

Review

# Sustainable Consumer Behavior: Bibliometric Analysis for Future Research Direction in Muslim Fashion Context

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**Abstract:** Although previous studies have offered comprehensive overviews of consumer behavior or sustainable fashion, research specifically focusing on Muslim fashion is relatively limited. In response to the leading concern of sustainability within the global fashion industry, our study is motivated by a unique focus on the evolving landscape of Muslim fashion, aiming to unravel the complex dynamics that define sustainable consumer behavior within this distinctive context. The knowledge structure, evolution, and research trends in this field using bibliometric analysis provide insights for both academics and practitioners. Using the Biblioshiny and VOSviewer tools, 90 articles from the years 2015 to 2023 will be examined as part of the methodology. This method reveals notable writers, publications, and important statistical elements, such as trends in publication and citation. In order to provide a comprehensive picture of the research landscape, the study also uses scientific mapping techniques like co-citation analysis, co-occurrence analysis, bibliographic coupling, and enrichment bibliometrics. The findings provide recommendations for future research directions and shed light on the current state of research in sustainable consumer behavior within the context of Muslim fashion. This study makes a contribution by synthesizing previous research and offering a distinctive viewpoint on sustainable consumer behavior in the Muslim fashion community.

**Keywords:** sustainable consumer behavior; Muslim fashion; bibliometric analysis



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## 1. Introduction

Sustainability has emerged as a paramount concern within the global fashion industry, drawing attention from diverse stakeholders such as fashion brands, consumers, researchers, and practitioners, with a specific focus on environmental and social factors [1–3]. Consumers are becoming more aware of issues in the fashion industry and have a desire to support ethical practices through their purchasing decisions [4–8]. While the broader fashion industry faces scrutiny for its sustainability challenges, our study directs its lens toward the distinctive and evolving landscape of Muslim fashion. In navigating this intersection, we seek to unravel the complex dynamics that define sustainable consumer behavior within the context of Muslim fashion.

Muslim fashion is a unique approach to fashion trends that has its roots in Islamic principles [9]. It entails the careful planning of garments and accessories that respect Islamic standards for modest attire, placing a focus on suitable body covering and observance of Sharia hygiene regulations. This trend includes a wide variety of options, such as headscarves, hijabs, and other clothing that conforms to Islamic dress codes [10]. Muslim fashion is distinguished by its distinct blend of modern designs and Islamic modesty, while regional influences add to the diverse array of styles seen throughout the world.

The growing market demand for Muslim Fashion underscores not only a desire among Muslim consumers for clothing that meets religious requirements but also reflects a broader interest in the global fashion landscape [11–13]. This trend, marked by its seamless integration of contemporary styles with Islamic modesty, serves as a testament to the dynamic

intersection of cultural and religious influences in the ever-evolving world of fashion [12]. The significant transformation in Muslim fashion goes beyond being merely a trend within Muslim culture; it is a profound reflection of cultural values and identity [14–16]. Our research recognizes the resurgence of interest in Muslim clothing styles, notably influenced by a subculture introduced by the millennial generation in the early 21st century [17–20]. This emergence has propelled Muslim attire to become a part of contemporary fashion [13]. The State of the Global Islamic Clothing Market size was valued at USD 72.57 billion in 2021 and is poised to grow from USD 76.19 billion in 2022 to USD 112 billion by 2030, growing at a CAGR of 5% in the forecast period (2023–2030) (Islamic Clothing Market Size, Share, Growth Analysis, By Product, Type, End users—Industry Forecast 2022–2028. (2023, November). <https://www.skyquestt.com/report/islamic-clothing-market>, accessed on 16 November 2023). This evolution has propelled Muslim attire into the realm of contemporary fashion, underlined by the substantial growth of the global Islamic clothing market. As the intersection of Islamic clothing and fashion trends expands, there is a growing recognition of the need for comprehensive research to understand the dynamics of sustainable consumer behavior within the unique context of Muslim fashion.

However, the existing literature review focuses on mainstream fashion, leaving a notable gap in understanding sustainable consumer behavior in Muslim fashion. Previous bibliometric studies by Mukendi et al. [8] conducted a comprehensive review of 6200 sustainable fashion articles, selected 465 relevant studies, and highlighted the need for new research and theories in the field, contributing to the consolidation of sustainable fashion. The study by Busalim et al. [21] discusses the systematic review of consumer behavior studies in sustainable fashion, highlighting an important rise in publications but a lack of representation of some research methods and the need for more theoretically grounded research to address the gap between consumer attitudes and behavior. Abbate et al. [22] examined consumer attitudes toward eco-friendly apparel, circular economy initiatives, and supply chain sustainability issues. This paper presents an SLR of sustainability trends in the textile, apparel, and fashion industries over the past 20 years. Through a qualitative literature evaluation of 25 studies, the Domingos et al. [23] study seeks to identify the variables related to the behavior of Slow Fashion consumers, as well as their values, attitudes, and motives. In their article [24], Wagner and Heinzl present an SLR on how people perceive recycled textiles and circular fashion, stressing consumer views that vary and the impact of societal and cultural aspects.

While existing studies have provided extensive insights into consumer behavior and sustainable fashion, limited research has specifically addressed sustainable consumer behavior within Muslim fashion. Our study fills this gap by exploring how Muslim consumers incorporate environmentally friendly clothing choices into their decision-making processes, delving into the unique intersection of cultural and fashion preferences. These nuanced dimensions underscore the novelty of our research, contributing not only to sustainable fashion literature but also enhancing the understanding of sustainable consumer behavior in Muslim fashion.

By extending their findings while drawing methodological inspiration from earlier research [21–24], the objective of this study is to present a comprehensive overview of existing scholarly works by conducting an extensive bibliometric analysis focused on sustainable consumer behavior in Muslim fashion literature in the field. The analysis is based on a sample of 90 articles retrieved from WoS and Scopus, covering the period from 2015 to 2023. With the use of Biblioshiny and VOSviewer, the study was examined.

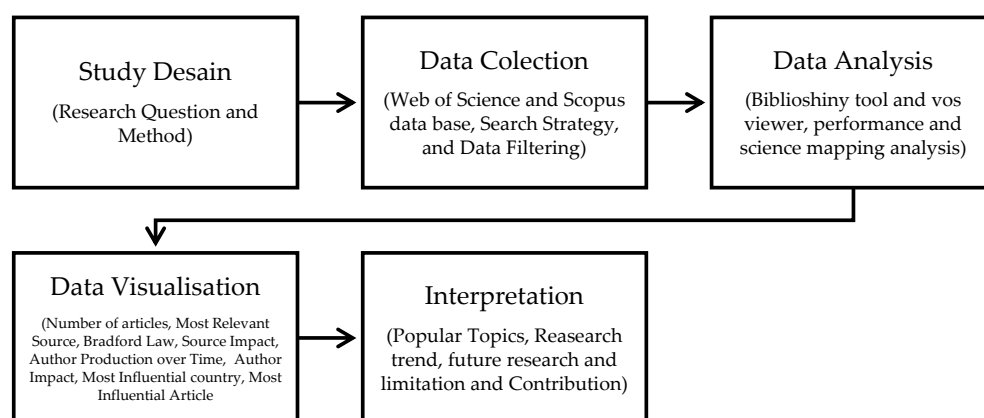
In some aspects, this research contributes to the existing literature. (1) The first study to highlight the essential traits of texts on sustainable consumer behavior in the context of fashion among Muslims. The study identifies notable authors, articles, organizations, nations, and highly cited publications in addition to key statistical factors, including publishing and citation trends. (2) The study offers a thorough mapping analysis of research articles in relation to sustainable consumer behavior in the context of fashion among Muslims, including a variety of scientific mapping techniques, such as network and

cluster visualization, co-citation analysis, co-occurrence analysis, bibliographic coupling, and enrichment bibliometric techniques. (3) It examines 90 studies that were carried out between 2015 and 2023 using a bibliometric technique. The study concludes with a summary of the issues faced by the Muslim fashion community in terms of sustainable consumer behavior as well as recommendations for further research.

