

SPIRITUALITY IN MARKETING A BIBLIOMETRIC ANALYSIS

Presentado por:

María del Pilar Toro Arias

Maestría en Mercadeo

Facultad de Ciencias Contables, Económicas y Administrativas

UNIVERSIDAD DE MANIZALES

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ABSTRACT

Integrating spirituality into marketing is a growing area of study that focuses on incorporating spiritual principles into consumer behavior and corporate strategies. This research uses the PRISMA framework to conduct a thorough bibliometric review of current scholarly literature, ensuring transparency and replicability in the methodology. By synthesizing the latest peer-reviewed studies, this analysis clarifies how spirituality can strategically influence consumer loyalty, brand ethics, and value-driven marketing. The findings emphasize how spirituality can help build deeper, authentic relationships between brands and consumers, leading to increased trust and sustained engagement. This review underscores the critical role of spirituality as a differentiator in competitive marketing environments, where emotional and spiritual connections are increasingly important in shaping consumer decisions and brand loyalty. Moreover, the incorporation of spirituality in marketing has both positive and negative implications. On the positive side, it allows brands to form deeper connections with consumers by aligning with their values and beliefs, thus enhancing brand loyalty and promoting ethical business practices. Spirituality can also help businesses stand out by promoting authenticity, emotional resonance, and purpose-driven marketing, leading to long-term consumer trust and engagement. However, there are potential downsides. Exploiting spiritual themes for commercial gain without genuine alignment can lead to consumer distrust and accusations of inauthenticity or "spiritual washing." Additionally, the diverse interpretations of spirituality across cultures pose challenges, as

marketers risk alienating certain groups if the message is perceived as exclusionary or insensitive. Balancing authenticity with commercial objectives is crucial to avoid negative backlash. To advance research in this area, it is crucial to develop a strong methodology specifically designed for marketing that addresses the complexities of understanding spirituality in marketing practices. This framework would offer clear guidelines for incorporating spiritual values into branding while ensuring cultural sensitivity and authenticity. By establishing standardized metrics and interpretive tools, marketers can avoid conflicting with consumer beliefs and minimize the risk of appearing inauthentic. This would enhance the effectiveness of marketing strategies incorporating spirituality, ensuring their positive reception by diverse consumer groups.

Keywords: Marketing, spirituality, religion, business, consumer behavior.

INTRODUCTION

Spirituality in marketing is a topic that has not been thoroughly studied (Rinallo and Alemany, 2019). However, marketing encompasses various aspects of human experience due to its connection with emotions and feelings, which ultimately translate into desires. In today's fast-paced and highly competitive marketplace, brands face the challenge of standing out and fostering genuine connections with their consumers. Amidst the noise, an emerging paradigm—spirituality in marketing—offers a transformative approach that transcends traditional transactional relationships. This bibliometric study explores the most relevant articles and authors in different levels of spirituality integrated into the marketing field.

As consumers increasingly seek meaning and purpose in their purchases, brands that resonate with their spiritual values are more likely to thrive (Khale, 2006). By embracing authenticity,

mindfulness, and a commitment to social responsibility, marketers can create deeper emotional connections with their audience. In an era where consumer preferences are shaped by both personal values and collective consciousness, understanding the interplay between spirituality and marketing is essential for brands aiming to navigate this dynamic landscape.

Studying spirituality in marketing is essential because it helps us understand how brands can form deeper emotional and ethical connections with consumers. In today's world, consumers value authenticity and purpose over just product features (Bartsch, F., Zeugner-Roth, K.P. & Katsikeas, 2022). By understanding the spiritual aspects of consumer behavior, we can gain valuable insights that can help marketers create strategies that align with the values and beliefs of their target audience, which in turn fosters loyalty and trust. Furthermore, exploring the intersection of spirituality and marketing can lead to the promotion of more responsible and ethical consumption practices, contributing to a more sustainable and compassionate marketplace. These insights not only benefit brands in terms of engagement and profitability but also encourage a broader cultural shift towards mindfulness and social responsibility in business practices.

The American Marketing Association (AMA) defines marketing as “The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (AMA, 2017). On the other hand Spirituality according to the Cambridge Dictionary is defined as “The quality that involves deep feelings and beliefs of a religious nature, rather than the physical parts of life”. These two concepts are intertwined in marketing practice, and this article aims to emphasize the importance of this issue in setting the tone for publications and research on this subject.

A bibliometric article on spirituality in marketing is important because it provides a systematic analysis of existing literature, helping to map the evolution of this emerging field as it is shown in the works of Rinallo and Alemany (2019); Obregon et al. (2021); and Taylor and Einstein (2022). By quantifying research trends, key authors, and influential publications, such an article can highlight gaps in current knowledge and identify areas ripe for further exploration. This comprehensive overview not only enhances the understanding of scholars and practitioners but also provides valuable insights into the scope and significance of spirituality within marketing but also facilitates interdisciplinary dialogue, bridging insights from psychology, sociology, and business ethics. Ultimately, bibliometric analysis can serve as a foundational resource that fosters future research, guides strategic marketing practices, and encourages brands to adopt more holistic and meaningful consumer engagement.

