocentrism and country of origin effects suggests that researchers are grappling with the complex interplay between local cultural identities

and global market forces in Islamic contexts. This nuanced approach reflects the evolving nature of consumer behaviour in an era of increased global interconnectedness and cultural exchange.

Methodological Advancements

The development of context-specific measurement tools, such as the modified consumer racism scale for non-Western countries, represents a significant methodological advancement in the field. This tailored approach, which incorporates elements of inter-ethnic relationships, historical contexts, and political situations, addresses the need for culturally sensitive instruments in diverse societies and multi-ethnic environments. Such innovations are crucial for enhancing the validity and reliability of research findings across different cultural contexts, particularly in non-Western and Islamic settings.

Implications for Islamic Marketing

The growing body of literature specifically addressing consumer ethnocentrism and racism within Islamic contexts provides valuable insights into the intersection of religious values, cultural norms, and consumer behaviour. The exploration of how Halal and Haram principles shape consumer ethnocentrism and purchasing decisions in Muslim-majority countries offers important implications for both marketing theory and practice. Furthermore, the examination of ethnic-based consumer ethnocentrism and consumer animosity in Islamic markets contributes to a more nuanced understanding of consumer behaviour in these complex and diverse societies.

FUTURE RESEARCH DIRECTIONS

The bibliometric analysis highlights several promising avenues for future research in the field of consumer ethnocentrism and consumer racism with Islamic elements. These directions build upon the insights gained from the analysis, ensuring a cohesive link between findings and future inquiries.

Intersectionality of Social Issues

One critical area for further exploration is the intersectionality between consumer ethnocentrism, consumer racism, and broader social issues in Islamic contexts (Abdul-Latif & Abdul-Talib, 2017; Wilson et al., 2013). Investigating how factors such as socioeconomic status, religious beliefs, and cultural norms interact to influence consumer behaviour in Muslim-majority countries could yield a more nuanced understanding of these dynamics. This aligns with the global research landscape observed, emphasizing the need for comprehensive studies that reflect the diverse influences on consumer behaviour.

Comparative Cross-Cultural Studies

Comparative studies between Islamic markets and other cultural contexts represent another fertile ground for research. Such cross-cultural comparisons could illuminate unique patterns and shared phenomena in consumer behaviour, enhancing understanding of both the universal and culture-specific aspects of consumer ethnocentrism and racism. These insights could be invaluable for international marketing strategies, as highlighted by the interdisciplinary nature of the field, which underscores the importance of contextual factors in shaping consumer attitudes (Wilson et al., 2013).

Impact of Digital Technologies

As digital technologies continue to reshape the global marketplace, there is a pressing need to investigate the impact of e-commerce and digital platforms on consumer ethnocentrism and racism in Islamic contexts. Research in this area could explore how traditional concepts of ethnocentrism and cultural identity translate into online consumer behaviour, and how Islamic principles are interpreted and applied in digital marketplaces. This direction is particularly relevant given the emerging research themes that highlight globalization's effects on local identities.

Bridging Academic Findings and Practical Applications

There is significant potential for research that bridges the gap between academic findings and practical applications. Studies focusing on developing effective marketing strategies and public policies for diverse, multi-ethnic Islamic societies could provide valuable insights for practitioners and policymakers. This line of research could contribute to more culturally sensitive and effective marketing practices in Islamic markets, reflecting the implications for Islamic marketing discussed earlier.

Exploring Consumer Orientations

Lastly, future research should delve deeper into the interplay between consumer ethnocentrism, consumer internationalism, and consumer cosmopolitanism (Abdul-Latif et al., 2024) within Islamic contexts. Examining how these competing orientations influence attitudes toward foreign products in Muslim-majority countries could provide a more comprehensive understanding of consumer behaviour in increasingly globalized Islamic markets. This exploration aligns with the methodological advancements noted in the discussions, emphasizing the need for context-specific measurement tools to capture these complex dynamics.

By pursuing these research directions, scholars can further advance the understanding of consumer ethnocentrism and consumer racism with Islamic elements, contributing to both the theoretical development of the field and its practical applications in an increasingly interconnected global context.

In conclusion, this bibliometric analysis reveals a dynamic and rapidly evolving field of study. The global and interdisciplinary nature of research on consumer ethnocentrism and consumer racism with Islamic elements, coupled with methodological innovations and a focus on Islamic contexts, is advancing understanding of consumer behaviour in diverse cultural and religious settings. As the field continues to evolve, it promises to generate findings with meaningful implications for marketing theory and practice worldwide.

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CONFLICT OF INTEREST STATEMENT

The authors affirm that there are no personal, financial, or professional conflicts of interest related to the publication of this article. The study was conducted independently without influence from any external stakeholders or funding bodies.

AUTHORS' CONTRIBUTIONS

The conceptualization of the research idea, design of the review protocol, and supervision of the research process were carried out by Samshul and Afiza. Samshul Amry, Afiza, Baiduri were responsible for conducting the data extraction, and drafting the manuscript. Samshul and Halim managed the final validation of themes, editing, and critical revisions. All authors read and approved the final version of the manuscript for submission.

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