The following sections of this paper are organized as follows: Section 2 provides the methodology employed in this study. It includes detailed bibliometrics workflows, including the application of the PRISMA Diagram. Section 3 presents the bibliometric results (performance and science mapping analysis). Section 4 presents the discussion (including research trends and future research direction). Section 5 presents the contribution, limitation, and conclusion.

## 2. Materials and Methods

Borner et al. [25] described the general science mapping workflow. Cobo et al. [26] used a similar workflow to compare different science mapping software tools. Five steps make up a typical workflow (Figure 1), according to Zupic and Cater [27] and research from Donthu [28].



**Figure 1.** Bibliometric workflow. Source: adaption from Zupic and Cater [27] and Donthu [28].

### 2.1. Study Design

Business research has seen an increase in the popularity of the bibliometric area [28–32]. In order to examine these trends and ongoing research on sustainable consumer behavior in Muslim fashion, researchers used bibliometrics. This was accomplished using bibliometric software (Biblioshiny 4.1.2 and VOSviewer 1.6.19). This study conducts a detailed review of the entire field of study and its specific domains in order to identify prominent scholars and academic papers and to look at their links and gaps.

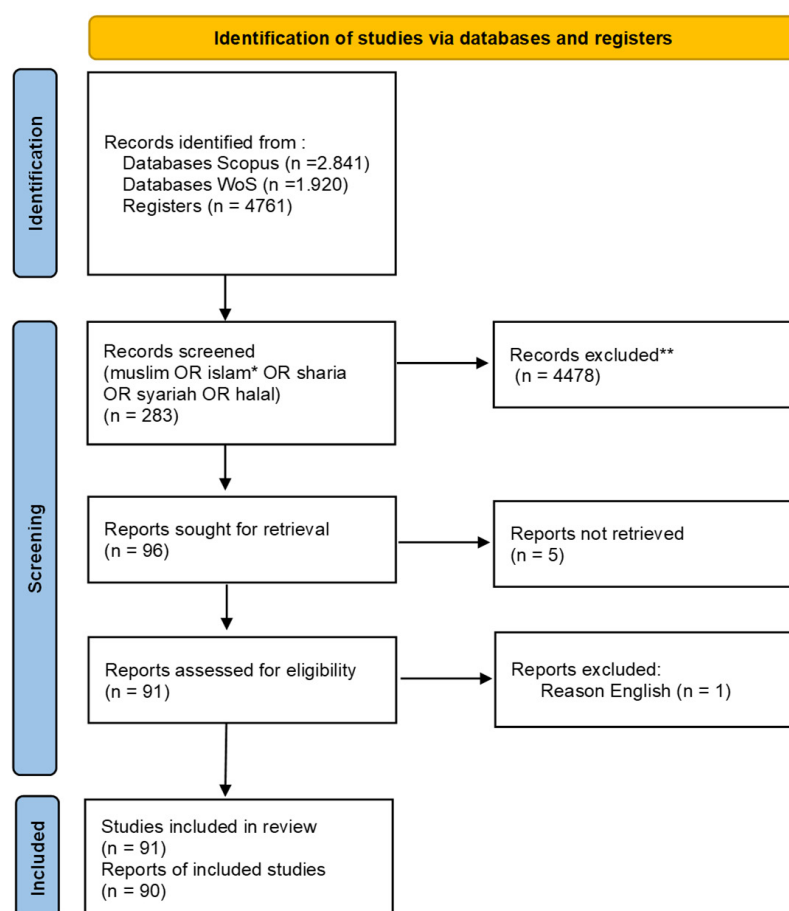
The objective of this study is to fill the knowledge gap and provide insightful information by answering a number of significant research questions that clarify current patterns and give guidance for future investigations [27]. In order to advance these objectives, a number of research questions have been identified that will be addressed in this study, including the following:

1. **RQ1:** What are the performance facets of sustainable consumer behavior in the context of the Muslim fashion literature?
2. **RQ2:** Using mapping and network analysis, what are the dominant trends and central ideas in the Muslim literature in the area of sustainable consumer behavior in fashion?
3. **RQ3:** What broad lessons can be drawn from the past literature to help us get ready for the future, and what goals can be established through a bibliometrics analysis of sustainable consumer behavior in Muslim fashion?

## 2.2. Data Collection

Using information from Web of Science and Scopus, two academic databases with a sizable collection of academic papers, this study aims to provide an overview of sustainable consumer behavior within the Muslim fashion business sector. They are trustworthy, substantial databases that contain information on a range of social sciences, including business [29,30]. To ensure that our methodology was methodical and robust, we conducted a database search in accordance with one of the commonly accepted standards for systematic reviews.

As a result, Page et al.'s [33] adaptation of the PRISMA 2020 protocol was used to collect the data for the bibliometric analysis. The PRISMA procedure, according to Peters et al., [34], has a number of benefits, including a thorough and well-defined checklist that helps academics and researchers improve bibliometric analysis. Figure 2 depicts the many steps in the data collection procedure for the bibliometric analysis in accordance with the PRISMA flowchart.



**Figure 2.** PRISMA diagram adaptation from Page et al.'s [33]. \*\* Unrelated article.

Following the initial stage of the PRISMA protocol, the data curation process involved identifying relevant keywords. This research was influenced by the keywords TITLE-ABS-KEY "fashion OR apparel\* OR cloth\* AND sustainab\* AND consum\* OR customer\* OR shopper\* OR buyer\*" AND "(muslim OR islam\* OR sharia OR syariah OR halal)" in order to ensure thorough coverage of pertinent studies. A total of 356 documents published between 2015 and July 2023 were discovered when the initial search condition was applied to the Scopus and WoS databases. Afterward, a number of exclusion standards were used (see Table 1). Based on the recommendation from Lundberg et al. [35], the criteria used for article selection in this step involved hiding the identification of the articles, including

journal names and authors' identities. This online selection led to the sample only being in English and being related to the fields.

**Table 1.** Material data collection. Source: Author Elaborations.

Category	Criteria	No. of Refined Articles
Search string	TITLE-ABS-KEY "fashion OR apparel* OR cloth* AND sustainab* AND consum* OR customer* OR shopper* OR buyer*" AND "(muslim OR islam* OR sharia OR syariah OR halal)".	4478
Access	Including both Open Access and others.	
Period	Including articles conducted in July 2023.	-
Subject Area	Business, Management, and Accounting (91) Scopus subject areas such as Economics, Econometrics and Finance (193), Social Sciences (120), Engineering, Psychology, Computer Sciences, Environmental Science, Arts and Humanities, Medical, and others were excluded. Business (8) WoS subject areas such as Green Sustainable Science Technology, Environmental Science, and Environmental Study were excluded.	(187)
Document Type	There is no limited document.	-
Duplicate Article		(4)
Language	All articles published in languages other than English (91) were excluded.	(1)
Final number of articles remaining after manual refinement		90

### 2.3. Data Analysis

The R-program's biblioshiny tool was used to conduct a bibliometric analysis of the literature, which resulted in the creation of a matrix containing and categorizing each piece of writing [36,37]. To better understand the connections and interactions between various research streams, the data was then visualized using the VOSViewer tool to produce visual representations like a topic dendrogram and a conceptual map [38]. The researchers were able to find gaps in the literature and offer useful details about the state of the field's research using these data analytic techniques. Two subcategories of the use of bibliometric analysis methodologies are performance analysis and science mapping [28,36]. Science mapping looks at the connections between these components, whereas performance analysis concentrates on evaluating research components.

