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A Bibliometric Analysis of Islamic Branding and the Political Economy of Streaming Services: A Decade of Scholarly Discourse 2013-2023

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Abstract. The convergence of the global OTT streaming revolution and the maturation of the Islamic economy presents a critical juncture for media studies. This research employs a comprehensive bibliometric analysis to map the scholarly discourse from 2013 to 2023 at the nexus of Islamic branding, the political economy of streaming platforms, and their interplay in key Muslim-majority nations: Indonesia, Pakistan, Saudi Arabia, Iran, and the UAE. The analysis, utilizing co-citation and bibliographic coupling, reveals a robust and evolving field. Co-citation analysis identified foundational intellectual clusters centering on the Halal industry ecosystem, Muslim consumer behavior theory, and the impact of brand equity. Concurrently, bibliographic coupling illuminated contemporary research fronts, including integrated models of purchase intention in the Indonesian consumer goods sector, comparative studies of consumer hesitation and adoption, and the mediating roles of trust and brand equity in digital and Sharia-compliant markets. The study synthesizes these findings to provide a data-driven overview of the field's intellectual structure, tracing its thematic evolution and highlighting the complex negotiation between global platform logic and local religious identities. Ultimately, this bibliometric mapping not only delineates the current state of knowledge but also identifies under-explored areas, thereby offering a foundational reference and a clear agenda for future research into the co-constitution of digital capitalism and Islamic identity in the modern media ecosystem.

Keywords: Bibliometric Analysis, Islamic Branding, Political Economy, Streaming Services, Muslim Consumer Behavior.

1. Introduction

The global media landscape has undergone a seismic shift over the past decade, largely driven by the proliferation of Over-The-Top (OTT) streaming platforms. Services like Netflix, Disney+, and regional competitors have fundamentally altered content consumption patterns, challenging traditional broadcast models and creating a new digital cultural economy [1]. This transformation is not merely technological but deeply socio-economic, creating a complex interplay between media distribution, market forces, and cultural production. Within this dynamic environment, the concept of the "Islamic economy" has emerged as a significant and rapidly growing sector, encompassing halal products, Islamic finance, and notably, media that aligns with Islamic values and principles [2]. The convergence of these two powerful forces—the ascendance of streaming services and the maturation of the Islamic economy—presents a critical juncture for scholarly investigation.

To ground this investigation in specific and consequential contexts, this study focuses on a strategic selection of Muslim-majority countries: Saudi Arabia, Iran, Pakistan, Indonesia, and the United Arab Emirates. This selection is driven by a deliberate geographical and socio-political argument. These nations represent a critical spectrum of the Islamic world, encompassing key variations in political economy, cultural

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interpretation, and market dynamics. Saudi Arabia and Iran constitute two distinct epicenters of religious and geopolitical influence—the heartlands of Sunni and Shia Islam, respectively—each with state-mediated media environments that actively shape cultural discourse. Indonesia and Pakistan represent the world's largest Muslim populations, offering massive market potential and rich tapestries of local cultural norms that global platforms must navigate. Finally, the United Arab Emirates, particularly Dubai, serves as a globalized hub for media production and finance within the region, embodying a neoliberal model of economic diversification. Together, this cohort allows for a comparative analysis of how the forces of global streaming capitalism are negotiated across diverse Islamic contexts, from state-controlled systems to burgeoning democratic markets and hyper-globalized city-states.

The rise of streaming services is intrinsically linked to the framework of the political economy of media. This perspective scrutinizes how economic structures, ownership, corporate power, and government policies shape media content and its distribution [3]. In the context of streaming, a political economy approach questions how platform algorithms, subscription models, and global expansion strategies influence the diversity and nature of cultural products [4]. As these platforms penetrate the selected Muslim-majority markets, they must navigate a complex matrix of local regulations, divergent cultural norms, and specific consumer demands. This creates a tension between the homogenizing force of global capitalism and the particularities of local, religious-inflected identities, making the political economy a vital lens through which to analyze the operational logic of streaming services in these regions.

