

## HALAL BEYOND FAITH: A BIBLIOMETRIC MAPPING OF HALAL SCHOLARSHIP INVOLVING NON-MUSLIMS

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Received: 14 October 2025

Accepted: 19 April 2026

Published: 26 May 2026

DOI: <https://doi.org/10.33102/jfatwa.vol.31no2.763>

### ABSTRACT

*Despite the rapid growth of the global halal industry, scholarly understanding of how halal-related research engages with non-Muslim contexts remains fragmented across disciplines. While existing reviews often focus on Muslim consumers or specific industry sectors, less attention has been given to mapping the broader body of halal-related scholarship that explicitly references non-Muslims. This study addresses this gap by conducting a bibliometric analysis of halal-related research involving non-Muslims. Using the Scopus database, 222 articles and review papers published between 2015 and 2024 were analysed through performance analysis, bibliographic coupling, and keyword co-occurrence mapping. The findings reveal a steady increase in scholarly output, with Malaysia and Indonesia emerging as leading contributors. Bibliographic coupling identifies three dominant intellectual clusters: halal consumer behaviour and branding, halal tourism and destination perceptions, and halal awareness within food systems and technological contexts. Co-occurrence analysis further highlights thematic convergence around consumer psychology, certification systems, ethical considerations, and regional leadership in halal governance. Although the dataset was not restricted to literacy-specific search terms, the results demonstrate that awareness, perception, and interpretive understanding of halal practices constitute recurring dimensions across the literature. These findings suggest that halal literacy functions as an emergent concept embedded within broader halal-related scholarship involving non-Muslims. The study contributes to theoretical and*

*practical discussions by offering a comprehensive mapping of the field and highlighting implications for inclusive policy development, intercultural engagement, and sustainable market growth.*

**Keywords:** *halal-related research, non-Muslim awareness, consumer behaviour, intercultural inclusivity, responsible consumption*

## 1. INTRODUCTION

The knowledge, comprehension, and awareness of the rules, customs, and guidelines that specify what is allowed (halal) and forbidden (haram) in Islam – especially with regard to food, money, lifestyle, and consumer goods – is referred to as halal literacy. Halal has developed into a worldwide phenomenon that transcends religion, despite its historical understanding as a religious duty for Muslims. For instance, halal certification conveys to a larger audience hygiene, safety, quality, and ethical production in addition to adhering to Islamic regulations (Saleh & Rajandran, 2024). Due to its growing universality, halal has also become relevant to non-Muslim populations. This relevance is especially evident in multicultural societies and international markets where halal products are increasingly available (Izudin et al., 2024). With a view to make informed purchasing decisions, engage in inclusive work environments, and recognise the ethical and cultural aspects inherent in the halal concept, non-Muslims must be able to comprehend the significance and worth of halal labels, certifications, and practices (Saleh & Rajandran, 2025).

Non-Muslims' understanding of the halal industry is still inconsistent, despite its quick expansion into industries including tourism, pharmaceuticals, cosmetics, logistics, and banking. According to research, halal is viewed more widely by some non-Muslims as a standard of safety, cleanliness, and ethical responsibility, while others exclusively identify it with Islamic dietary regulations (Mansor et al., 2020). Hence, without an integrated map of non-Muslim awareness exists, such misconceptions, preconceptions, or a lack of respect for the halal ecology are frequently the result of this inconsistent understanding. Limited halal literacy among non-Muslims can lead to issues with intercultural harmony, workplace inclusion, and consumer acceptance in diverse countries like Malaysia, Europe, and North America where Muslims and non-Muslims coexist and interact closely (Iqbal et al., 2020). Market expansion, cross-cultural cooperation, and the spread of false information may all be hampered by non-Muslim consumers, workers, and legislators' ignorance (Annisa et al., 2022). Despite these developments, there is currently a lack of

comprehensive mapping of halal-related scholarship involving non-Muslims, particularly in relation to literacy-related dimensions such as awareness, perception, and understanding (Saleh & Rajandran, 2024).

While halal literacy is commonly discussed in terms of knowledge, awareness, and understanding of halal principles, existing academic research engaging with non-Muslim contexts extends beyond explicitly literacy-focused studies. Scholarship on halal and non-Muslims spans diverse domains, including consumer behaviour, tourism development, certification systems, supply chains, and ethical consumption. These domains shape how non-Muslims encounter, interpret, and respond to halal concepts in practice, even when literacy is not explicitly framed as the central research construct (Yener, 2022). Consequently, mapping halal-related scholarship that references non-Muslims provides a necessary foundation for understanding how literacy-related dimensions are embedded within wider academic and industry-driven discourses (Islam et al., 2023).