METHODOLOGY

The PRISMA protocol provided a systematic framework for conducting and reporting systematic reviews and meta-analyses on the topic of analysis (Moher, D., Shamseer, L., Clarke, M., et al., 2015). It aimed to improve the rigor and transparency of the research process. For the bibliometric analysis, Scopus was selected as the main database because of its extensive coverage of peer-reviewed literature across various fields of study. Scopus provided a robust platform for retrieving high-quality, relevant academic papers on the topic of study to conduct comprehensive analysis (M, Z. 2023). The search process involved using specific keywords, Boolean operators, and filters to narrow down results by publication year, author, subject area, and source title. This ensured that only the most pertinent and high-impact studies on "SPIRITUALITY", "MARKETING", "BUSINESS" AND/OR "RELIGION" were included. Scopus also provided

detailed metadata, including citation counts and abstracts, which was crucial for evaluating the influence and relevance of the retrieved articles. Furthermore, its citation tracking features helped in identifying key trends, influential works, and connections within the research topic.

The bibliometric analysis was conducted using the VOSviewer software tool (Eck, N. J., & Waltman, 2010) to investigate the relationship between marketing and spirituality. The sample for analysis was 1.156 documents presented in the Scopus database. The network map was created through a series of analyses, including co-occurrence as the type of analysis, full counting as the counting method, author keywords as the unit of analysis, and setting a minimum threshold for keyword occurrences within the names, keywords, and abstracts of the selected documents.

VOSviewer was selected for the bibliometric analysis of Spirituality in Marketing because of its exceptional ability to visualize and analyze large sets of bibliometric data (Eck, N. J., & Waltman, 2010). Given the interdisciplinary nature of spirituality and marketing, VOSviewer helped map out key research trends, influential authors, and collaborations within this niche. Its capacity to generate network maps based on citation, co-authorship, and keyword co-occurrence provided deep insights into how these two fields intersect. The software's visual clarity allowed for the identification of emerging themes, prominent studies, and core research clusters to explore complex relationships in this growing area of study.

DATA ANALYSIS AND RESULTS

As shown in Table 1, the top 3 countries with publications are the USA, England, and Malaysia. The USA has taken the lead with 302 documents, followed by England with 148 and Malaysia with 147. By contrast, the country with the highest number of citations on the topic is the USA

with 9,964, followed by England with 3,582, and Malaysia with 1,806. Based on the data, it is indisputable that the USA is the strongest among the 58 countries analyzed.

COUNTRY	DOCUMENTS	CITATIONS
USA	302	9.964
ENGLAND	148	3.582
MALAYSIA	117	1.806
AUSTRALIA	104	2.294
CHINA	92	3.045
PAKISTAN	56	881
CANADA	51	1.140
FRANCE	50	1.909
UNITED ARAB EMIRATES	29	537
INDONESIA	83	825

Table 1

In terms of publications over the years, it is evident that the USA had the highest number of publications from 2017 to 2022. However, there was a slight shift, with England, Australia, and China leading in publications during 2018 and 2020, and India and Malaysia taking the lead from 2021 to 2022. Figure 1.