### 2.4. Data Visualization

Examining the past, present, and future of a study domain can be performed using a combination of co-citation analysis for the past, bibliographic coupling for the present, and co-word analysis for finding relevant terms in future research directions [28,39]. This method, which is part of scientific mapping methodologies [28,39,40], enables the identifi-

cation of the structural and dynamic structure of knowledge within the study topic or issue in question [41].

### 2.5. Interpretation

The data were thoroughly examined and interpreted. Bibliometric analysis, which is regarded as a description of the basic bibliometric statistics, is then used to assess the results. The writers' indicators and data are then used to further the inquiry. The following information was thoroughly evaluated for each of these major categories: (1) The Key Data, (2) The Average and Annual Citations, (3) Most Articles on Source, (4) Most Cited Source, (5) Source with the Highest H Index, (6) Important Writers, Influential Affiliation, Most-Impacting Nations, (7) The Global to Local Ratio of the Most Influential Document, Co-Citation Analysis (8), Co-Occurrence Network, (9) Bibliographic Coupling Analysis, and (10) Keyword clustering for authors, and future research directions.

## 3. Results

### 3.1. Performance Analysis

The current study proceeds with a performance evaluation to address RQ1. The data collection findings predominantly consisted of content in the English language, as was highlighted in the previous sentence (see Section 2). In order to ensure the inclusion of keywords, article titles, and bibliometric data, this study only uses English. This simplifies the selection process and enables efficient bibliometric analysis. Table 2 then shows the results of the biblioshiny output, including data on the number of articles each author has written as well as the rated-ratio-citation of the 90 articles that were subjected to analysis.

**Table 2.** Main information. Source: Biblioshiny in R.

Main Information	Output
Timespan	2015:2023
Source (Journals, Books, etc.)	60
Document	90
Author	281
Single authored	6
Growth	57.05%
Articles age	1.81
Average citations	12.76
References	7357
Author's keywords (DE)	382
Co-authors per doc	3.22
International co-authorships %	34.44

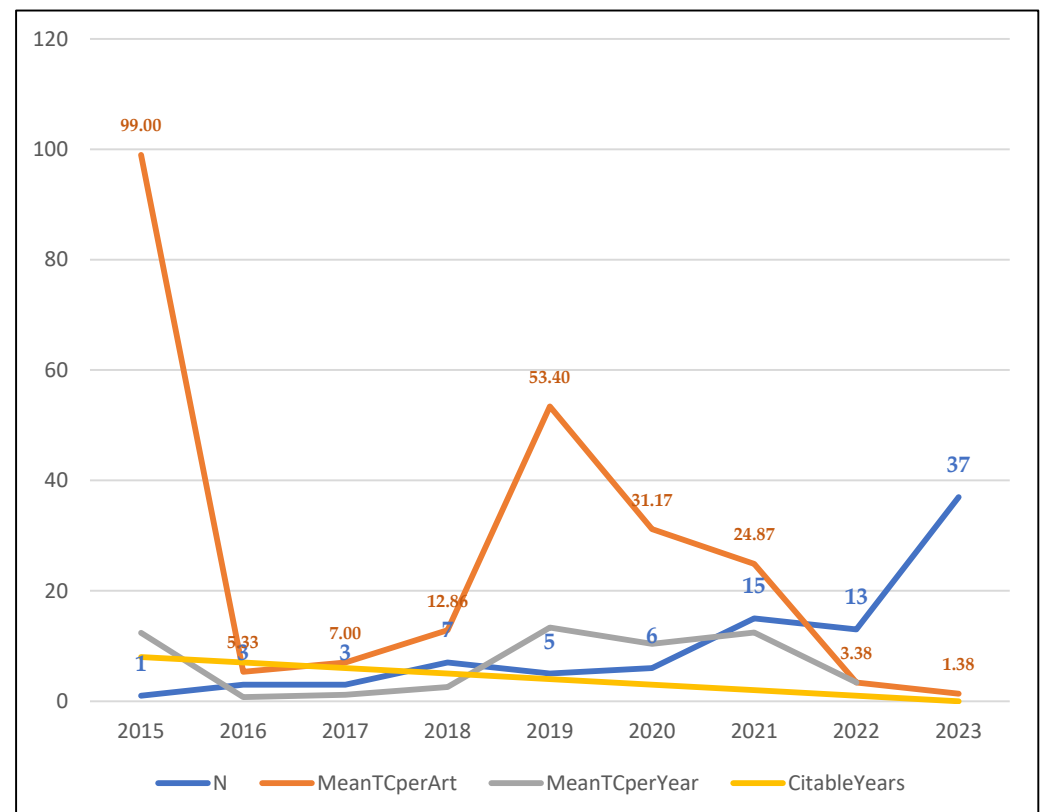
The data, which covers the period from 2015 to 2023, demonstrates important developments in Muslim sustainable consumer behavior. With 281 authors and 90 papers sourced from journals, books, and other publications, there are only six single-authored articles. An impressive growth rate of 57.05% highlights the field's expanding interest and participation. The focus on current and recent research is indicated by the average age of the papers, which is 1.81 years. An average of 12.76 citations per document further supports this focus on current and recent research.

The total of 7357 references demonstrates the extensive basis of prior material, and 382 distinct author keywords aid in content categorization. With an average of 3.22 co-authors per paper and 34.44% of co-authorships spanning international borders, collaboration is still essential, underscoring the worldwide significance of sustainable consumer behavior in Muslim fashion research. Figure 3 depicts the evolution of the annual number of articles and the average number of citations and demonstrates a clearly exponential pattern.

The data provides insights into Mean Total Citations (MeanTC) trends from 2015 to 2023. In 2015, a single article had a MeanTC of 99.00 (12.38 per year), while 2016 saw a drop to 5.33 (0.76 per year). The year 2017 had a slight rise to 7.00 (1.17 per year), and 2018



showed significant growth with a MeanTC of 12.86 (2.57 per year). In 2019, the MeanTC per article surged to 53.40 (13.35 per year), continuing in 2020 with 31.17 (10.39 per year). 2021 maintained a high MeanTC per article at 24.87 but had a consistent MeanTC per year at 12.43. However, 2022 saw a decline to 3.38, aligning with MeanTC per year. In 2023, 37 articles were produced, indicating ongoing research, but MeanTC per year data is unavailable.