Thus, carrying out a bibliometric study will position halal-related scholarship involving non-Muslims within international academic discourse, offering proof of its framing in environments with a Muslim majority as opposed to one without, the degree of multidisciplinary cooperation, and the impact of important organisations and academics (Mohd Amin et al., 2026). In the end, this methodical mapping will enhance real-world efforts in industry, education, and policy that endeavour to raise non-Muslim knowledge and acceptance of halal values while also contributing to the theoretical understanding of halal literacy as an emergent interpretive dimension (Datucali & Sali, 2020). The report lays the groundwork for more inclusive, evidence-based approaches that promote cross-cultural understanding and capitalise on the halal economy's potential in a globalised world by highlighting trends, gaps, and possibilities (Qurniawati et al., 2024). Therefore, this study seeks to map halal-related scholarship involving non-Muslims, uncover how non-Muslims engage with halal-related systems, and identify emerging directions, with particular attention to literacy-related dimensions embedded across the field.

## **2. METHODOLOGY**

For this study, bibliometric techniques guarantee both depth and breadth of investigation. According to Aneesh et al. (2024), it not only describes the intellectual landscape of halal-related scholarship involving non-Muslims

but also places the area within the worldwide academic communication. Co-occurrence analyses and bibliographic coupling are combined to capture topic dynamics across studies as well as structural linkages between documents, which enhances methodological rigour (Fauzi et al., 2024). By combining these methods, future researchers, educators, and legislators will be able to better comprehend the area and examine how literacy-related dimensions extend beyond Muslim communities (Padlee et al., 2025). VOSviewer was then used to generate network visualisations for co-occurrence and bibliographic coupling datasets.

Bibliographic coupling is a fundamental analytical method used in this research. Documents that cite one or more common references can be related to one another using this strategy. Two articles are conceptually related if their reference lists are comparable. Future-focused, bibliographic coupling identifies current research clusters and thematic alignments among published works (Hidayat et al., 2021). To map the field's intellectual foundation and discover clusters like consumer perception of halal products, non-Muslim acceptance of halal certification, or the contribution of education to enhancing halal knowledge, bibliographic coupling was applied to halal-related scholarship involving non-Muslims. These clusters show how the literature is organised, and which study topics are becoming increasingly popular (Fauzi et al., 2024).

Besides bibliographic coupling, keywords are also analysed for co-occurrence. The frequency and correlations of important phrases used throughout publications are determined using this method. Researchers can find conceptual overlaps, thematic orientations, and changing trends in the subject by examining how keywords co-appear in publications (Febriandika & Purniasih, 2024). Examples of keywords that commonly occur together include "awareness," "consumer behaviour," "cross-cultural communication," and "halal certification," suggesting a strong thematic association (Ilham et al., 2024). In addition to exposing understudied topics like halal-related scholarship involving non-Muslims in non-food industries or its function in intercultural communication, co-occurrence analysis thus sheds light on the prevailing ideas influencing the conversation within halal-related scholarship involving non-Muslims, including awareness-, perception-, and literacy-related dimensions (Maysyaroh & Akbar, 2025).

## **2.1 Search Strategy**

All records were obtained from the Scopus database, which is renowned for its comprehensive coverage of peer-reviewed journals and interdisciplinary publications, to ensure a systematic and complete dataset. A carefully crafted

query string was used for the search to retrieve studies that explicitly engage with halal in relation to non-Muslims, regardless of disciplinary focus or thematic emphasis. This inclusive search strategy was intentionally adopted to capture the full breadth of halal-related scholarship involving non-Muslim contexts, within which awareness, perception, and literacy-related dimensions could be examined at the analytical stage. Finally, TITLE-ABS-KEY ("halal" AND "non-Muslim") was used as the search phrase. By restricting the search to titles, abstracts, and keywords that expressly contain the terms "halal" and "non-Muslim," this string was selected to optimise the retrieval of pertinent publications. This method improved the dataset's precision by guaranteeing that only research that specifically addressed the relationship between halal and non-Muslim awareness was included. The inclusion criteria used for screening are summarised in Table 1.

**Table 1.** Inclusion Criteria for Bibliometric Analysis

<b>Scopus Database</b>	<b>ALL</b>
Time period	2015 to 2024
Search field	TITLE-ABS-KEY
Search keywords	"halal" AND "non-Muslim"
Document Types	Article AND Review
Language	English

To capture recent developments in halal-related scholarship involving non-Muslim contexts, the search was limited to the years 2015-2024, which corresponds to the most recent decade of studies. Conference papers, book chapters, and other non-peer-reviewed materials were excluded to maintain academic rigour; only articles and review papers were included. Additionally, the search was restricted to English-language papers, ensuring uniformity in the dataset's analysis and interpretation. 326 entries were found in the first search. 291 records were left after the year filter (2015-2024) was applied. The dataset was reduced to 227 publications after screening for document types (reviews and articles). Five non-English papers were eliminated by a second language filter, leaving 222 research that satisfied the inclusion requirements and were analysed using bibliometrics.