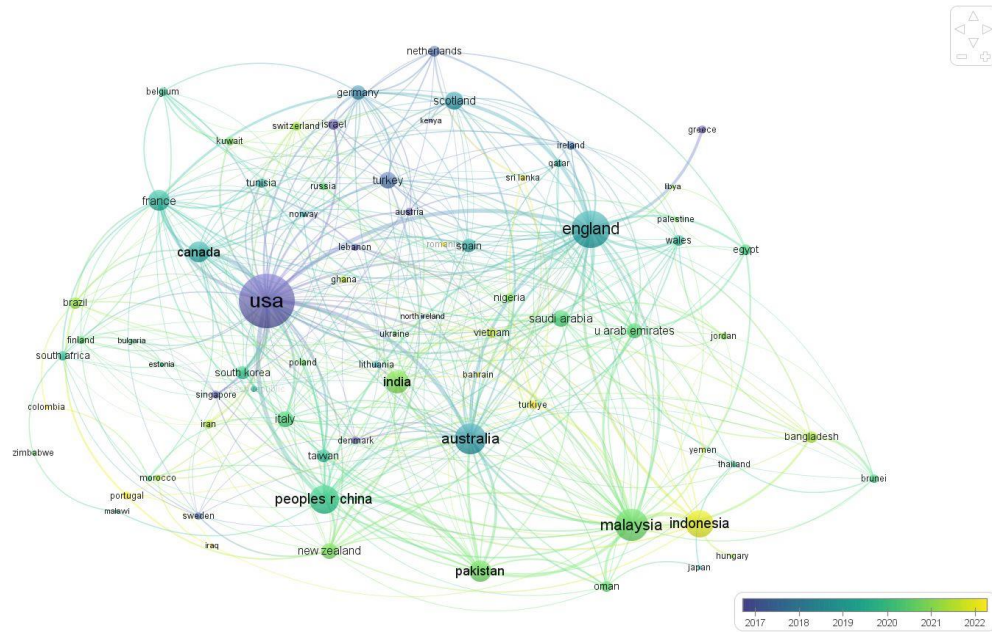


Fig.1

WORDS OCCURRENCE

In the overall analysis, a total of 406 distinct words form 34,194 links, which are further reinforced 73,824 times, highlighting the strong interconnectedness of the terms within the dataset. This extensive network of associations reveals a significant correlation between various clusters, demonstrating how different concepts relate to one another. Notably, cluster 2 stands out as the most prominent, exhibiting a dense network of connections. Within this cluster, the terms “religiosity” and “product” emerge as key connected words, indicating their central role in the relationships among the topics. This suggests a focused intersection of religious themes and product-related discussions, potentially revealing underlying trends in consumer behavior, belief systems, or the influence of religion on product choices. Figure 2

and marketing practices. Finally, "System" features 329 links, with a strength of 1.159 and 99 occurrences, signifying a systemic approach that incorporates spirituality into broader frameworks or marketing strategies. Together, these terms suggest that spirituality in marketing is not only a conceptual idea but also a practical, economic, and systematic phenomenon that influences consumer behavior and market dynamics.

In cluster 3, two significant terms emerge as highly relevant: "Evidence" and "Firm." These terms provide insights into the role of tangible proof and organizational structures in the context of spirituality in marketing. The word "Evidence," which has 367 links, a strength of 1.870, and 184 occurrences, highlights the importance of substantiating claims and demonstrating the impact of spirituality on marketing strategies. This indicates a growing focus on empirical validation and practical outcomes that connect spiritual principles with measurable business results. Similarly, the term "Firm," with 319 links, a strength of 1.404, and 146 occurrences, emphasizes the role of organizations or businesses as key players in integrating spirituality into their practices. Together, these terms represent a trend where businesses are not only adopting spiritual concepts but also striving to provide evidence of their effectiveness, thereby bridging the gap between abstract values and concrete market success.

In cluster 4, the term "Tourism" stands out as the most significant word, with 264 links, a strength of 765, and 74 occurrences. While it may not be the most prominent term in the overall analysis, its importance within this cluster highlights a key area for further exploration. The presence of "Tourism" indicates that spirituality in marketing extends to experiential and place-based industries, where consumer engagement is influenced by meaningful experiences often connected to cultural or spiritual contexts. This suggests a valuable opportunity to examine how spiritual values impact travel behaviors, destination branding, and the promotion of tourism-related

products. Incorporating this perspective into a broader study could enhance our understanding of how spirituality intersects with various aspects of marketing beyond traditional sectors.

The term "Religiosity" is the most frequently mentioned in the analysis, appearing 230 times. It is also the most interconnected, with 395 links and a strength score of 2.581. This prominence and high level of connectivity emphasize its central role in the topic being examined. The strong associations of "Religiosity" with key terms such as "product," "practice," "economy," and "evidence" highlight its multifaceted significance. This indicates that religiosity is not only a foundational concept but is also closely linked to practical applications, economic considerations, and the need for substantiation in the context of spirituality in marketing. Its connections reveal how deeply spiritual dimensions influence consumer behavior, organizational strategies, and the broader marketing discourse. The number of links, strength, and occurrences of the most relevant words is shown in Table 2.

WORD	CLUSTER	LINKS	STRENGTH	OCCURRENCES
Religiosity	2	395	2.581	230
Product	2	382	2.525	202
Practice	1	375	1.951	181
Economy	1	345	1.162	99
Evidence	3	367	1.870	184
Firm	3	319	1.404	146
Activity	1	326	1.061	105
System	1	329	1.159	99
Tourism	4	264	765	74

Table 2

and purchasing habits. This connection is particularly notable in markets where religious or spiritual identity plays a significant role in everyday life, influencing everything from dietary choices to consumer interactions with brands. The growing importance of spirituality in marketing highlights the importance of brands aligning their products and messaging with the spiritual and ethical beliefs of their target audiences. This ensures that products meet practical needs while also delivering meaningful, value-driven satisfaction (Husemann & Eckhardt, 2019).

According to Bernardo (2024), the role of practice in religiosity extends beyond purchasing products; it involves how consumers incorporate these products into their daily spiritual routines. For religious individuals, consumption is not simply a transaction, but an extension of their faith and spiritual life (Rinallo & Alemany, 2019). Products that align with their beliefs often become part of religious rituals or daily spiritual practices, increasing their significance. For example, prayer mats, religious symbols, or specific foods associated with religious fasting periods (such as Ramadan or Lent) are more than just functional items—they are essential tools for spiritual practices. This alignment between product and practice allows brands to occupy a meaningful space in the consumer's spiritual life. By offering products that support or enhance religious practice, brands can foster deeper emotional connections and long-term loyalty, as their products become integral to the consumer's religious identity and experience. (Jafari, Moufahim, Rinallo, Appau 2019; Arli, Gupta, Sardana, Sharma 2023; Hassa, Sengupta 2019; Mathras 2016; Eid 2015; Kumar 2011; Sandikci 2010; Bonne 2007).