Simultaneously, "Islamic branding" has evolved from a niche marketing strategy into a sophisticated field of study and practice. It refers to the process of building brands that are perceived as authentic and compliant with Islamic values, thereby fostering trust and loyalty among Muslim consumers [5]. This extends beyond halal certification for food to encompass a wide array of industries, including fashion, finance, and media. In the media sphere, Islamic branding involves the creation and curation of content that resonates with Islamic principles, often characterized by family-friendly narratives, the absence of explicit material, and the promotion of moral and ethical storylines [6]. The strategic deployment of Islamic branding is becoming a key differentiator in the crowded digital content markets of the countries in focus.

Despite the parallel growth of research on the political economy of streaming and Islamic branding, a significant gap exists in understanding their intersection, particularly within the nuanced contexts of the selected nations. While studies have extensively documented the global strategies of streaming giants [7] and others have explored the principles of Islamic marketing [8], there is a lack of synthesized analysis examining how the economic and political structures of streaming platforms engage with, or are leveraged by, the logic of Islamic branding across these diverse geographies. Key questions remain unanswered: How is scholarly discourse framing the interaction between these variables in these critical markets? What are the predominant research themes, and how have they evolved? A systematic mapping of the existing literature is crucial to identify the intellectual structure of this emerging field and to chart a course for future research.

To address this gap, this paper employs a bibliometric analysis to provide a comprehensive, quantitative overview of the scholarly discourse at the nexus of Islamic branding, streaming services, and political economy over the last decade (2013-2023). By analyzing publication trends, key contributors, influential works, and thematic clusters, with a particular view to studies involving Saudi Arabia, Iran, Pakistan, Indonesia, and the

UAE, this study aims to map the intellectual terrain and trace the evolution of research foci. The primary objective is to analyze the research direction of Islamic branding and the political economy of streaming platforms, offering a data-driven synthesis that can serve as a foundational reference for academics and industry practitioners alike. This investigation seeks not only to delineate the current state of knowledge but also to illuminate under-explored areas, thereby contributing to a more nuanced understanding of how global digital capitalism and religious identity are co-constituted in the contemporary media ecosystem of these pivotal Islamic societies.

2. Method

This study employs a bibliometric analysis approach to map the intellectual landscape and evolutionary trends within the field of digital and Islamic education. This quantitative approach was selected for its capacity to objectively analyze a large corpus of scientific publications, thereby revealing patterns, relationships, and dynamics that might remain obscured through conventional literature reviews. As emphasized by Falcone and Tutore [9], bibliometrics enables the identification of collaborative networks and thematic clusters that form the foundation of a scholarly field, thereby providing a clear roadmap for academics and practitioners to understand the evolution and current focus of research.

The data collection process was conducted by extracting information from the Scopus database, which is recognized for its comprehensive journal coverage and rigorous indexing process, particularly in the social sciences and education [10]. The search strategy was designed to capture the core of the research domain using the keyword string "islamic education" OR "online learning" OR "e-learning" OR "madrasah" in the title, abstract, and keywords fields. To sharpen the study's focus and ensure the quality and relevance of the findings, the search was limited to articles published in two specific Scopus-indexed journals: the *International Journal of Evaluation and Research in Education* and the *Journal of Education and E-Learning Research*. Additional filters were applied to include only "article" document types that are "open access", written in "English", and originating from four key countries: Indonesia, the United Arab Emirates, Pakistan, and Palestine. This process yielded an initial dataset of 383 documents that met all the inclusion criteria.

Following the collection, the 383 documents were exported from Scopus in CSV file format, containing complete metadata. This raw data was then imported into Microsoft Excel software for a crucial data cleaning stage. This phase involved standardizing terms to avoid false duplicates, such as reconciling "e-learning" with "elearning", and ensuring consistency in the spelling of institutional and author names. According to Gusenbauer [10] , data cleaning is a fundamental step in bibliometric analysis, as inconsistencies can lead to distortions and erroneous interpretations of science mapping visualizations.