Transparency and reproducibility were guaranteed by adhering to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology during the inclusion procedure (Moher et al., 2009). The identification, screening, eligibility, and inclusion phases are graphically represented in the PRISMA flowchart (Figure 1), which also indicates the quantity of records at each level. By using PRISMA, this study guarantees that the dataset is thorough and methodologically sound, providing a solid

foundation for further examinations of keyword co-occurrence, bibliographic coupling, and performance trends. 64 records were eliminated because they were neither research articles nor review papers, and five more were eliminated because they were not in English, as shown in Figure 1 (PRISMA Flowchart). As a result, the final dataset of 222 research constitutes a solid and trustworthy corpus of literature appropriate for bibliometric mapping.

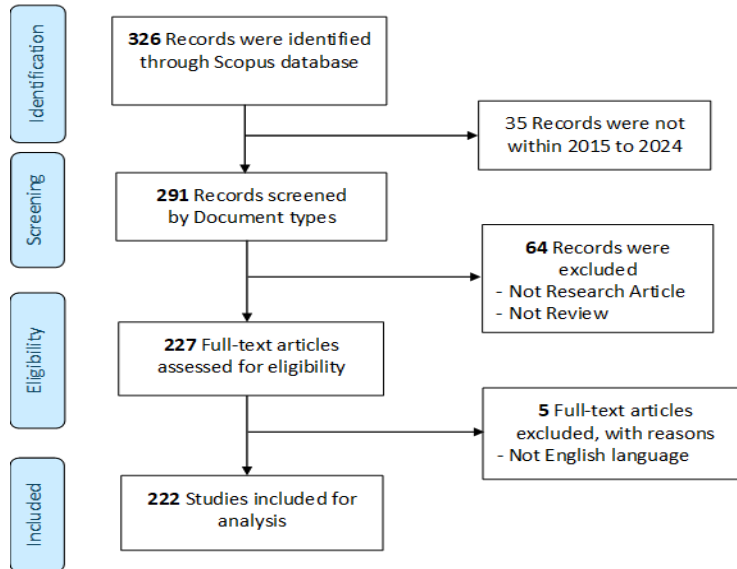


Figure 1. PRISMA Flowchart

The structured search approach ensures that the dataset reflects the breadth of halal-related research involving non-Muslim contexts. This lays a strong basis for later bibliometric methods that uncover intellectual structures, thematic patterns, and knowledge gaps across this body of scholarship, such as performance analysis, bibliographic coupling, and keyword co-occurrence mapping.

### 3. RESULTS

#### 3.1 Performance Analysis

Performance analysis gives a broad picture of the scholarly contributions, publication channels, and productivity patterns that influence the field of halal-related scholarship involving non-Muslims. Performance analysis reveals the field's growth trajectory as well as its disciplinary and geographic distribution by looking at measures including core journals, contributing countries, significant authors, leading institutions, and annual publications. The annual distribution of materials shows how, since 2015, interest in halal-related scholarship involving non-Muslims has grown substantially, indicating its increasing significance in academic and

professional settings.

### **3.1.1 Publications by Year**

The yearly distribution of publications shows that halal-related research involving non-Muslim contexts has been steadily increasing. Scholarly interest increased gradually from just 4 articles in 2015 to a noteworthy peak of 36 publications in 2020 and 2023. It is interesting to note that 2024 had 28 documents, which is a little less than the year before but still much more than the early years, indicating ongoing scholarly interest. This development suggests that halal-related scholarship involving non-Muslims has become a burgeoning multidisciplinary field that is strongly related to cross-cultural understanding, religious diversity, and global consumer awareness. Research output may be influenced by external variables like globalisation and the growth of the halal business, as the peak years correspond with increased global attention to food safety, ethical consumption, and cultural inclusivity. All things considered, the pattern points to a vibrant, rapidly developing field of study that has gained significant traction, particularly in the previous five years. This upward trajectory suggests rising cross-cultural interest in halal as part of global consumer behaviour and tourism development.

### **3.1.2 Publications by Sources**

With 53 publications, the Journal of Islamic Marketing is by far the most prolific source, indicating its crucial significance in spreading knowledge and understanding of halal-related topics. Smaller contributions were made by other journals, including the British Food Journal (4), Pertanika Journal of Social Sciences and Humanities (5), and the International Journal of Supply Chain Management (6 documents). In addition to more general periodicals that cover business, hospitality, and social sciences, this distribution shows a focus on study within niche Islamic marketing platforms. The Journal of Islamic Marketing's dominance indicates a strong disciplinary foundation in consumer studies and marketing, which frequently engage with halal-related issues relevant to awareness, perception, and interpretive understanding. The interdisciplinary aspect of the area is demonstrated by the contributions from journals that focus on cuisine, hospitality, and tourism. All things considered, the distribution by sources demonstrates the development of a central publication centre as well as the growing significance of halal-related scholarship involving non-Muslims in a variety of academic fields.