The importance of evidence in spiritual marketing is crucial and cannot be overstated, as it forms the basis for developing effective strategies that resonate with consumers' deeply held beliefs and values. Empirical data provides insights into consumer preferences, purchasing behaviors, and the emotional drivers that guide decisions within religious and spiritual contexts (Zhang and Chang,

2021). By analyzing evidence, marketers can identify key trends that inform product development and positioning (Mahajan & Mahajan, 2024). Moreover, evidence-based approaches enable brands to tailor their messaging to reflect the cultural sensitivities and values of diverse religious groups, fostering trust and authenticity. Additionally, tracking performance metrics during religious holidays or community engagement initiatives helps brands assess the effectiveness of their spiritual marketing efforts. Ultimately, leveraging evidence enhances decision-making processes, allowing brands to create meaningful connections with consumers, thereby driving loyalty and increasing market share in niche segments. This strategic focus on evidence ensures that marketing initiatives are not only relevant but also impactful, aligning with the spiritual identities of the target audience (Izberk-Bilgin, Nakata, CC; 2016)

In the field of marketing, spirituality often involves the integration of religious communities, where shared practices and beliefs create an environment for collective consumption. Religious or spiritual consumers often rely on community recommendations, religious endorsements, or faith-based organizations to inform their product choices (Minton, 2015). In this context, brands can gain legitimacy by aligning with religious values, participating in religious events, or receiving endorsements from religious leaders. Spiritual consumers may also engage in collective practices, such as group prayers, religious celebrations, or charitable activities, where specific products or services play a central role. By positioning products as facilitators of these communal religious practices, brands can enhance their presence within spiritual communities, leading to stronger brand advocacy through word-of-mouth and community-driven loyalty (Pereira, Mainardes; 2023). Ultimately, understanding the interplay between religiosity, product, and practice in spirituality allows brands to connect with consumers on a deeper, more meaningful level,

positioning themselves not just as providers of goods but as partners in the consumer's spiritual journey.

OCCURRENCE OF WORDS BY AUTHORS

Understanding the relationship between religion and religiosity is crucial for developing effective strategies that resonate with consumers. Religion encompasses organized systems of beliefs, rituals, and institutions, while religiosity reflects individual expressions and levels of engagement with those beliefs (Britannica;2024). Recognizing this difference allows marketers to create targeted strategies that genuinely connect with consumers. For example, a brand that overlooks the varying degrees of religiosity within a religious community risks alienating significant portions of its audience. Embracing both the traditional doctrines of religion and the evolving interpretations of faith that consumers hold ensures that their messages and products cater to a diverse range of spiritual experiences (Rinallo, Scott and Maclaran; 2012).

Furthermore, integrating insights from both organized religion and personal religiosity is essential for brands aiming to establish deep emotional connections with their audience. A one-dimensional marketing approach that relies solely on religious imagery may not resonate with modern consumers, particularly younger demographics who seek authenticity and personal relevance in their spiritual journeys. Brands that navigate this landscape skillfully—by acknowledging and respecting diverse interpretations of faith—will not only enhance consumer trust but also foster loyalty. In today's competitive market, brands that genuinely align with both the structured aspects of religion and the individual nuances of religiosity will emerge as leaders, driving engagement

and fostering enduring relationships with consumers who value both their spiritual identity and personal values. Figure 4

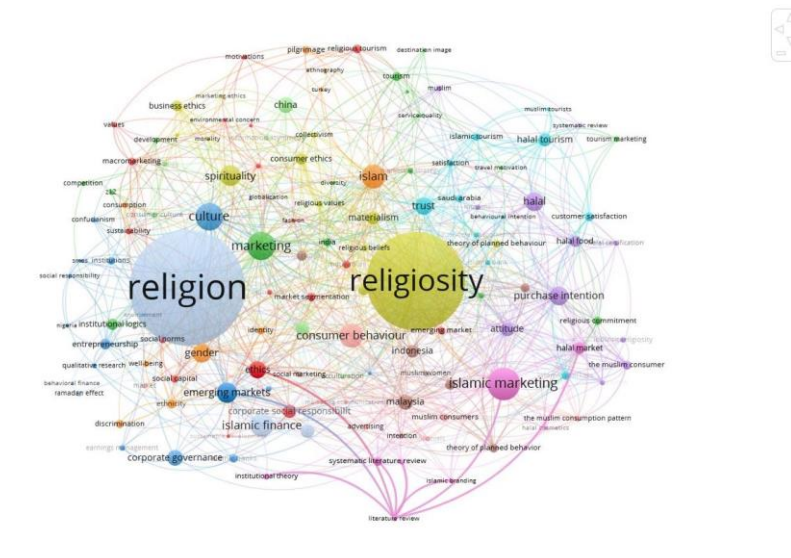


Fig. 4 Occurrence words by authors

AUTHORS

Seven authors are the most relevant for this analysis. Du is the most cited author, but he has only six published documents. In comparison, Denni, Aliakbar, and Kabir have more published documents than Du, while Nazlida has the same number as him. Minton stands out as the author with the highest number of publications and is the second most cited author, following Du. Denni, Aliakbar, and Kabir have all surpassed 100 citations in this analysis. In contrast, Rinallo and Nazlida are the least cited authors, each having fewer than 50 citations; In total, citations from key authors amounted to 1,293, indicating a growing interest in these topics over the past four years (2016 to 2021), as illustrated in Table 3.