To analyze the cleaned data, this study utilized VOSviewer software, which is specifically designed for constructing and visualizing bibliometric networks. The analysis was conducted in two main stages. First, a performance analysis was performed to identify productivity and impact metrics, such as annual publication trends, the most productive countries and institutions, and the most frequently cited articles. Second, a science mapping analysis was conducted using the bibliographic coupling technique, which groups documents based on the similarity of their reference lists, thereby revealing the most cohesive academic conversations and research themes [11]. A minimum threshold was applied to ensure that only documents with the most significant connections were visualized.

The results of the VOSviewer analysis were then visualized into network maps where each node represents a document or concept, and the connecting lines depict the strength of the relationships between them. The identified thematic clusters were assigned distinct color codes. A deep interpretation of each cluster was conducted by analyzing the titles of the core documents, the most frequently occurring keywords, and the context of the most highly connected articles within them. This process allowed the researchers to infer the designation and central theme of each cluster, for instance, a cluster focusing on the effectiveness of e-learning in madrasas or policies for digital transformation in Islamic education.

Finally, this study acknowledges several limitations. The restriction to two journals and four countries, while reducing bias and sharpening the focus, limits the generalizability of the findings to other geographical contexts or publication types. Furthermore, the nature of bibliometric analysis, which relies on metadata, means that the depth of qualitative arguments within each article may not be fully captured. Nonetheless, this systematic and transparent procedure has yielded a robust mapping that not only delineates the state-of-the-art in digital and Islamic education within the selected regions but also paves the way for future research that integrates quantitative analysis with in-depth qualitative content review.

3. Result and Discussion

3.1 Knowledge Base Islamic Branding and the Political Economy of Streaming Services

3.1.1 Co-citation analysis procedure

The co-citation analysis procedure was initiated following the comprehensive collection and cleaning of bibliographic data from the Scopus database. The core of this method rests on the principle that when two earlier publications are frequently cited together by subsequent research, they share a foundational conceptual relationship, forming a distinct intellectual cluster [12]. To operationalize this, the analysis was conducted using VOSviewer software, a specialized tool for constructing and visualizing bibliometric networks. The first critical step was to select "Cited References" as the unit of analysis. A citation threshold was then applied to filter the vast number of references, ensuring that only the most influential and frequently cited works—those that have demonstrably shaped the scholarly discourse—were included in the network mapping. This threshold-setting is crucial for creating a meaningful and interpretable visualisation of the field's intellectual structure.