### **3.1.3 Publications by Authors**

The authorship analysis reveals that a broad yet rather dispersed collection of academics is at the forefront of halal-related scholarship involving non-Muslims. Three documents each from prominent contributors including Al-Ansi, Bashir, Battour, Bjork, Han, Harun, Jati, Puspitasari, Rahman, and Sthapit demonstrate a field that is collaborative rather than dominated by a single person. According to this spread, halal-related scholarship research has drawn interest from academics in the fields of marketing, tourism, and cultural studies, demonstrating interdisciplinarity. The fact that this list includes both Muslim and non-Muslim writers further demonstrates how popular halal is as a topic for inclusive research worldwide. These contributors have a significant impact on the conceptual and methodological trends of the subject, even if no single author dominates output. Their writings, which serve as the conceptual foundation of this literature, frequently touch on issues of consumer awareness, intercultural acceptance, and the contribution of education to improving non-Muslim comprehension of halal.

### **3.1.4 Publications by Affiliations**

Institutional contributions indicate that Malaysia is the centre of halal-related scholarship involving non-Muslims. The top producing universities are Universiti Teknologi MARA (19 documents), Universiti Malaya (14), Universiti Sains Malaysia (8), Universiti Utara Malaysia (6), Universiti Putra Malaysia (6), and Universiti Sains Islam Malaysia (6). Other notable establishments are Universiti Tun Hussein Onn Malaysia (5), Universiti Teknologi Malaysia (5), International Islamic University Malaysia (5), and Universiti Kebangsaan Malaysia (4). With the support of international partnerships and government initiatives, Malaysia is a global leader in halal certification, research, and education, which is reflected in this supremacy. The concentration of output in Malaysian institutions suggests a robust national research agenda that is in line with the nation's vision for the halal economy. These universities offer thought leadership in halal-related scholarship, frequently establishing international norms. Their contributions demonstrate both scholarly dedication and the integration of research with the socioeconomic concerns of Malaysia.

### **3.1.5 Publications by Countries**

The country-by-country distribution highlights Malaysia's supremacy

even further. With 84 contributions, it nearly doubles Indonesia's 52 publications. China (15), the United Kingdom (14), the United States (13), Thailand (12), and Pakistan (10), are other important providers. Its global relevance is demonstrated by the fact that halal-related scholarship involving non-Muslims is actively conducted in both Muslim-majority (Malaysia, Indonesia, Pakistan, UAE) and non-Muslim-majority (China, UK, USA, Australia) countries. Malaysia's leadership reflects its longstanding participation in halal business and administration, while Indonesia's substantial output underscores its status as the country with the largest Muslim population in the world. Western countries' contributions indicate that halal is becoming more widely acknowledged as a cultural literacy issue as well as a consumer market area. All in all, this geographic distribution shows that halal-related scholarship involving non-Muslims is not limited to Islamic settings, while also indicating that literacy-related dimensions are relevant across multicultural contexts. Hence, Malaysia's dominance reflects its institutional governance of halal systems, whereas contributions from the UK and US indicate growing relevance in non-Muslim markets.

### 3.2 Bibliographic Coupling Analysis

The findings of the bibliographic coupling demonstrate the intellectual foundation of halal-related scholarship involving non-Muslims. The ten most cited papers in the dataset are presented in Table 2, while Figure 2 visualises the bibliographic coupling network, showing three main clusters. Han et al. (2019), the most cited paper, examines how Muslim tourists perceive South Korea and emphasises how non-Muslim vacation destinations should adopt halal-friendly policies. Like this, Battour et al. (2018) and Rahman et al. (2020) expand on this conversation by investigating the perspectives of non-Muslim visitors in Turkey, Malaysia, and other settings, indicating that halal tourism is a prominent area of study.

**Table 2.** The Top Ten (10) Most Cited Articles

Rank	Authors	Title	Citations	Total Link Strength
1	Han et al. (2019)	Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination	221	124

2	Haque et al. (2015)	Non-Muslim consumers' perception toward purchasing <i>halal</i> food products in Malaysia	149	83
3	Samori et al. (2016)	Current trends on Halal tourism: Cases on selected Asian countries	115	50
4	Rahman et al. (2020)	The impact of tourists' perceptions on halal tourism destination: a structural model analysis	108	215
5	Ali et al. (2018)	Antecedents of consumers' Halal brand purchase intention: an integrated approach	94	190
6	Lubis et al. (2016)	From market to food plate: Current trusted technology and innovations in halal food analysis	91	6
7	Battour et al. (2018)	The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia	88	173
8	Bashir (2019)	Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention	84	177
9	Wilkins et al. (2019)	The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism	83	204
10	Rasul (2019)	The trends, opportunities and challenges of halal tourism: a systematic literature review	79	111