AUTHORS	CITATIONS	DOCUMENTS
Du, Xingqiang	541	6
Minton, Elizabeth A	252	14
Arli, Denni	172	8
Jafari, Aliakbar	122	8
Hassa, M Kabir	119	8
Rinallo, Diego	45	5
Muhamad, Nazlida	42	6

Relevant Authors Table 3

The key authors address similar topics, examining the influence of religion, spirituality, business ethics, and marketing, as shown in Table 4.

AUTHOR	TOPICS ADRESSED
Du, Xingqian	Du's research often investigates the intersection of religion, corporate governance, and business ethics, specifically examining how religious beliefs shape business practices in Chinese companies. His work covers areas such as the role of religion in corporate philanthropy, the influence of religion on

	reducing unethical practices, and the impact of religious social norms on agency costs.
Minton, Elizabeth	Minton's research focuses on the connections between religion, consumer behavior, ethics, and marketing. She examines how religiosity influences consumer attitudes and decision-making concerning sustainable practices, well-being, and prosocial behaviors. Additionally, Minton has studied how religious cues in advertising impact product perceptions and how consumers from different religious backgrounds respond uniquely to marketing messages. Her research provides valuable insights into the use of religiosity scales to predict consumer behavior across various contexts, aiming to enhance marketing strategies that respect and accommodate diverse religious perspectives.
Arli, Denni	Denni Arli's research examines consumer ethics, religiosity, corporate social responsibility (CSR), and sustainable consumption. His studies explore how factors like religiosity and personal values affect consumer behavior, ethical decision-making, and reactions to CSR initiatives.
	Jafari's research explores the intersection of consumer culture, religion, and postcolonial

Jafari, Aliakbar	perspectives in marketing. A key focus of his work is the relationship between consumption practices and Islamic values, examining how religion influences consumer behavior in Muslim societies and vice versa. He highlights the tension between secular market values and religious principles, providing insights into how cultural identity and faith shape consumption in non-Western contexts. Additionally, Jafari critiques the predominance of Western-centric knowledge in marketing, advocating for including diverse perspectives and insights from the Global South to enrich marketing theory.
Hassa, M Kabir	Hassa emphasizes ethical and faith-driven marketing practices by researching topics such as ethical consumer behavior, Islamic financial marketing, and corporate social responsibility (CSR) within Islamic contexts.
Rinallo, Diego	Rinallo's research frequently investigates the relationship between spirituality, religion, and consumer behavior. He focuses on how spiritual and religious aspects influence consumption patterns and marketing strategies. Some key topics in his research include spiritual consumption and its relationship with religion in marketing, trade

	shows and collective marketing, gender and spirituality in consumer behavior, the significance of intangible cultural heritage, and the impact of spirituality on consumer decision-making.
Muhamad, Nazlida	Nazlida examines the connection between religion and consumer behavior, focusing on how religious beliefs influence purchasing decisions and consumer perceptions. Key topics in Nazlida's research include ethical and halal consumption, the role of religion as a motivator for consumer boycotts, cultural and religious identity in the marketplace, and the relationship between religiosity and consumer behavior.

Topics addressed by relevant authors. Table 4

MOST CITED DOCUMENTS

193 documents meet the criteria out of 1,176 documents, each with a minimum of 30 citations.

The most relevant documents are shown in Table 5 and Figure 6.

The most recent publication years range from 2017 to 2021, with key authors contributing. However, the most cited document is from 2009 by Hilary, indicating a gap in the analysis topics of spirituality, marketing, religion, and business.

The most cited documents span from 2005 to 2016, totaling 15 publications, However, three of the most cited documents do not fully address the topics discussed in the analysis, specifically those by Mair (2012), Dow (2006), and Pevzner (2015) see Table 5. While the authors of these

documents are significant for the analysis, they do not represent the most recent research or key figures in the topics discussed. It can be inferred that the authors and publications from these eleven years laid the groundwork for the latest research conducted by influential scholars in the field. Additionally, the analysis indicates a significant increase in the interest among authors to explore spirituality in marketing.