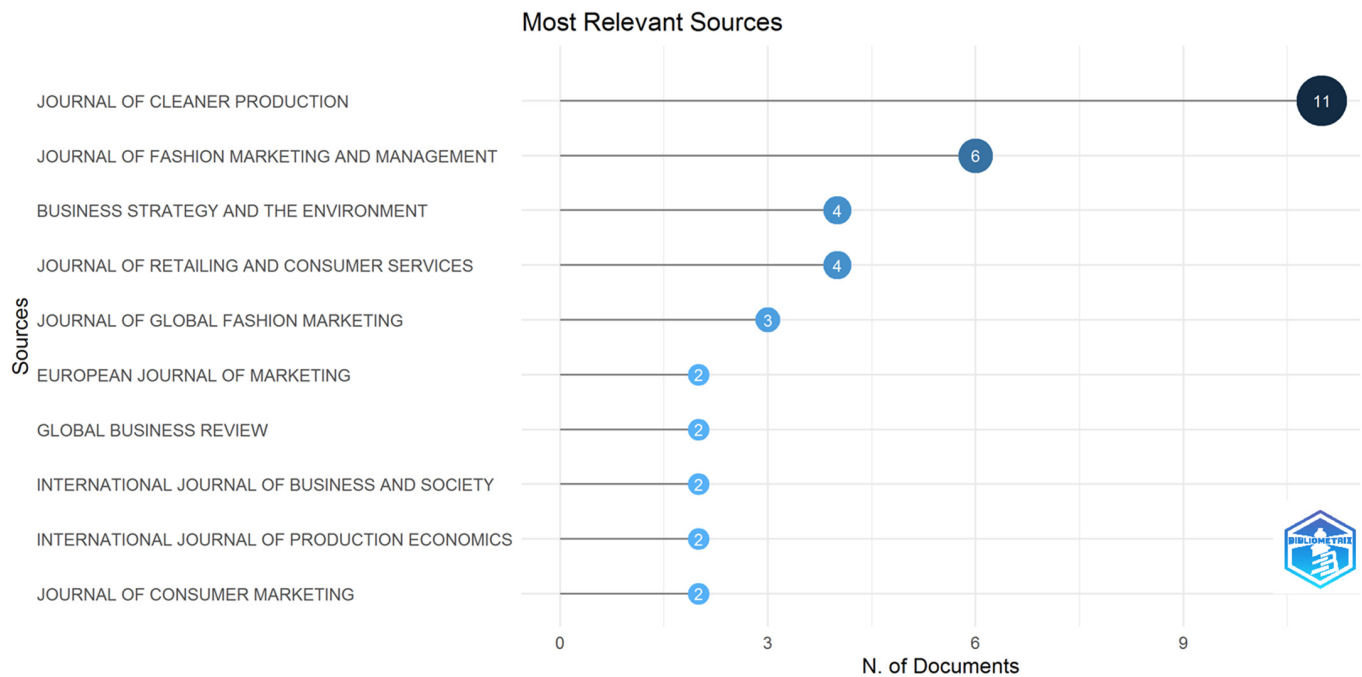
**Figure 3.** Comprehension overview of the articles. Source: Author elaborations from Biblioshiny in R.

### 3.1.1. Publication Aspects

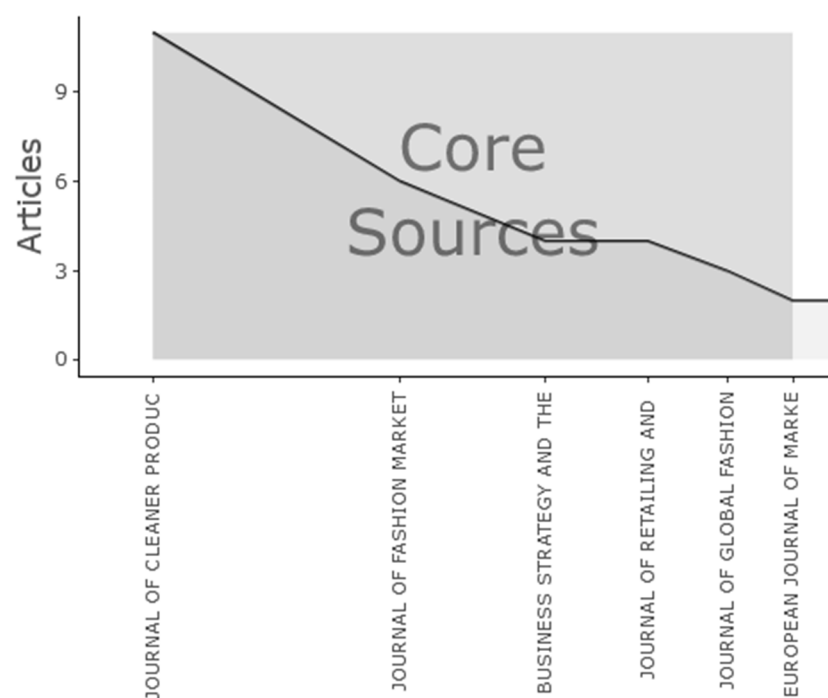
In the initial overview, the journals with the highest impact source are listed. Figure 4 shows the most published journal in Source, Figure 5 lists the sources of Bradford's law, and Table 3 shows the source impact on sustainable consumer behavior in Muslim fashion.

**Table 3.** Source impact. Source: Biblioshiny in R.

Element	H	G	M	TC	PY_Start
Journal of Cleaner Production	7	8	0.875	298	2016
Journal of Fashion Marketing and Management	4	5	1	58	2020
Business Strategy and The Environment	3	3	1	53	2021
Journal of Retailing and Consumer Services	3	4	1	59	2021
European Journal of Marketing	2	2	0.5	81	2020
Abac Journal	1	1	0.333	3	2021
Asia Pacific Journal of Marketing and Logistics	1	1	0.2	70	2019
Benchmarking	1	1	0.5	1	2022
Corporate Social Responsibility and Environmental Management	1	1	0.333	10	2021
Economy of Regions	1	1	0.125	4	2016



**Figure 4.** Most published journal in Source. Source: Biblioshiny in R.



**Figure 5.** Bradford's Laws analysis. Source: Biblioshiny in R.

Figure 4 shows the distribution of articles across various sources, providing insights into the prominence of specific journals in a given field. The “Journal of Cleaner Production” emerges as a focal point with the highest number of articles, totaling 11. This suggests a substantial concentration of research output within this journal, potentially indicating its significance as a leading platform for scholarly contributions in the relevant field. Following this, the “Journal of Fashion Marketing and Management” and “Business Strategy and the Environment” exhibit notable contributions with six and four articles, respectively. The data reflects a diverse range of journals, each contributing to the overall body of knowledge on sustainable consumer behavior in Muslim fashion. The varying article counts across



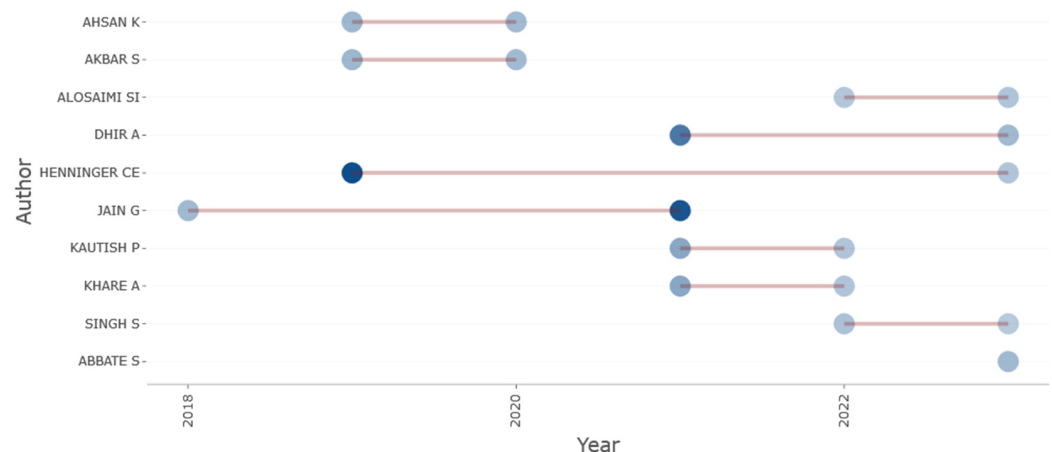
journals highlight the distribution of research efforts and the potential areas of emphasis within the academic community, offering valuable insights for researchers, institutions, and readers interested in the subject matter covered by these publications.

The Bradford data categorizes journals in relation to their frequency of appearance in sustainable consumer behavior in Muslim fashion research. In Zone 1, leading journals include “Journal of Cleaner Production” and “Journal of Fashion Marketing and Management”, with frequencies of 11 and 6, respectively. Zone 2 features journals like “Global Business Review”, “International Journal of Business and Society”, “International Journal of Production Economics”, and “Journal of Consumer Marketing”, each having a frequency of 2. These findings highlight the prominent journals in the field and their respective zones of influence.