Another major theme is consumer behaviour. While Bashir (2019) and Ali et al. (2018) concentrate on halal awareness, logos, and brand purchase intentions, highlighting how non-Muslim attitudes impact market acceptance, Haque et al. (2015) examines non-Muslim customer perceptions in Malaysia. In support

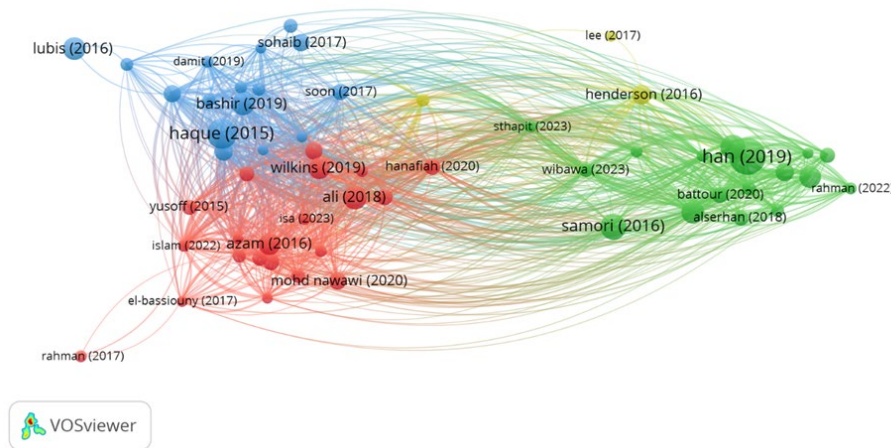
of this, Wilkins et al. (2019) present the influence of cosmopolitanism, ethnocentrism, and religious identification on the adoption of halal food in non-Muslim nations, illustrating the interaction of psychological and cultural elements.

While Lubis et al. (2016) make a unique contribution by addressing technology advancements in halal food analysis, more general overviews like Samori et al. (2016) and Rasul (2019) offer systematic insights into halal tourism trends throughout Asia. These pieces collectively provide interrelated clusters centred on consumer perception, tourism, and certification technologies, offering a thorough conceptual framework for understanding how literacy-related dimensions are embedded within broader halal-related scholarship.

### **3.3 *Bibliographic Coupling Analysis by Clusters***

#### **3.3.1 *Cluster 1 (Red) – Halal Consumer Behaviour and Branding***

In the context of halal products as seen in Table 3, Cluster 1 focusses on customer behaviour, branding, and purchasing intention, especially among non-Muslims. Brand reputation, trust, religion, and perceived quality are some of the characteristics that influence consumers' propensity to buy halal products, according to studies like Azam (2016) and Ali et al. (2018, 2021). This is furthered by Wilkins et al. (2019) and Quoquab et al. (2020), who demonstrate how halal logos, ethnocentrism, and cultural identification influence views and loyalty. The cluster also includes studies that place halal food sectors in non-Muslim nations, such as Mohd Nawawi et al. (2020) and Suleman et al. (2021), highlighting how globalisation raises awareness of halal outside of Islamic contexts. This cluster, which of 21 articles, shows that non-Muslim consumers' acceptance of halal is influenced by both symbolic (identity, ethics) and functional (safety, certification) factors, placing branding and consumer psychology at the centre of the discussion.



**Figure 2.** Bibliographic Coupling Analysis (VOSviewer visualisation)

### 3.3.2 Cluster 2 (Green) – Halal Tourism and Destination Perceptions

Cluster 2 focusses on non-Muslim tourists' opinions, destination characteristics, and halal tourism. Han et al. (2019) and Rahman et al. (2020) are important studies that look at halal-friendly aspects in non-Muslim countries like South Korea and how they affect the happiness of Muslim tourists. The views of non-Muslim visitors in Malaysia and Turkey are examined by Battour et al. (2018, 2020), while Samori et al. (2016) and Rasul (2019) offer more comprehensive viewpoints on halal tourism trends throughout Asia. Feizollah et al. (2021) examined halal tourist narratives on social media, demonstrating how this cluster incorporates digital insights as well. The cluster's 17 articles demonstrate the increasing awareness of halal travel as a cross-cultural and economic potential. It highlights the twin function of halal-related scholarship, which is to promote non-Muslims' comprehension of halal as part of cultural inclusivity and to boost the confidence of Muslim tourists.