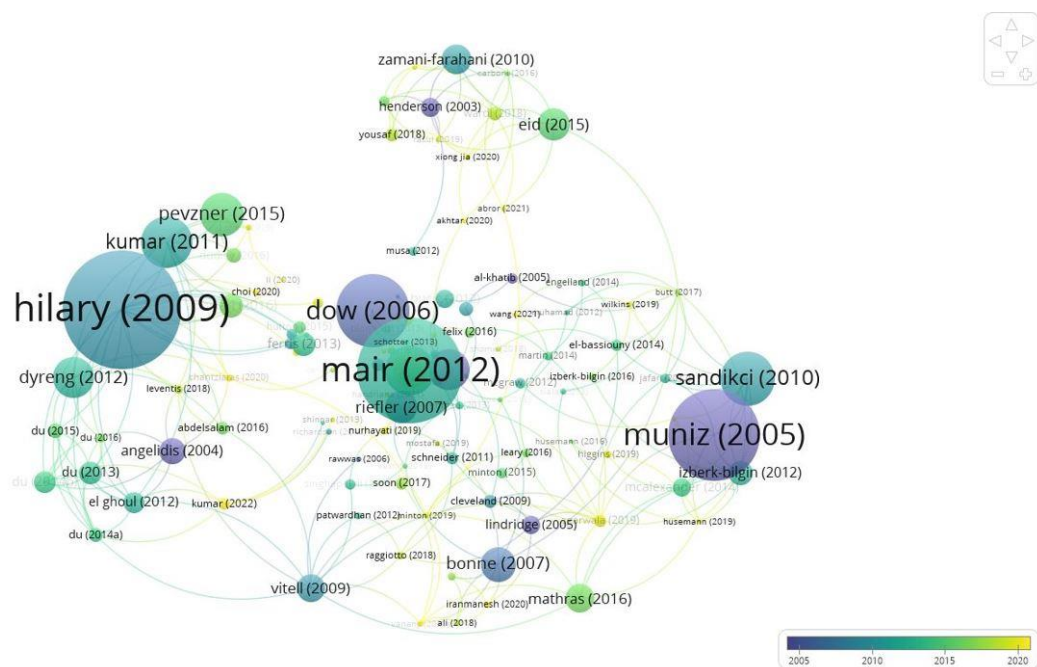


Fig. 5 Most cited authors from 2005 to 2015.

The researchers who laid the foundation for studying spirituality in marketing include Hilary, Muniz, Sandikci, Kumar, Dyreng, Bonne, Eid, Mathras, Vitell, Ek Ghoul, and McAlexander. They focus on the intersection of religion and corporate responsibility. Their work addresses various themes such as business ethics, community dynamics, fashion, religious practices, perceived value, the influence of religion in the marketplace, social norms, and food.

An important point to consider is the volume of research conducted by key authors from 2017 to 2020, which resulted in a total of 55 documents (see Table 3). In contrast, authors from 2005 to 2016 produced only 12 relevant documents related to the topics discussed in this analysis, one of which was authored by Du.

DOCUMENT	JOURNAL	CITATIONS
Does religion matter in corporate decision-making in America? Hilary (2009)	Journal of Financial Economics	771
Building inclusive markets in rural Bangladesh: how intermediaries work institutional voids. Mair (2012)	Academy management journal	686
Religiosity in the abandoned Apple Newton brand community. Muniz (2005)	Journal of Consumer Research	596
Developing a multidimensional instrument to measure psychic distance stimuli. Dow (2006)	Journal of International Business Studies	477

Veiling in style: how does a stigmatized practice become fashionable? Sandikci (2010)	Journal of Consumer Research	356
Religious beliefs, gambling attitudes, and financial market outcomes. Kumar (2011)	Journal of Financial Economics	334
When firms talk, do investors listen? The role of trust in stock market decisions Pevzner (2015)	Journal of Financial Economics	283
Religious social norms and corporate financial reporting Dyreng (2012)	Journal of Business Finance & Accounting	266
Determinants of halal meat consumption in France. Bonne (2007)	British Food Journal	229
The role of Islamic Religiosity on the relationship between perceived value and tourist satisfaction. Eid (2015)	Tourist Management	211
The effects of religion on consumer behaviour: a conceptual framework and	Journal of Consumer Psychology	190

research agenda. Mathras (2016)		
The role of religiosity in business and consumer ethics; a review of literature. Vitell (2009)	Journal of Business Ethics	185
Religion, the nature of ultimate owner, and corporate philanthropic giving; evidence from China. Du (2014)	Journal of Business Ethics	142
Does religion matter to equity pricing? El Ghoul (2012)	Journal of Business Ethics	137
The marketization of religion: field, capital, and consumer identity. Mcalexander (2014)	Journal of Business Ethics	124

Most cited documents from 2005 to 2016. Table 5

Between 2015 and 2016, the most cited documents accumulated a total of 4,987 citations. However, when we exclude the citations from Mair (2012), Dow (2006), and Pevzner (2015), which do not align fully with the themes of spirituality, religion, business, and marketing, the total reduces to 3,541 citations. In contrast, the key authors from 2017 to 2021 received a total of 1,293

citations. This indicates that the number of citations for key authors has been increasing over the period from 2016 to 2021.