The source impact data reveals the influence of journals on sustainable consumer behavior in Muslim fashion research. “Journal of Cleaner Production” leads with an h-index of 7 and a notable citation count of 298 since 2016. “Journal of Fashion Marketing and Management” started in 2020 but boasts an h-index of 4. Journals like “Business Strategy and the Environment” and “Journal of Retailing and Consumer Services”, which began in 2021, also show promise with h-indices of 3. “European Journal of Marketing” and “Asia Pacific Journal of Marketing and Logistics” have h-indices of 2, signifying their relevance. Other journals make contributions, albeit with lower indices and citation counts. This data highlights the significant journals in the field and their varying degrees of impact.

### 3.1.2. Authors and Country Aspects

This section will examine the influence of Muslim fashion authors and national aspects on sustainable consumer behavior. Figure 6 illustrates the publications of authors over time, and Table 4 shows the impact of authors, including their published works and rankings determined by various metrics, and Table 5 indicates the impact by country.



**Figure 6.** Author publication over time. Source: Biblioshiny in R.

The author’s production data highlights the research output and impact of several authors in sustainable consumer behavior in Muslim fashion research over time. Ahsan K and Akbar S consistently contributed with publications in 2019 and 2020, accumulating citations each year. Dhir A had a significant impact in 2021 with a publication gathering 45 citations, while Jain G started in 2018 and achieved notable recognition with 65 citations in 2021. Kautish P and Khare A began their research journey in 2021, making impactful contributions. Henninger CE had a substantial publication in 2019 but received fewer citations in 2023. Lastly, Abbate S entered the scene in 2023, receiving three citations. This data illustrates the diverse research trajectories and impacts of these authors in the field.

**Table 4.** Authors impact. Source: Biblioshiny in R.

Element	Country	H	G	M	TC	NP	PY_Start
Ahsan K	Australia	2	2	0.4	28	2	2019
Akbar S	Australia	2	2	0.4	28	2	2019
Dhir A	Norway	2	2	0.667	48	2	2021
Jain G	India	2	2	0.333	83	2	2018
Kautish P	India	2	2	0.667	21	2	2021
Khare A	India	2	2	0.667	21	2	2021
Abbate S	Italy	1	1	1	3	1	2023
Agrawal R	India	1	1	0.5	1	1	2022
Ahmed A	Pakistan	1	1	1	6	1	2023
Akter M.M.K.	United States	1	1	1	1	1	2023

**Table 5.** Country impact. Source: Biblioshiny in R.

Country	SCP	MCP	Freq	MCP	Articles	TC	AAC
United Kingdom	4	5	0.1	0.556	9	261	29.00
USA	5	1	0.067	0.167	6	125	20.83
Canada	3	0	0.033	0	3	109	36.33
Iran	1	1	0.022	0.5	2	77	38.50
France	1	1	0.022	0.5	2	65	32.50
Italy	3	2	0.056	0.4	5	60	12.00
Korea	1	0	0.011	0	1	52	52.00
Germany	2	0	0.022	0	2	48	24.00
Norway	0	2	0.022	1	2	48	24.00
Serbia	1	1	0.022	0.5	2	47	23.50

Table 4 presents the influence of various researchers on sustainable consumer behavior in Muslim fashion. Notably, Ahsan K, Akbar S, Dhir A, Jain G, Kautish P, and Khare A all possess an h-index and g-index of 2, indicating a consistent presence in the field. Dhir A exhibits a higher m-index of 0.667, suggesting more substantial impacts with 48 total citations since 2021. Jain G, despite a lower m-index of 0.333, has garnered 83 citations since 2018, signifying significant recognition. Furthermore, authors like Abbate S, Ahmed A, and Akter MMK have achieved an m-index of 1, showcasing their impactful contributions, albeit with lower citation counts. These researchers collectively contribute to the evolving landscape of sustainable consumer behavior in Muslim fashion research, with their respective indices serving as indicators of their influence within the field.

Table 5 presents the research contributions from various countries in sustainable consumer behavior in Muslim fashion. The United Kingdom demonstrates active international collaboration with an MCP of 5 and a balanced SCP of 4. The United States focuses more domestically with an MCP of 1. Canada has a presence but lacks international collaboration. Iran and France maintain moderate self-citation and international collaboration levels. Italy is notable for both self-citation and international collaboration, contributing to five articles. Meanwhile, countries like Korea, Germany, and Norway have limited international collaboration. Serbia strikes a balance with an SCP of 1 and an MCP of 1. This data illustrates the diverse research approaches of countries in the field.

### 3.1.3. Most Impact Articles

This section of the sustainable consumer behavior in Muslim fashion literature field study focuses on the important articles that have received significant attention from academics and industry professionals and have significantly advanced knowledge in the area. In terms of overall citations, the chosen articles have made the biggest impact. Table 6 displays the list along with information about the author(s), year of publication, and number of citations per year.

**Table 6.** Articles impact. Sources: Biblioshiny in R.

Paper	DOI	TC	TC/Year	NTC	Year	NGC
Athwal N, 2019, Int J Manage Rev	10.1111/ijmr.12195	115	23.00	2.15	2019	2.15
Kozlowski A, 2015, Int J Product Perform Manage	10.1108/IJPPM-10-2014-0152	99	11.00	1.00	2015	1.00
Mukendi A, 2020, Eur J Mark	10.1108/EJM-02-2019-0132	78	19.50	2.50	2020	2.50
Pakravan-Charvadeh MR, 2021, J Clean Prod	10.1016/j.jclepro.2020.124537	77	25.67	3.10	2021	3.10
Zhao L, 2019, Asia Pac J Mark Logist	10.1108/APJML-08-2017-0183	70	14.00	1.31	2019	1.31
Shrivastava A, 2021, J Clean Prod	10.1016/j.jclepro.2020.123772	65	21.67	2.61	2021	2.61
Colasante A, 2021, J Clean Prod	10.1016/j.jclepro.2021.129774	52	17.33	2.09	2021	2.09
Jung J, 2020, J Bus Res	10.1016/j.jbusres.2020.04.019	52	13.00	1.67	2020	1.67
Kocić A, 2019, J Clean Prod	10.1016/j.jclepro.2019.04.355	47	9.40	0.88	2019	0.88
Dhir A, 2021, Bus Strategy Environ	10.1002/bse.2821	45	15.00	1.81	2021	1.81
Wahga AI, 2018, Int J Entrep Behav Res	10.1108/IJEER-11-2015-0263	44	7.33	3.42	2018	3.42
Rausch TM, 2021, J Retail Consum Serv	10.1016/j.jretconser.2021.102681	31	10.33	1.25	2021	1.25
Mohammad J, 2020, J Fash Mark Manage	10.1108/JFMM-05-2020-0080	29	7.25	0.93	2020	0.93

Table 6 presents data on the influence and citation metrics of various papers in the field of sustainable consumer behavior in Muslim Fashion. Notably, Athwal's [42] paper from 2019 boasts a substantial total citation count (TC) of 115, indicating its significant impact with a TC per year of 23. Kozlowski's [43] work from 2015 received 99 citations, with a TC per year of 11. Mukendi's [8] paper from 2020 garnered 78 citations, reflecting a TC per year of 19.5. Pakravan-Charvadeh's [44] paper from 2021 received 77 citations, equating to a TC per year of 25.67. These highly cited papers exemplify their notable influence within the field, with varying degrees of impact.