### 3.3.3 Cluster 3 (Blue) – Halal Awareness, Perceptions, and Food Systems

Cluster 3 focusses on how non-Muslim consumers perceive, understand, and use halal food. Haque et al. (2015) and Ayyub (2015), two seminal works, analyse non-Muslim perceptions of halal food in Malaysia and the UK, pointing out knowledge gaps and differing degrees of acceptability. Using behavioural theories such as the Theory of Planned Behaviour, Bashir (2019) and Soon and Wallace (2017) relate awareness and attitudes to purchasing intentions. Technical advancements in halal food analysis and meat industry norms are covered by Lubis et al. (2016) and Sohaib and Jamil (2017), expanding halal

literacy to encompass scientific credibility. Jalil et al. (2018) include a socio-ethical element by connecting the consumption of halal food with concerns about animal welfare in both Muslim and non-Muslim situations. This cluster of 16 articles emphasises the multifaceted nature of halal-related scholarship involving non-Muslims, particularly in relation to awareness, behavioural intention, and interpretive understanding.

**Table 3.** Bibliographic Coupling by Clusters

Cluster No and Colour	Cluster Labels	No. of Articles	Representative Publications
Cluster 1 (Red)	Halal Consumer Behaviour and Branding	21	Azam (2016); Ali et al. (2018); Wilkins et al. (2019); Quoquab et al. (2020); Hanafiah & Hamdan (2021); Ali et al. (2021); Mohd Nawawi et al. (2020); Suleman et al. (2021);
Cluster 2 (Green)	Halal Tourism and Destination Perceptions	17	Han et al. (2019); Rahman et al. (2020); Samori et al. (2016); Rasul (2019); Battour et al. (2018); Mannaa (2020); Feizollah et al. (2021); Battour et al. (2020)
Cluster 3 (Blue)	Halal Awareness, Perceptions, and Food Systems	16	Haque et al. (2015); Bashir (2019); Lubis et al. (2016); Billah et al. (2020); Ayyub (2015); Sohaib & Jamil (2017); Soon & Wallace (2017); Jalil et al. (2018)

### 3.4 Co-Occurrence Analysis of Top Keywords

The co-occurrence analysis highlights the central themes within halal-related scholarship involving non-Muslims in Table 4. Anchoring the field and indicating its significance across contexts is the most often occurring keyword and total link strength (TLS), "halal" (37 occurrences, TLS 73). Following closely

after are "halal food" (28, TLS 46) and "halal tourism" (33, TLS 48), indicating that these two application areas are the most prevalent. Even when examining non-Muslim perceptions, a significant portion of the research is still framed within the requirements and practices of Muslim consumers, as shown by the phrase "Muslim" (20, TLS 93).

**Table 4.** The 15 Most Frequent Keywords in the Co-Occurrence Analysis

Rank	Keyword	Occurrences	Total Link Strength
1	Halal	37	73
2	Halal tourism	33	48
3	Halal food	28	46
4	Muslim	20	93
5	Purchase intention	18	64
6	Malaysia	16	48
7	Attitude	12	48
8	Halal market	12	21
9	Consumer	11	98
10	Human	11	98
11	Article	10	86
12	Indonesia	9	29
13	Perception	8	45
14	Halal awareness	8	27
15	Halal logistics	8	21

With behavioural components like "purchase intention" (18, TLS 64), "attitude" (12, TLS 48), and "perception" (8, TLS 45) often connected, behavioural constructs are well-represented and highlight the importance of psychology in halal-related decision-making. "Malaysia" (16, TLS 48) and "Indonesia" (9, TLS 29) have a regional focus, indicating these nations' prominence in halal research. Economic and supply-chain interests are demonstrated by market characteristics found in "halal market" (12, TLS 21) and "halal logistics" (8, TLS 21). Interestingly, the terms "human" (11, TLS 98) and "consumer" (11, TLS 98) indicate widespread involvement with both societal and individual aspects. The convergence of halal-related scholarship involving non-Muslims across three domains – consumer behaviour, halal industries (food/tourism), and regional leadership, especially in Southeast Asia – is confirmed by these keywords taken together.

### **3.5 Co-Occurrence Analysis by Clusters**

#### **3.5.1 Cluster 1 (Red) – Halal Tourism and Cultural Integration**

As seen by keywords like halal, halal tourism, Islam, Indonesia, Muslim tourist, tourism, China, and Islamic tourism found in Figure 3 and Table 5, this cluster focusses on halal travel and its worldwide availability. The focus implies that a large body of research connects halal-related scholarship involving non-Muslims to the travel industry, wherein locations modify their offerings to accommodate Muslim requirements while interacting with non-Muslim audiences. With both Muslim- and non-Muslim-majority countries playing crucial roles, the presence of China and Indonesia demonstrates regional leadership in halal tourism. The way that halal-related scholarship involving non-Muslims is negotiated in multicultural environments when religious, cultural, and economic influences come together is highlighted by this cluster. In addition to being an economic activity, tourism also serves as a forum for intercultural understanding, exposing non-Muslims to halal customs firsthand. Thus, this cluster emphasises halal tourism as a driving force behind industry expansion and a means of fostering mutual understanding between the Muslim and non-Muslim communities.