Among the most cited journals from 2005 to 2015, the Journal of Financial Economics leads with a total of 1,388 citations, exceeding the Journal of Consumer Research by 436 citations, which has 952 citations. The third most cited journal is the Academy of Management Journal with 686 citations, followed by the Journal of Business Ethics with 588 citations. The Journal of International Business Studies has 477 citations, while the Journal of Business Finance & Accounting has 266 citations. The British Food Journal comes next with 229 citations, followed by Tourist Management with 211 citations, and finally, the Journal of Consumer Psychology with 190 citations.

It is important to note that the Journal of Financial Economics, which publishes theoretical and empirical research on various topics in financial economics—including capital markets, financial institutions, corporate finance, corporate governance, and the economics of organizations—shows a significant interest in the intersection of spirituality, religion, marketing, and business. This interest stems from the impact these subjects have on the field of research. The Journal of Consumer Research states that its publications "encourage a variety of disciplinary perspectives, methods, theoretical approaches, and substantive problem areas. In general, JCR is interested in publishing articles that reflect the diverse orientations and paradigms of its readership." (JCR, 2024). It presents an opportunity for researchers in the field of spirituality and marketing to publish works that have a societal impact, as well as the reasons behind their decision-making regarding spirituality, religion, and marketing. In the third place, The Journal of Business Ethics publishes various research from a moral perspective.

From the top three journals from 2005 to 2015, the relevant topics of this analysis match the criteria of spirituality, religion, marketing, and business due to the impact these topics have on the economy, territories, consumers, and society at large.

MOST RELEVANT SOURCES

The most relevant sources referenced in the analysis are outlined in Figure 6 and Table 6. Nine journals are the most important source of publications, with a total of 325 publications and 10,520 citations. The Journal of Business Ethics leads with 2,534 citations from 72 published articles. The second most cited journal is the Journal of Islamic Marketing, which has 1671 citations across 162 documents. The Journal of Financial Economics ranks third, with 1550 citations from 6 documents.

In the analysis, the journal with the highest number of publications is the Journal of Islamic Marketing, which has 162 publications. It is followed by the Journal of Business Ethics with 72 publications, the Journal of Business Research with 32, and the Journal of Economic Behavior and Organization with 22. Additionally, the Journal of Financial Economics, Journal of Consumer Research, Tourism Management, and the Journal of International Business Studies each have 6 publications.

The importance of these journals lies in the impact of the research topics they cover. There has been a noticeable shift in the citations of journals from 2005 to 2015 compared to those from 2016 to 2021, with the Journal of Business Ethics being the most referenced journal during this time. The Journal of Islamic Marketing features a significant number of publications addressing various topics of interest. These include the development of theories, practices, and research methods; marketing of Islamic financial products and services; halal food; arts, fashion, lifestyle, and

entertainment; health and spiritual tourism; religiosity; Muslim rituals and patterns of worship; society; interfaith relationships; ethnocentrism; multiculturalism; and cross-cultural issues. The journal also explores Islamic codes of conduct and ethics. This range of topics underscores the journal's importance for research and study in these areas, highlighting its more culture- and faith-centric focus compared to other journals.

The intersection of spirituality, religion, marketing, and business has garnered increasing scholarly attention, evident in the growing volume of publications, diverse sources, and a significant number of citations. This trend underscores the importance of these subjects for specific demographic and cultural groups, particularly within the Islamic community, where marketing strategies often align with spiritual and religious values (Hussain et al., 2021). The significance of religious and spiritual values is becoming apparent not only in Islamic contexts but across various religious and spiritual traditions, reflecting a broader global recognition of the role these beliefs play in shaping consumer behavior, brand loyalty, and ethical business practices (Wilkins, 2017; Jafari & Sandikci, 2015).

Furthermore, the increasing integration of spirituality into marketing is encouraging scholars to explore how different religious principles influence this field. This presents a unique opportunity for marketing strategies that resonate personally with consumers. Future research could reveal the nuanced ways marketing can authentically engage with a variety of spiritual and religious perspectives, paving the way for more inclusive and ethically guided approaches within the industry (Kavas, 2018; McAlexander et al., 2014). Consequently, the alignment of marketing with spiritual values represents not merely a niche trend but a vital area of study, suggesting that the impact of religion and spirituality on marketing is a promising field for both academic exploration and practical application in today's multicultural marketplace.

Tourism Management	6	567
Journal of International Business Studies	6	525
Journal of Economic Behaviour & Organization	22	405

Table 6 Most Relevant Cited Sources

CONCLUSIONS AND FURTHER DISCUSSIONS

Exploring the potential of spirituality in marketing contributes to a better understanding of how brands can go beyond traditional profit-driven goals to have a broader societal impact. Integrating spirituality into marketing strategies allows brands to connect with consumers on a deeper level, encouraging engagement driven by purpose. When done thoughtfully, this approach not only drives economic success but also promotes positive social change by aligning brand values with those of ethically and spiritually conscious consumers. Moreover, it enhances the human experience by fostering connections that reflect shared values, authenticity, and a deeper sense of meaning beyond mere transactions.