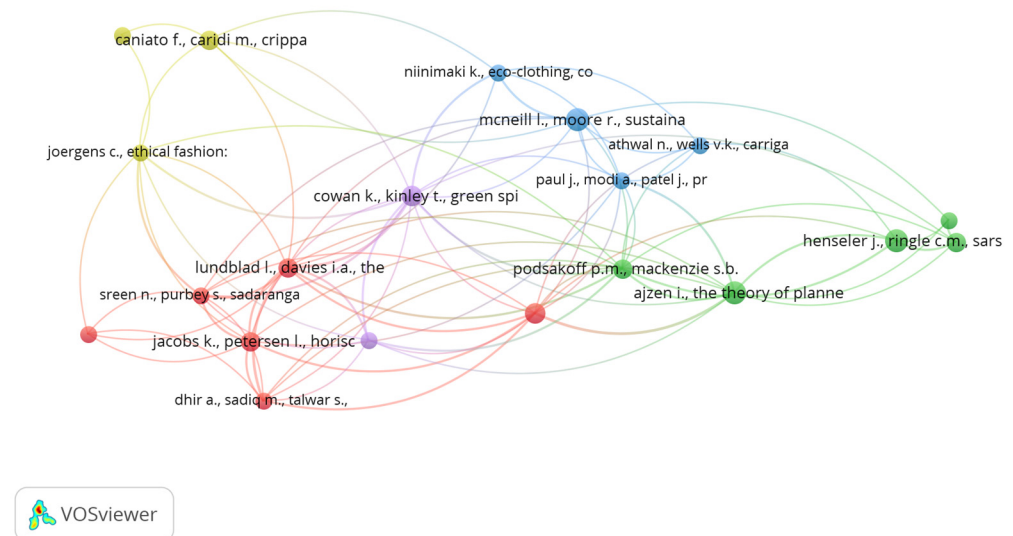
The most influential sustainable and consumer behavior articles include Athwal [42], who critically reviews and synthesizes the fragmented body of scholarly work on sustainable luxury research in marketing and consumer behavior. Kozlowski [43] conducts a content analysis of corporate sustainability reports, documents, and websites of Sustainable Apparel Coalition brands, reporting indicators related to sustainability, revealing a lack of consistency and a predominant focus on supply chain performance over business innovation and consumer engagement. Shrivastava [45] explores the factors influencing consumer adoption of online second-hand clothing within the context of circular fashion in driving consumer behavioral intent towards sustainability.

### 3.2. Mapping Analysis

We analyzed the relationship between sustainable consumer behavior in Muslim fashion in this section (RQ2) to observe the main trends and hot topics. To achieve this, we conducted a co-citation analysis to examine previous research, bibliographic coupling to investigate current research, and co-occurrence analysis to identify keywords for future research directions using VOSviewer software [38].

#### 3.2.1. Co-Citation Analysis

Co-citation analysis, in this study, aims to examine the references cited by scholarly publications and explore the relationships between the cited articles to gain insights into the evolution of important topics in a specific research field. According to Ferreira [46], co-citation analysis makes it possible to identify publications that are frequently cited in tandem with a number of papers. This suggests a significant connection between the cited papers. Figure 7 illustrates the minimum criteria of four citations for each referenced source, resulting in 20 references, and Table 7 shows 10 important references.



**Figure 7.** Co-citation analysis of the references. Sources: VOSviewer.

**Table 7.** Total link strength co-citation analysis. Sources: VOSviewer.

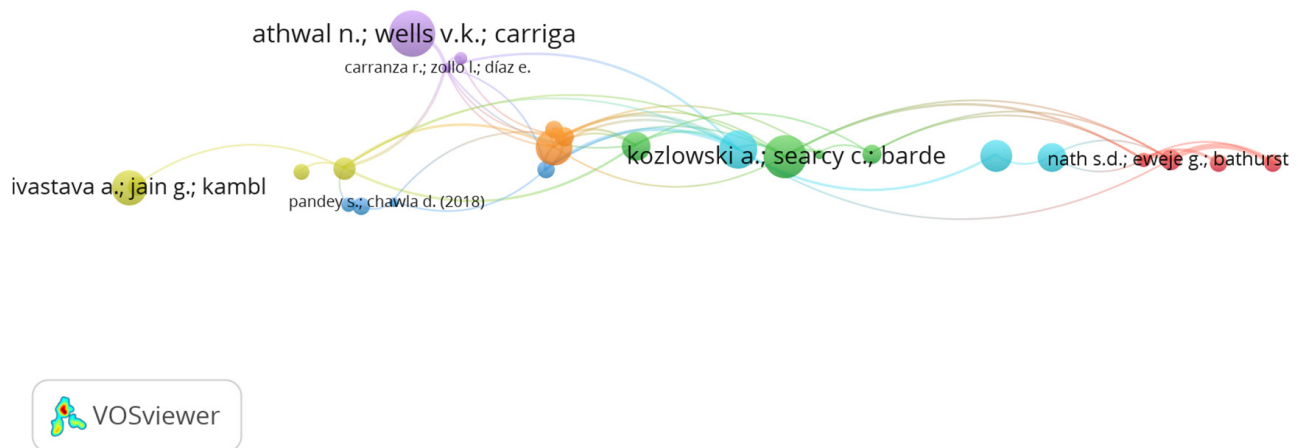
Reference	TLS	Links	Citation	Cluster
Lunblad and Davies [47]	22	13	5	1
Cowan and Kinley [48]	21	14	6	5
Podsakoff [49]	18	13	5	2
Khare and Sadachar [50]	17	12	6	1
Ajzen [51]	16	11	7	2
N. Sreen [52]	14	10	4	1
A. Dhir [53]	13	9	4	1
Jacobs et al. [54]	13	9	5	1
Joergens [55]	11	9	4	4
Mcneill and Moore [56]	11	10	7	3

This co-citation analysis examines the Total Link Strength (TLS) and clustering of academic references. Lunblad and Davies [47] have the highest TLS (22) and are central in Cluster 1. Cowan and Kinley [48] also hold significance with a TLS of 21 in Cluster 5. Podsakoff [49] follows with TLS 18 in Cluster 2. Arpita Khare and Sadachar [50] and Ajzen [51] have TLS 17 and 16, respectively, with relevance in Clusters 1 and 2. Jacobs et al. [54] and Mcneill and Moore [56] are versatile with lower TLS but span multiple clusters. Clusters 4 and 3 are for Joergens [55], and Cluster 3 is for Mcneill and Moore [56]. This analysis unveils the relationships and prominence of these references within their academic context.

### 3.2.2. Bibliographic Coupling Analysis

Science mapping utilizes the concept of bibliographic coupling to identify publications with a significant number of common references and what is considered equivalent content. This method [27,38] groups publications together based on the references they share. It performs best when used across a specified time period. According to Caputo [40], bibliographic coupling takes place when two documents cite a third document in common, indicating that they may discuss the same subject.

For the bibliographic coupling research of journals, the minimal requirement of 5 documents per journal was considered, and the final set had 25 journals that met the standard (see Figure 8). Table 7 lists the top 10 journals in terms of link strength.