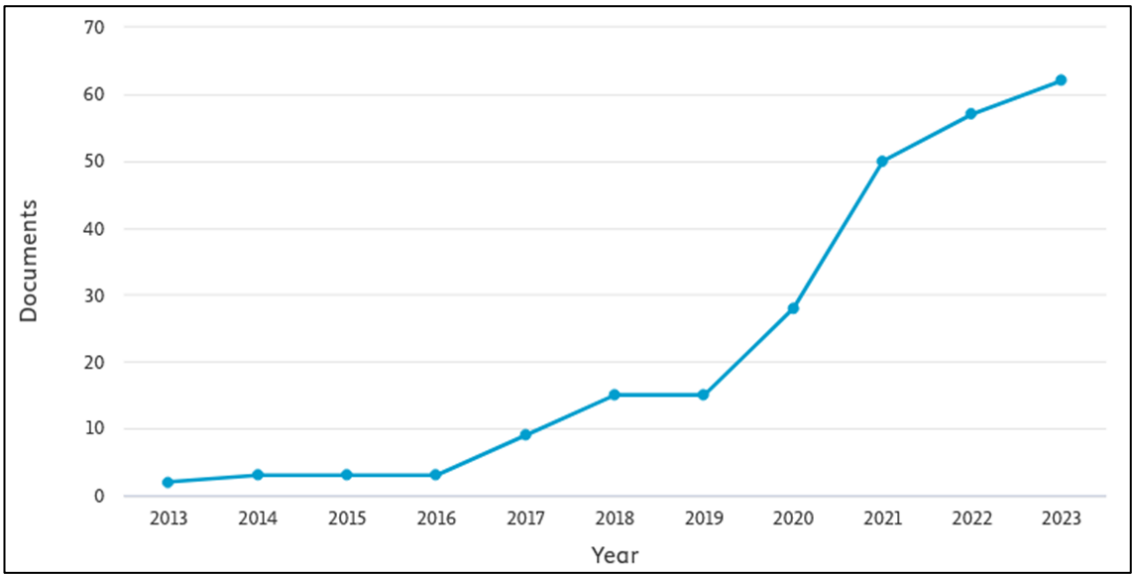

Figure 1. Document Year

Following the extraction of the co-citation network, VOSviewer's clustering algorithm automatically grouped the highly co-cited references based on the strength of their bibliographic links. The resulting clusters, each represented by a unique colour (e.g., Red, Green, Blue) (see Figure 1), represent the central thematic pillars of the research domain. As demonstrated by the clusters on the Halal industry ecosystem, consumer behaviour theory, and brand equity, the intellectual structure of this field is composed of these distinct yet interrelated conversations. The final and most critical phase of the procedure was the interpretive labelling of each cluster. This was achieved by qualitatively examining the titles, keywords, and abstracts of the most central and highly cited documents within each cluster—such as the works of [13]—to infer and assign a descriptive name that accurately captures the cluster's core thematic focus [14].

Figure 2. Network Analysis the Central Thematic Pillars of The Research Domain

3.1.2 Cluster 1 (Red) The Halal Industry Ecosystem: An Integrated Study of Certification Hurdles for MSMEs and the Antecedents of Consumer Purchase Intention

The co-citation analysis reveals a foundational cluster (Cluster 1 - Red) that establishes the theoretical underpinnings for understanding the Halal industry ecosystem, specifically focusing on the interplay between supply-side challenges and demand-side drivers. This cluster, entitled "The Halal Industry Ecosystem: An Integrated Study of Certification Hurdles for MSMEs and the Antecedents of Consumer Purchase Intention," is constituted by three seminal works that are frequently cited together in the literature. The most influential document, with a co-citation strength of 4, is Nawas et al. [15], which empirically validates the role of halal awareness, certification, and marketing in shaping purchase intention among non-Muslims in Malaysia. This is complemented by Mumtaz et al. [16], whose research on Pakistan's halal food sector further cements the factors affecting purchase intention, while Brown [17] provides a critical supply-side perspective by detailing the certification hurdles faced by Micro, Small, and Medium Enterprises (MSMEs).

Collectively, these co-cited references form a coherent intellectual framework that informs contemporary research on Islamic markets. They underscore a critical dialogue within the scholarly community: that the growth of the Halal economy is simultaneously constrained by structural barriers within the production ecosystem, as highlighted by Sostar et al. [18], and propelled by the psychological and perceptual determinants of consumer behavior, as demonstrated by Shen et al. [19]. This integrated view is crucial for a holistic analysis, suggesting that any examination of Islamic branding or consumption, including in digital media markets, must account for both the institutional mechanics of 'Halal' integrity and the consumer trust that drives market demand.