Marketers need to understand that products associated with religious practices hold significant emotional and cultural value and are often integrated into community-based consumption. Brands that are aligned with religious practices can build long-term loyalty by incorporating their products into religious observances and social rituals, which in turn fosters deeper consumer trust and advocacy (Chowdhury, Arli, and Septianto; 2022). By comprehending the technical connection

between religiosity, product design, and practice, companies can strategically position themselves as essential to both the personal and communal aspects of religious consumers' lives.

The intersection of marketing, spirituality, and religiosity presents significant risks for brands if not handled with care (Stout; 2009). As companies increasingly use spiritual themes to connect with value-driven consumers, they must be cautious about misrepresenting or oversimplifying sacred concepts. To avoid these pitfalls, brands must adopt culturally sensitive marketing strategies that respect individual spiritual beliefs and avoid commercializing sacred symbols. Clear ethical guidelines and consulting cultural experts can help ensure that campaigns maintain authenticity and avoid unintended offenses, preserving both brand integrity and consumer trust.

In today's complex consumer environment, the intersection of spirituality, religion, and marketing requires a strong framework to guide strategic brand communication. Creating such a framework is essential for establishing ethical boundaries that prevent the exploitation or misinterpretation of deeply held beliefs. It would offer a structured approach to integrating spiritual or religious aspects into marketing efforts while respecting cultural sensitivities and avoiding potential damage to the brand's reputation. This standardized guideline would ensure that the use of values-based messaging aligns with consumer preferences, promotes brand authenticity, and reduces the risk of alienating important consumer groups. By defining these boundaries, brands can improve engagement without compromising ethical standards, thus maintaining market integrity and consumer trust.

Despite the increasing research on spirituality in marketing globally, Latin America remains a largely unexplored region in this area. Scholars such as Du, Minton, Arli, Jafari, and Rinallo have made significant contributions to understanding how spirituality intersects with consumer behavior; however, their work primarily focuses on Western, Eastern, and other global contexts.

In contrast, there has been limited academic exploration into how spirituality impacts consumer decisions, branding, and marketing practices in Latin America. This gap in research presents a unique opportunity for scholars and marketers to investigate further the role of spirituality in Latin American consumer culture.

Understanding the spiritual needs and values of Latin American consumers is essential for brands seeking to establish a deeper connection with their target audience. Spirituality in Latin America is not only linked to religious practices but is also deeply embedded in cultural values that influence everyday life. By examining how spiritual beliefs shape consumer behavior, brands can create marketing campaigns that resonate more authentically with local audiences. For instance, brands could develop products that align with regional spiritual practices or tailor their messaging to reflect the ethical and spiritual values important to consumers in different Latin American countries. Moreover, since spirituality often intersects with values such as community, sustainability, and ethical consumption, brands that engage with these themes can foster stronger emotional connections with consumers. This, in turn, can lead to increased brand loyalty, trust, and preference—qualities that are becoming increasingly important in today's competitive market.

Future studies could investigate how spiritual beliefs influence purchasing decisions across the region, particularly in sectors such as food, fashion, and wellness, which are closely tied to cultural and spiritual values. Additionally, research could look into how spirituality affects the consumer-brand relationship in Latin America, taking into account the diverse religious and spiritual practices throughout the region.

By addressing this gap, researchers could provide valuable insights that help marketers better understand the complex relationship between spirituality and consumer behavior. This research

would also contribute to a more inclusive and global perspective on the role of spirituality in modern marketing.

As globalization continues to reshape consumer markets, its impact on spirituality in Latin America is becoming increasingly significant. The influx of global brands and products has led to a blending of traditional spiritual practices with global consumption trends, creating both opportunities and challenges for marketers. On one hand, brands that understand and respect local spiritual values may find success by offering products and services that align with both global and regional expectations. Conversely, globalization can lead to the commodification of spirituality, where authentic cultural and spiritual practices are diluted or adapted to fit global marketing strategies.

This dynamic presents a unique challenge for brands operating in Latin America, as they must balance the desire to remain relevant in the global marketplace with the need to respect and integrate deeply rooted spiritual traditions that are central to consumer identity in the region. Understanding how local spiritual values and globalized consumption interact will be crucial for brands aiming to build meaningful and sustainable connections with Latin American consumers.

A thorough analysis of the key authors, documents, affiliations, and keywords related to spirituality in marketing is crucial as it provides insight into the relationship between consumer beliefs and brand practices. This topic holds great significance as it explores the fundamental beliefs, practices, and aspirations that influence human experiences. By identifying influential works and leading scholars in this field, researchers can track the development of ideas surrounding spirituality in marketing. Additionally, understanding the most used keywords enables brands to align their strategies with emerging trends and consumer values. This analysis not only illuminates the academic landscape but also provides valuable insights for marketers aiming to genuinely connect

with spiritually inclined audiences. Ultimately, it emphasizes the importance of integrating spirituality into marketing to resonate with the deeper aspirations of humanity.

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