**Figure 8.** Bibliographic coupling of the articles. Sources: VOSviewer.

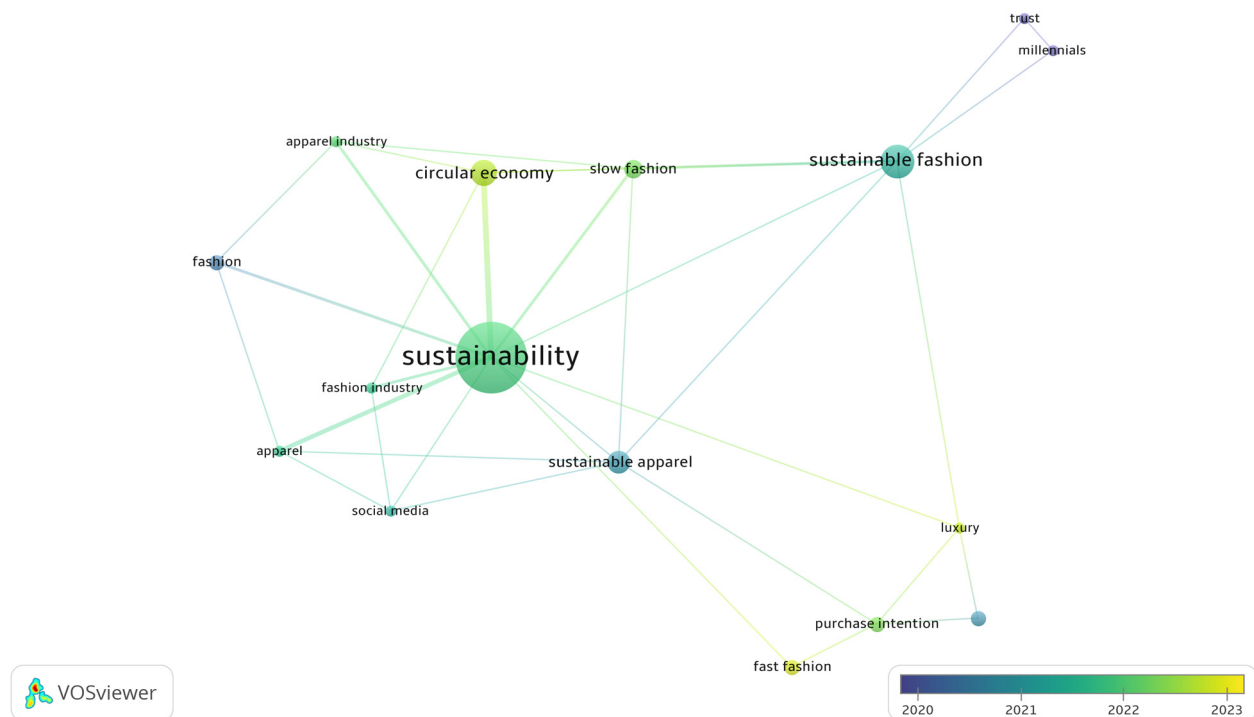
Table 8 presents bibliographic coupling data for several articles, revealing their academic influence and connections. Nath et al.'s [57] work stand out with a TLS of 24 and 23 citations, indicating its strong impact and thematic alignment with Cluster 1. Mukendi et al.'s [8] research is also notable, with a TLS of 19 and 78 citations, although it belongs to Cluster 6, suggesting a different research focus. Akbar and Ahsan [58] and Khare and Kautish [59] both have TLS scores of 18 but belong to different clusters, indicating potential variations in their research themes. Carranza et al. [60] and Kozlowski et al. [43] have TLS scores of 15 and 12, respectively, with different cluster affiliations, suggesting distinct research areas. Razzaq et al. [61], Zhao et al. [62], and Mohammad et al. [63] all have TLS scores of 12 and belong to different clusters, highlighting diverse research themes within this group.

**Table 8.** Total link strength bibliographic coupling of the articles. Sources: VOSviewer.

Authors	TLS	Citations	Link	Cluster
Nath [57]	24	23	6	1
Mukendi [8]	19	78	9	6
Akbar and Ahsan [58]	18	11	6	1
Khare and Kautish [59]	18	19	10	7
Carranza [60]	15	5	8	5
Kozlowski [43]	12	99	8	2
Razzaq [61]	12	18	6	3
Zhao [62]	12	70	8	7
Mohammad [63]	12	29	8	4

### 3.2.3. Co-Occurrence Analysis

The purpose of co-occurrence analysis is to identify relationships among terms in a selected set of publications. The significance of this study is emphasized by [64] because it enables the identification and clustering of theme regions, so providing a visual depiction of the primary theoretical or foundational topics within the research field. Only 18 out of 382 keywords investigated in Figure 9 met the predetermined requirement of appearing at least three times, and two keywords were considered irrelevant and were not included in the analysis. The analysis findings are shown in Figure 9, which shows the co-occurrence overlay of keywords, and Table 6 shows the keyword clustering of authors.



**Figure 9.** Co-occurrence of the author keywords. Sources: VOSviewer.

The co-occurrence analysis of author keywords in Table 9 provides valuable insights into the thematic clusters and relationships within the studied research domain. Sustainability emerges as a central and prevalent theme, forming Cluster 1, with the highest number of links (11) and total link strength (20). This indicates a strong association between sustainability and other keywords within the same cluster, such as circular economy, slow fashion, and fashion. Circular economy, with a total link strength of 8, is closely tied to sustainability, suggesting a significant focus on environmentally conscious practices within the discourse. In Cluster 2, sustainable apparel stands out with a total link strength of 6, emphasizing the interconnectedness of sustainable fashion-related terms. Apparel, as a keyword in Cluster 2, shares thematic ties with sustainable apparel, highlighting the significance of sustainable practices in the broader context of clothing. Clusters 3 and 4 introduce additional dimensions to the analysis. Fast fashion, purchase intention, and sustainable development form a cohesive thematic unit in Cluster 3, reflecting an exploration of consumer behaviors and the impact of fast fashion on sustainable development goals. Meanwhile, Cluster 4, comprising luxury, millennials, and trust, delves into the intersections of luxury fashion, generational perspectives, and the role of trust within the fashion industry.

**Table 9.** Co-occurrence of the author keywords. Sources: VOSviewer.

Keywords	Cluster	Links	TLS	Occurrences
Sustainability	1	11	20	19
Sustainable Fashion	4	7	8	9
Circular Economy	1	5	8	7
Sustainable Apparel	2	6	6	6
Slow Fashion	1	5	7	5
Fashion	1	3	4	4
Fast Fashion	3	2	2	4
Purchase Intention	3	4	4	4
Sustainable Development	3	2	2	4
Apparel	2	4	6	3



Table 9. *Cont.*

Keywords	Cluster	Links	TLS	Occurrences
Apparel Industry	1	4	5	3
Fashion Industry	2	3	4	3
Luxury	3	4	4	3
Millennials	4	2	2	3
Social Media	2	4	4	3
Trust	4	2	2	3

## 4. Discussion

### 4.1. Research Trends

From the results of the presented bibliometric performance and science mapping analysis, it is revealed that there are several prominent research themes that provide an understanding of consumer behavior in the context of Muslim fashion. The analysis gives an overview of the knowledge base established by researchers in exploring key aspects related to consumer behavior in the world of Muslim fashion. Some highlighted aspects include (1) sustainable fashion and circular economy, (2) apparel and social media, (3) fast fashion and sustainable development, and (4) luxury, millennials, and trust.

#### Cluster 1: Sustainable Fashion and Circular Economy

The integration of sustainable fashion principles, circular economy, and overall sustainability is pivotal in shaping the Muslim fashion industry and aligning it with ethical and environmental values. This involves a conscientious approach to design and production that considers the entire lifecycle of clothing, emphasizing principles of a circular economy to minimize waste and maximize resource reuse [22,65–74].

In addition to reducing environmental impact, sustainable practices in Muslim fashion align with Islamic values, emphasizing responsible stewardship of the Earth. The concept of slow fashion [67,75–77], promoting quality over trends, holds significance, and sustainability extends throughout the supply chain, emphasizing ethical sourcing and fair labor practices. This sustainability journey in Muslim fashion is not only about environmental responsibility but also aligns with the broader goals of promoting modesty, simplicity, and mindful consumption. By pioneering sustainability, Muslim fashion contributes to redefining industry standards and stands as a testament to the compatibility of faith, fashion, and environmental responsibility. This evolution not only shapes the Muslim fashion landscape but also contributes to a global movement toward a more conscious and sustainable future for the entire fashion industry.