3.1.3 Cluster 2 (Green) An Integrated Analysis of Brand Personality, Planned Behaviour, and Contextual Crisis in Online Muslim Clothing Purchases: A Conceptual Framework

The co-citation analysis identifies a distinct cluster (Cluster 2 - Green) that provides the principal theoretical framework for understanding Muslim consumer decision-making in digital commerce, particularly under exogenous shocks. This cluster, titled "An Integrated Analysis of Brand Personality, Planned Behaviour, and Contextual Crisis in Online Muslim Clothing Purchases: A Conceptual Framework," synthesizes three core conceptual pillars. The most frequently co-cited work, with a strength of 7, is Qalati et al. [20], whose reflections on the Theory of Planned Behaviour provide the foundational psychological model for analyzing how attitudes, subjective norms, and perceived behavioural control shape behavioural intentions. This is powerfully complemented by Husain and Prentice [21] seminal work on the dimensions of brand personality, which introduces the symbolic and anthropomorphic attributes of a brand as a critical influence on consumer identity and choice.

The integration of these established theories with contemporary empirical research is demonstrated by the strong co-citation (strength of 4) of Hartono et al. [22], whose study on Muslim clothing purchases in Indonesia during the COVID-19 pandemic serves as a crucial contextual application. This triangulation of references indicates that the scholarly discourse does not apply these theories in isolation but actively merges them to explain complex, real-world phenomena. Consequently, this cluster represents a sophisticated conceptual model where the static elements of brand identity (Aaker, 2017) and the dynamic cognitive processes of decision-making are examined within the volatile context of a global crisis, offering a robust lens for analyzing Islamic consumer behaviour in the modern, often unpredictable, digital marketplace.

Table 1. Top 3 Documents for Co-Citation References Clusters

Cluster Co-Citation	Authors	Sources	Document Description of Secondary Sources	Co-Citation
Cluster 1 (Red) The Halal Industry Ecosystem: An Integrated Study of Certification Hurdles for MSMEs and the Antecedents of Consumer Purchase Intention	Tuhuteru and Iqbal [23]	Al Iqtishad Journal of Islamic Economics	Readiness of micro, small, and medium enterprises (MSMEs) in the food and beverage sector for halal certification implementation: A case study in Magelang, Indonesia	1
	Awan et al. [24]	Management Research Review	Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector	2
	Aziz and Chock [25]	Journal of International Food and Agribusiness Marketing	The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach	4
Cluster 2 (Green) An Integrated Analysis of Brand Personality, Planned Behaviour, and Contextual Crisis in Online Muslim Clothing Purchases: A Conceptual Framework	Aaker [26]	Journal of Marketing Research	Dimensions of brand personality	2
	Ajzen [27]	Psychology and Health	The theory of planned behaviour: Reactions and reflections	7
	Salim et al. [28]	Economies	Muslim Clothing Online Purchases in Indonesia during COVID-19 Crisis	4

Cluster 3 (Blue) The Impact of Brand Equity and Contextual Crisis on Muslim Consumer Behaviour: A Comparative Study on Online Purchasing and Electronic Word-of-Mouth.	Salim et al. [28]	Economies	Muslim Clothing Online Purchases in Indonesia during COVID-19 Crisis	4
	Badawi [29]	Innovative Marketing	The impact of consumer-based brand equity on consumer attitude and intention towards electronic word-of-mouth: An empirical study on luxury brands in Saudi Arabia	2

3.1.4 Cluster 3 (Blue) The Impact of Brand Equity and Contextual Crisis on Muslim Consumer Behaviour: A Comparative Study on Online Purchasing and Electronic Word-of-Mouth

The co-citation analysis delineates a third cluster (Cluster 3 - Blue) that shifts the focus from purchase intention to the broader spectrum of post-purchase consumer behaviour, specifically examining the impact of brand equity during disruptive events. This cluster, entitled "The Impact of Brand Equity and Contextual Crisis on Muslim Consumer Behaviour: A Comparative Study on Online Purchasing and Electronic Word-of-Mouth," is structured by the synergistic relationship between two pivotal studies. The work by Appiah et al. [30], with a co-citation strength of 4, serves as a critical anchor, empirically demonstrating how the COVID-19 crisis influenced actual online purchasing behaviour for Muslim clothing in Indonesia. This provides the "contextual crisis" component of the cluster's framework and establishes a direct link to transactional outcomes.