#### **3.5.2 Cluster 2 (Green) – Consumer Awareness and Ethical Considerations**

Cluster 2 focusses on the ethical dimensions of halal-related scholarship involving non-Muslims, human perception, and consumer awareness. Human, consumer, halal meat, awareness, perception, animal welfare, acculturation, and human experiment are representative keywords. The cluster demonstrates how literacy-related dimensions of halal are strongly related to an individual's comprehension of ethical consumption, which goes beyond religious observance to include cultural adaptability and animal welfare. Through exposure and instruction, non-Muslims modify their views towards halal food and behaviours, which is how halal-related scholarship involving non-Muslims emerges in multicultural cultures. Here, ethical discussions over halal meat and welfare procedures also come up, mirroring worries about humane standards around the world. Halal-related scholarship involving non-Muslims is a topic that is relevant to non-Muslim populations around the world because, as this cluster highlights, it transcends religious bounds and overlaps with universal ideals of ethics, consumer rights, and social responsibility.



market," "halal certification," "Islamic marketing," "halal products," "halal industry," and "halal cosmetics" indicate that halal has spread beyond the food and travel industries to include more areas of living. While Islamic marketing stresses strategic techniques to promoting halal to both Muslim and non-Muslim consumers, the addition of halal cosmetics demonstrates diversification. One major motif that emerges is certification, which serves as a standardisation and trust-building tool that cuts across religious and cultural barriers. The ability of industries to convey authenticity and legitimacy through certification is another literacy-related dimension within halal-related scholarship, as this cluster demonstrates. Given the anticipated rapid growth of the global halal markets, non-Muslim understanding is essential for inclusivity, competitiveness, and acceptability, underscoring the economic importance of this cluster.

### 3.5.5 Cluster 5 (Purple) – Halal Supply Chains and Food Safety

Cluster 5 focusses on the certification, safety, and logistical procedures that support the halal ecosystem. Keywords that indicate a significant institutional and regulatory focus include Malaysia, article, halal logistics, mediation, food safety, food, and certification. Malaysia sets an example for other nations with its global leadership in halal standards and certification; thus it is not unexpected that it is so prominent in this cluster. The emphasis on halal logistics draws attention to how crucial it is to preserve the integrity of halal throughout the whole supply chain, from manufacturing to delivery. By linking halal-related scholarship to general health issues, food safety establishes halal as a sign of quality control for all customers, not only Muslims. The reference to mediation points to the need for more research on factors like perceived safety or trust that connect halal-related scholarship involving non-Muslims and consumer acceptability. To ensure compliance and maintain customer trust, this cluster demonstrates that understanding halal systems is also infrastructure-dependent, relying on robust certification and logistics infrastructures.

**Table 5.** Co-Occurrence Analysis of Keywords in Halal-Related Scholarship Involving Non-Muslims

Cluster No and Colour	Cluster Label	Number of Representative Keywords
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Cluster (Red)	1	Halal Tourism and Cultural Integration	16	"halal", "halal tourism", "Islam", "Indonesia", "Muslim tourism", "tourism", "China", "Islamic tourism"
Cluster (Green)	2	Consumer Awareness and Ethical Considerations	13	"human", "consumer", "human experiment", "awareness", "halal meat", "perception", animal welfare", "acculturation"
Cluster (Blue)	3	Halal Food Perceptions and Purchase Behaviour	10	"halal food", "Muslim", "attitude", "purchase intention", "halal awareness", "halal logo", "religiosity"
Cluster (Yellow)	4	Halal Market, Certification, and Industry Development	9	"halal market", "halal certification", "Islamic marketing", "halal products", "halal industry", "halal cosmetics"
Cluster (Purple)	5	Halal Supply Chains and Food Safety	7	"Malaysia", "article", "halal logistics", "mediation", "food safety", "food", "certification"

#### 4. DISCUSSION

Although the bibliometric dataset was not restricted to literacy-specific terminology, the findings indicate that non-Muslim engagement with halal frequently manifests through awareness, perception, trust, and interpretive understanding. These recurring elements suggest that halal literacy operates as an underlying interpretive layer within broader halal-related scholarship involving non-Muslims, rather than as a standalone disciplinary domain. In this study, halal literacy is not treated as the defining boundary of the dataset, but rather as an interpretive construct emerging from broader halal-related scholarship involving non-Muslims.

The bibliometric research emphasises how consumer behaviour, tourism, and industry development have shaped a dynamic and diverse body of halal-related scholarship involving non-Muslims, within which halal literacy emerges as an interpretive theme. This discussion revisits the study's three objectives: understanding publication growth, uncovering intellectual clusters, and identifying emerging research directions. The patterns observed reflect

how non-Muslim awareness of halal has evolved across consumer, tourism, and food-system contexts.