#### Cluster 2: Apparel and Social Media

The integration of social media has revolutionized the fashion industry, enhancing consumer engagement and brand visibility. With interactions and exchanges taking place through various digital platforms and involving numerous actors, including influencers [78], review websites [79], and social media posts [62,80–82], the online retail context significantly influences consumer behavior. Platforms like Instagram and TikTok play a pivotal role in shaping trends and consumer behavior, serving as dynamic spaces for real-time interaction and style inspiration. Fashion brands utilize social media not only for marketing but also to understand evolving consumer preferences. This shift prompts questions about authenticity [81] and sustainability as the instantaneous nature of social media accelerates the fashion cycle. Our exploration highlights the multifaceted impact, from shaping trends to raising crucial questions about authenticity and sustainability in the digital age.

#### Cluster 3: Fast Fashion and Sustainable Development

The intersection of fast fashion and sustainable development is a critical point in the landscape of the modern fashion industry. Fast fashion, known for its rapid production

cycles and trend dissemination, faces increasing scrutiny for its environmental and ethical impact [72,76,83–88]. Acknowledging these concerns, the fashion industry is now embracing sustainable practices to address issues like overconsumption [89,90], environmental degradation [91], and carbon footprints associated with mass production. Our study found this complex relationship, examining industry practices and perceptions to highlight challenges and opportunities for aligning fast fashion with sustainability. The transformative potential of technological innovations [92] emphasizes ethical sourcing [60,72,86,93,94], eco-friendly materials [85,95,96], and circular economy models that prioritize durability and recyclability. However, there is tension between fast CV and the growing consensus that responsible practices can coexist with the demand for rapid fashion cycles. Initiatives promoting transparency, ethical sourcing, and consumer education are pivotal in reshaping the narrative, turning sustainable fashion from a niche to a mainstream necessity. In conclusion, our study contributes to the ongoing dialogue on how the fashion sector can evolve toward a more sustainable and responsible future.

#### **Cluster 4: Luxury, Millennials, Trust**

Generation Z consumers, known for their strong environmental consciousness, show a preference for sustainable packaging, free returns, and discount promotions in online stores [97–100]. While fair wages and working conditions are considered crucial in sustainable clothing attributes, they are secondary to fit and comfort [100]. Price consciousness does not contribute significantly to relative advantage [101].

The interplay of luxury, millennials, and trust reshapes the fashion landscape. Millennials, seeking transparency and ethical practices, redefine luxury beyond status symbols. Trust becomes pivotal, with social responsibility, sustainability, and digital storytelling influencing millennials' perception of luxury brands. Social media acts as a powerful tool for brands to establish and reinforce trust, emphasizing authentic engagement and a cohesive online presence. Our exploration highlights the evolving dynamics in the industry, emphasizing the need for luxury brands to prioritize trust in connecting with socially conscious millennials.

Moreover, the analysis results also indicate that there are still research areas that have not been fully explored, highlighting deficiencies in contributions or understanding that can be further deepened in the context of Muslim fashion. Therefore, there are opportunities for further research to fill these knowledge gaps, enriching the literature and our understanding of consumer behavior in the realm of Muslim fashion. By identifying these key themes, future research can provide further insights and enhance a deeper understanding of the complex dynamics of consumer behavior in the Muslim fashion industry.

#### *4.2. Future Research Direction*

The bibliometric analysis developed in this part, which also aids in consolidating new research trend areas in sustainable consumer behavior in Muslim fashion, suggests a future study agenda (RQ3). While there has been a heightened focus on sustainable consumer behavior in academic and practical research, several gaps in this field persist that require attention, particularly within the context of Muslim fashion.

##### **1. Deeper Exploration of Muslim Consumer Behavior:**

Future research should conduct in-depth analyses of consumer behavior within the Muslim fashion context. Investigate the influence of cultural and religious factors on sustainable fashion choices, considering the role of Islamic values, modesty, and cultural preferences in shaping decision-making processes [10,12,59,75].

##### **2. Implementation of Circular Economy in Muslim Fashion:**

Further exploration is needed to understand how circular economy principles [70–72,102–104] can be effectively implemented in the Muslim fashion industry. Research should focus on integrating sustainable practices throughout the Muslim fashion supply

chain, emphasizing ethical sourcing, fair labor practices, and the adoption of circular fashion concepts aligned with Islamic values.

### 3. Social Media Impact on Muslim Fashion Trends:

Explore the specific impact of social media platforms, such as Instagram and TikTok, on shaping trends and consumer behavior within the Muslim fashion context. Investigate how these platforms contribute to real-time interaction [84], community building [105], and the dissemination of style inspiration while maintaining authenticity and sustainability [81].

### 4. Balancing Fast Fashion and Sustainability in Muslim Fashion:

Research should address the challenges and opportunities in balancing the demands of fast fashion [72,83,85–88,106] with sustainability within the Muslim fashion industry. Examine how technological innovations [92], ethical sourcing [60,86,94], and eco-friendly materials [6,85,95,96] can be applied in a way that respects Islamic values and aligns with the principles of modesty and responsible stewardship.

### 5. Trust Dynamics in Muslim Luxury Fashion:

Delve into the dynamics of trust-building between Muslim consumers and luxury fashion brands. Explore how social responsibility [78,81,107,108], sustainable practices [81,96,109,110], and digital storytelling can influence the perception of trust within the Muslim fashion context. Investigate the role of social media in fostering authentic engagement and maintaining a cohesive online presence [62,80,82].

## 5. Conclusions, Contributions, and Limitations

In conclusion, this bibliometric study provides crucial insights into the dynamic landscape of sustainable consumer behavior in fashion within the Muslim context. The findings underscore a growing interest in this field, marked by collaborative research endeavors and a significant surge in publications. The substantial growth, exemplified by the remarkable 57.05% growth rate, highlights the contemporaneity and relevance of the topic within academic and practitioner communities.

Identifying publications, authors, countries, and impactful articles illuminates the scholarly landscape. Moreover, the performance analysis, coupled with science mapping, provides valuable insights into dominant trends and central ideas in the Muslim literature concerning sustainable consumer behavior in fashion. Visual representations, such as co-citation analysis, bibliographic coupling, and co-occurrence analysis, offer a clear visualization of the knowledge structure, aiding in the identification of research gaps and opportunities for future investigations.

This study makes a significant contribution to the existing literature by distinguishing comprehensive analysis of sustainable consumer behavior in the Muslim fashion context. Sustainable consumer behavior and Muslim fashion is closely tied to the Muslim identity, incorporating specific clothing rules from Islamic value. Sustainability in Muslim fashion aligns with religious principles like modesty and cleanliness, extending to environmentally conscious choices. Many Muslim consumers, driven by sustainability awareness, opt for responsibly produced and eco-friendly fashion. Clothing choices in Muslim fashion reflect a significant aspect of religious identity, showcasing the integration of religious values with social and environmental responsibility. This connection underscores the relevance of studying sustainable consumer behavior in the context of Muslim fashion.

The comprehensive overview offered by the study establishes a foundation for future research by summarizing the challenges faced by the Muslim fashion community in terms of sustainable consumer behavior, highlighting key areas for exploration. Future studies should delve into the intricacies of Muslim consumer behavior within the fashion context, considering the influence of cultural and religious factors on sustainable choices. Additionally, research is needed to understand the effective implementation of circular economy principles in the Muslim fashion industry, emphasizing ethical sourcing and fair labor practices. Exploring the impact of social media platforms on Muslim fashion trends,

balancing fast fashion demands with sustainability, and investigating trust dynamics in luxury Muslim fashion are crucial areas requiring further examination to advance knowledge and practices in this evolving field.

Acknowledging the study's limitations, such as its reliance on two databases and keyword restrictions, future research endeavors could enhance their scope by incorporating multiple databases for broader comparisons and completeness. Additionally, expanding the sample size through the inclusion of additional keywords may capture critical articles that might have been overlooked. Despite these constraints, the current study lays a solid foundation for further exploration in this area.

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