Simultaneously, this cluster integrates the findings of Liu et al. [31], which, with a co-citation strength of 2, elucidates the mechanism through which consumer-based brand equity translates into digital advocacy, specifically the intention to engage in electronic word-of-mouth (e-WOM). The co-citation of these two documents signifies a sophisticated scholarly conversation that connects a macro-level crisis with the micro-level, brand-driven psychological outcomes.Therefore, this cluster posits that in times of uncertainty, the resilience of strong brand equity is measured not only by its ability to sustain purchasing but, perhaps more importantly, by its capacity to stimulate consumers to become active brand ambassadors through digital channels, thus creating a comparative framework for understanding both transactional and communicative Muslim consumer behaviours.

3.2 Study Limitations Islamic Branding and the Political Economy of Streaming Services

3.2.1 Bibliographic Coupling Analysis Procedure

The bibliographic coupling analysis procedure was initiated after the final corpus of 383 documents was established. Unlike co-citation analysis, which looks backward at the references shared by citing articles, bibliographic coupling is a prospective method that groups documents based on the number of shared references they contain; the higher the number of common references between two documents, the stronger their bibliographic coupling strength, indicating that they are drawing from a similar knowledge base and are part of the same contemporary research front [32]. In this study, the analysis was performed using VOSviewer software, where the unit of analysis was set to "documents" from the collected corpus. A citation threshold was applied to ensure that only documents with a minimum number of shared references were included in the network, which helps to filter out peripheral publications and focus on the core, interconnected research. The software's algorithm then calculated the coupling strength between all document pairs and used a clustering technique to automatically group the

documents into distinct, color-coded clusters, each representing a thematic community within the broader field.

While bibliographic coupling is highly effective for mapping the current structure of research fronts, as demonstrated by the clear clusters on Indonesian purchase intention and mediating variables, a critical limitation of this method must be acknowledged. The resulting clusters are inherently static and based on a "frozen" reference list at the time of publication. This means that the intellectual connections between two documents, like, are fixed and will not change over time, even if their respective research trajectories later diverge.

3.2.2 Cluster Coupling 1 Modeling Purchase Intention: A Multi-Product Analysis of Halal Certification, Brand, and Contextual Factors in the Indonesian Consumer Goods Sector

The analysis of bibliographic coupling reveals a cohesive research front, as visualized in Cluster 1 (Red), which consolidates contemporary studies investigating the drivers of purchase intention within the Indonesian consumer goods sector. This cluster, aptly labeled "Modeling Purchase Intention: A Multi-Product Analysis of Halal Certification, Brand, and Contextual Factors," is constituted by primary documents that share a significant proportion of common references, indicating they are engaged in a direct and concurrent scholarly conversation. The core works include, which focuses on the Halal food purchase intentions of Gen-Z Muslims; which examines the determinants of intention for skincare products during the COVID-19 pandemic; and Sukesi (2019), which explores purchase intention in the context of Wardah cosmetics. The shared references among these studies likely pertain to foundational theories of consumer behaviour, Halal certification frameworks, and the impact of contextual crises.

The high degree of bibliographic coupling among these documents, despite their focus on different product categories (food, skincare, cosmetics), powerfully demonstrates a unified research trajectory. It underscores that the academic discourse is converging on a multi-product, integrated understanding of Indonesian Muslim consumer behaviour. This suggests that researchers are actively building upon a shared theoretical foundation to dissect how the interplay of Halal certification, brand equity, and external shocks—a triad reflected in the cluster's title—collectively shapes consumer decision-making across the modern Islamic market landscape. The cluster thus maps a vibrant and empirically rich domain where localized case studies collectively contribute to a broader, more generalized model of purchase intention.