Three main clusters are revealed by bibliographic coupling: consumer behaviour and branding, where halal logos, trust, and religiosity influence non-Muslim purchase intention (Ali et al., 2018; Wilkins et al., 2019); tourism and destination perceptions, which present halal literacy as a means of integrating culture in non-Muslim contexts (Han et al., 2019; Rahman et al., 2020); and awareness and food systems, where technological advancements and moral considerations like animal welfare increase the significance of halal (Lubis et al., 2016; Jalil et al., 2018).

The co-occurrence clusters, which highlight important issues of halal tourism, consumer psychology, certification, and logistics, support these findings. All of them show that halal literacy is not limited to religious duties but rather relates to intercultural communication, ethics, and quality control. This complexity shows that non-Muslims' knowledge of halal is essential for promoting inclusive societies, sustainable business growth, and market acceptance.

#### **4.1 Theoretical Implications**

The analysis reveals concentration in Southeast Asian contexts, indicating geographic bias. Non-Muslim-majority regions are understudied, particularly Europe, Latin America, and Sub-Saharan Africa. Additionally, most studies focus on food and tourism, whereas pharmacy, logistics, and cosmetics remain limited. Future research should broaden disciplinary and geographic scope. By establishing halal literacy as a multidisciplinary concept at the nexus of supply chain management, tourism, cultural studies, and consumer behaviour, this bibliometric analysis advances theory. The results confirm that behavioural theories like the Theory of Planned Behaviour (TPB) are useful in elucidating how non-Muslim buying intentions are influenced by awareness, attitudes, and religiosity (Bashir, 2019; Soon & Wallace, 2017).

By connecting halal literacy with acculturation and intercultural communication frameworks, the approach also expands theoretical discourse by demonstrating how non-Muslims' exposure to halal practices promotes cultural adaptability. By understanding halal literacy as a cultural and technological phenomena, the incorporation of technological advancements in halal food analysis (Lubis et al., 2016) suggests integration with innovation diffusion theory. Future researchers will have a platform to theorise halal as a worldwide sign of quality, ethics, and inclusivity thanks to this study's conceptual connection between religious literacy and global consumer literacy.

## 4.2 Practical Implications

From a practical standpoint, the results underscore the importance of enhancing non-Muslims' halal literacy to promote inclusivity, trust, and market growth. Clear communication of halal standards to industry stakeholders via marketing, certification marks, and open supply chains can boost acceptability and loyalty (Ali et al., 2018; Quoquab et al., 2020). Studies on South Korea and Turkey have demonstrated that halal-friendly services can boost competitiveness for tourism practitioners, especially in non-Muslim areas (Han et al., 2019; Battour et al., 2018). In addition to religious observance, policymakers and educators can support awareness campaigns that highlight the universal principles of food safety, moral consumption, and animal care (Madhavedi et al., 2025).

The results emphasise that to ensure further market penetration, the global halal sector must develop inclusive strategies that cater to both Muslim and non-Muslim consumers. In the end, raising halal literacy opens the door to cross-cultural communication, long-term economic expansion, and improved international placement for goods and services with halal certification. Therefore, this study is limited by its use of Scopus-only data and English-language restrictions, which may exclude region-specific or non-English halal research. Future bibliometric mapping should include multi-database integration such as WoS and Dimensions.

## 5. CONCLUSION

This bibliometric investigation maps halal-related scholarship involving non-Muslims and demonstrates how awareness, perception, and literacy-related dimensions are embedded across consumer, tourism, and food-system research. While the dataset captures halal-related scholarship involving non-Muslims, the findings indicate that halal literacy emerges as an embedded conceptual dimension within this broader body of research. Based on the findings, the discussion is centred around three primary areas: food systems with ethical and technology components, halal tourism and destination perceptions, and consumer behaviour and branding. As a result of their global leadership in the halal economy, Malaysia and Indonesia have been the major contributors to the steady increase in academic production since 2015, according to performance analysis. Bibliographic coupling and co-occurrence analysis emphasise how certification systems, consumer psychology, and intercultural tourism are intertwined, highlighting the fact that halal literacy, as interpreted from this broader scholarship, encompasses ethics, safety, and inclusivity in addition to religious requirement.

Halal literacy promotes ethical supply chains, sustainable food systems, and informed consumer choices, making the study particularly relevant to reaching Sustainable Development Goal (SDG) 12: Responsible Consumption and Production. For industrial participants, it guarantees credibility and competitiveness in international markets, while for non-Muslim populations, it can improve cross-cultural understanding and market inclusion. This study positions halal literacy as an emergent social requirement derived from broader halal-related scholarship involving non-Muslims and an economic driver in the twenty-first century by bringing disparate research under one roof and establishing it as a vital link between cultural variety and global consumer practices. Thus, future studies should explore how non-Muslims interpret halal across digital commerce, pharmaceuticals, cosmetics, and logistics, and should examine behavioural mechanisms beyond purchase intention, such as trust formation and intercultural engagement.

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