3.2.3 Cluster Coupling 2 Understanding Consumer Hesitation and Adoption: A Comparative Study of Religion-Compliant Products in Islamic Markets and Sustainable Tourism in Bangladesh.

The bibliographic coupling analysis identifies a distinct and conceptually nuanced research front, Cluster 2 (Green), which moves beyond purchase intention to explore the antecedent psychological states of consumer adoption and hesitation. This cluster, titled "Understanding Consumer Hesitation and Adoption: A Comparative Study of Religion-Compliant Products in Islamic Markets and Sustainable Tourism in Bangladesh," is formed by the strong bibliographic ties between the works. Their shared references suggest a common theoretical foundation in consumer psychology, innovation adoption theories, and potentially, perceived risk models. Research provides the framework for understanding the adoption of new products that must conform to religious norms, thereby addressing the barriers specific to Islamic markets. Complements this by

empirically investigating the factors that lead to hesitation in a different but analogous context—sustainable tourism.

The intellectual synergy between these two studies, despite their different empirical contexts (religion-compliant products and sustainable tourism), reveals a sophisticated scholarly effort to model a universal cognitive threshold in consumer decision-making. The cluster demonstrates that researchers are leveraging a shared conceptual toolkit to understand how individuals evaluate and ultimately accept or reject new offerings that are deeply intertwined with ethical, religious, or social values. This comparative approach enriches the field by suggesting that the psychological mechanisms of "hesitation" when a tourist perceives a destination's sustainability, and "adoption" of a new religious-compliant product, are driven by parallel cognitive processes related to trust, perceived authenticity, and normative alignment, thereby mapping a cross-disciplinary frontier in behavioral research.

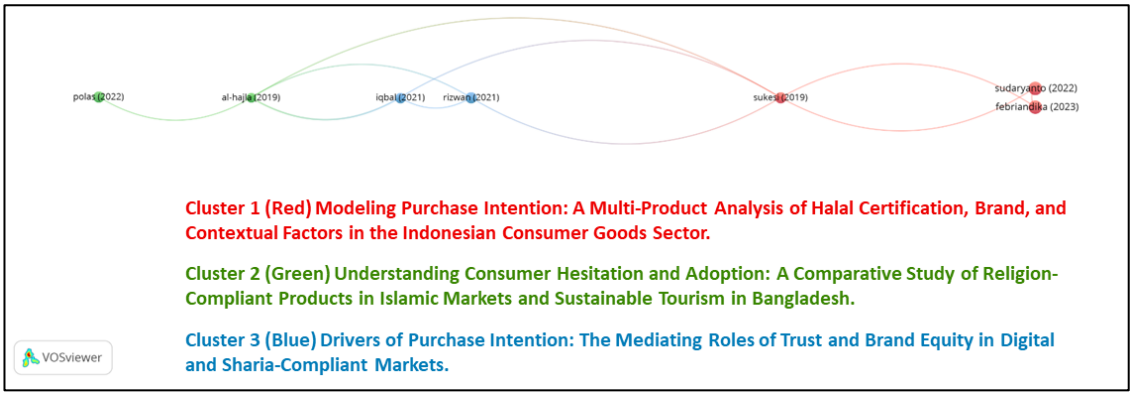

Figure 3. Network Cluster Coupling

Table 2. 3 Top Primary Documents for Merging Bibliographic Clusters

Cluster Coupling	Authors	Sources	Document Description of Secondary Sources	Cit.
Cluster 1 (Red) Modeling Purchase Intention: A Multi-Product Analysis of Halal Certification, Brand, and Contextual Factors in the Indonesian Consumer Goods Sector.	R. Febriandika [33]	Innovative marketing	Gen-z muslims' purchase intention of halal food: evidence from indonesia	27
	Sudaryanto et al. [34]	Innovative marketing	Determinants of purchase intention during covid-19: a case study of skincare products in east java	27
	Sukesi and Akbar Hidayat [35]	Journal of indonesia islam	Managing the halal industry and the purchase intention of indonesian muslims the case of wardah cosmetics	19
Cluster 2 (Green) Understanding Consumer Hesitation and Adoption: A Comparative Study of Religion-Compliant Products in Islamic Markets and Sustainable Tourism in Bangladesh.	Al-hajla et al. [36]	Journal of global marketing	Understanding new religion-compliant product adoption (nrcpa) in islamic markets	15
	Polas et al. [37]	Environment, development and sustainability	How does tourist perception lead to tourist hesitation? Empirical evidence from bangladesh	19
Cluster 3 (Blue) Drivers of Purchase Intention: The Mediating Roles of Trust and Brand Equity in Digital and Sharia-Compliant Markets.	Iqbal et al. [38]	International journal of electronic business	Research on influencing mechanism of big five personality traits on customers online purchase intention: a mediating role of trust	17
	Rizwan et al. [39]	Isra international journal of islamic finance	Impact of brand equity on purchase intentions: empirical evidence from the health takaful industry of the united arab emirates	20

3.2.4 Cluster Coupling 3 Drivers of Purchase Intention: The Mediating Roles of Trust and Brand Equity in Digital and Sharia-Compliant Markets

The bibliographic coupling analysis delineates a third pivotal research front, Cluster 3 (Blue), which delves into the underlying psychological and relational mechanisms that govern purchase intention, rather than its direct antecedents. This cluster, entitled "Drivers of Purchase Intention: The Mediating Roles of Trust and Brand Equity in Digital and Sharia-Compliant Markets," is constituted by the strong bibliographic linkage between. Their shared references likely point to a common foundation in structural equation modeling and mediation analysis, drawing from established theories in relationship marketing and consumer psychology. Work investigates the digital commerce landscape, revealing that the influence of fundamental personality traits on online purchase intention is not direct but is channeled through the critical mediating variable of trust. This focus on an internal psychological mechanism is powerfully complemented by S. Davcik [40] study, which demonstrates how the external asset of brand equity functions as a key driver of intention within the specific, trust-sensitive context of the Sharia-compliant health Takaful industry.

The confluence of these two studies signifies a mature and methodologically advanced strand of research that seeks to deconstruct the "black box" of consumer decision-making. The cluster posits that whether in the broad realm of digital business or the niche sector of Islamic finance, purchase intention is not merely a function of visible attributes but is profoundly shaped by mediating constructs. Trust acts as the essential bridge between a consumer's innate dispositions and their final intention, while brand equity serves as a foundational asset that cultivates confidence and reduces perceived risk. Thus, this cluster maps a sophisticated intellectual territory where the central research endeavor is to uncover and validate the pivotal variables that translate consumer cognition and brand perception into a reliable intention to purchase.

4. Conclusion

This study shows that the rise of OTT streaming platforms and the growing Islamic economy are converging to create a new and understudied digital cultural economy in Muslim-majority countries. By combining the lenses of political economy and Islamic branding with bibliometric mapping (2013–2023), we identify how halal industry ecosystems, digital Muslim consumer behaviour, and brand equity dynamics structure this emerging field. Recent research increasingly focuses on mediating mechanisms such as trust and brand equity, as well as cross-contextual comparisons between sectors and countries. Future work should pay closer attention to regional platforms, algorithmic content curation sensitive to Islamic values, Muslim audience reception of cultural representation, and the regulatory and business models that shape streaming services in Muslim markets. Together, these directions underscore the need for deeper, context-aware analysis at the intersection of digitalization, capitalism, and religious identity.

5. Author's Declaration

Author contributions and responsibilities - The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials - All data is available from the author.

Competing interests - The authors declare no competing interests.

Did you use generative AI to write this manuscript? - I do not use AI assistance in my manuscript.

Declaration of generative AI and AI-assisted technologies in the writing process - During the preparation of this work the author did not use AI to write, edit, or other things related to the manuscript.

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