

## A Bibliometric Analysis on The Development of The Second-Hand Market Literature Over the Last 30 Years

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### Abstract

There is a growing interest in second-hand products among both researchers and practitioners. Therefore, this study aims to explore the growth of the second-hand market in the literature to enlighten the literature development on the subject. In this respect, a bibliometric examination of research in the literature on the notion of the second-hand market from the past to the present was performed. A total of 235 documents were examined for the study. The results show that second-hand consumption has emerged as a new type of consumer behavior, and later examined as a business model in the literature, and with the increasing importance of sustainability in both academic and practical fields, it has become a considerable consumption style. Second-hand products created an important market with more emphasis on the sustainability aspect. The most frequently repeated term in studies on the second is circular economy. Studies on second-hand clothing, collaborative consumption, sharing economy, and reuse concepts have increased in the last few years. The findings are intended to benefit both the literature and second-hand retailers.

**Keywords:** Second-Hand Market, Second-Hand Consumption, Sustainability, Bibliometric Analysis

### İkinci El Pazarı Literatürünün Son 30 Yıldaki Gelişimi Üzerine Bibliyometrik Bir Analiz

### Özet

Hem arařtırmacılar hem de uygulayıcılar tarafında, ikinci el ürünlere artan bir ilgi bulunmaktadır. Bu nedenle bu çalışma, konuyla ilgili literatür gelişimine ışık tutmak için literatürdeki ikinci el pazarının gelişimini incelemeyi amaçlamaktadır. Bu doğrultuda literatürde ikinci el pazarı kavramı üzerine geçmişten günümüze yapılan çalışmalar üzerinden bibliyometrik bir analiz yapılmıştır. Çalışma için toplam 235 doküman incelenmiştir. Sonuçlar ikinci el tüketimin yeni bir tüketici davranışı türü olarak ortaya çıktığını ve daha sonra literatürde bir iş modeli olarak incelendiğini ve sürdürülebilirliğin hem akademik hem de uygulama alanlarında artan önemi ile birlikte hatırı sayılır bir tüketim şekli haline geldiğini göstermektedir. İkinci el ürünler stil ve sürdürülebilirlik yönünü daha fazla vurgulayan önemli bir pazar yaratmıştır. İkinci el üzerine yapılan çalışmalarda en sık tekrarlanan terim döngüsel ekonomidir. İkinci el giyim, işbirlikçi tüketim, paylaşım ekonomisi ve yeniden kullanım konularında yapılan çalışmalar son yıllarda artış göstermiştir. Sonuçların hem literatüre hem de ikinci el perakendecilerine katkı sağlaması beklenmektedir.

**Anahtar Kelimeler:** İkinci El Pazarı, İkinci El Tüketim, Sürdürülebilirlik, Bibliyometrik Analiz

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## Introduction

The movement towards more sustainable production and consumption brings various business models and new markets. It is seen that the importance of the second-hand market is gradually increasing with the positive attitude toward sustainability and economic changes. In the journey from traditional business models to more sustainable business models, the circular economy is important for both production and consumption processes. A circular economy (CE) is a viable alternative to the linear model of production and consumption (Vidal-Ayuso et al., 2023). The circular economy represents a dual-loop regenerative system that prioritizes the efficient utilization of resources within the ecosystem, aiming to optimize both environmental and economic performance (Alhawari et al., 2021). The consumerist ideology, which has long favored throwaway goods and novelty, has come under increasing pressure from theories and methods that tout the advantages of more responsible and environmentally friendly forms of consumption (Bohlin, 2019). Extending the life of products by reselling them in the second-hand market, access-based consumption which can be defined as a mode of consumption where individuals do not physically own a product but can access and use it when needed (Fritze et al., 2020), and collaborative consumption through sharing platforms are included in these alternative models (Edbring et al., 2016). The second-hand market, which initially consisted only of flea markets and antique markets, later became a trend that made resale, repair, and recycling acceptable. In this context, second-hand shopping is defined as "purchasing second-hand objects through ways and places of exchange that are generally different from those for new products" (Guiot & Roux, 2010). Second-hand consumption is not just about ownership but also involves purchasing and consuming a possession (Turunen, & Leipämaa-Leskinen, 2015).

Second-hand retail has grown steadily because of customer and industry changes, forcing traditional retailers to respond (Ferraro et al., 2016). For instance, the global market for second-hand clothing was projected to be worth 177 billion dollars in 2022. According to projections, this amount will increase quickly over the next few years, nearly doubling between 2022 and 2027 to reach a value of 351 billion dollars (Smith, 2023). In general, it is predicted that the second-hand market will grow at a compound annual growth rate (CAGR) of 13.6% between 2023 and 2031, reaching 1.3 trillion dollars by the end of that year (Transparency Market Research, 2023). Understanding the second-hand market is paramount in the broader context of sustainability and economic changes due to its pivotal role in resource conservation, waste reduction, and overall environmental impact.

The research questions within the scope of the study are as follows:

RQ1: How does the change occur in scientific studies related to the second-hand over the years?

RQ2: Which are the most influential journals about the second-hand?

RQ3: In which country's studies is there more citation regarding the second-hand?

RQ4: Which countries stand out in terms of the number of scientific publications in this field?

RQ5: What are the prominent topics related to second-hand?

RQ6: Which topics have been most frequently studied together?

RQ7: How are the relationships between the interest and development levels of the topics emerging in the second-hand field?

RQ8: What are the prominent popular research themes related to the second-hand?

In this context, this study aims to explain the development of the concept by revealing the last 30 years of the second-hand market. In addition, it is aimed to present a holistic perspective by examining which concepts of the second-hand market are considered together.

## Literature Review

There are two main approaches to second-hand consumption which consist of disposing of possessions and acquiring used possessions. These two viewpoints are connected in the consumption cycle and they sustain the cycle (Arnould & Thompson, 2005). In addition, buying second-hand products online is considered a form of participation in the sharing economy (Özdoğan & Özkul, 2021).

Second-hand purchasing motivation is an important research area in the second-hand literature. Avcı & Yıldız (2023) explored online second-hand product purchase motivations in a Turkish sample and found that economic, convenience, and ideological motivations affect online repurchase intention. Another study points out that hedonic dimensions and environmental and financial advantages are the antecedents of online second-hand buying (Brand et al., 2023). According to a survey conducted on the furniture industry, attitudes towards buying second-hand furniture are extremely positive. The study shows that the main motivations for secondhand consumption are economic reasons, the desire to be unique, environmental reasons, and others (quality, non-availability, enjoyment, and design). Fashionability is also a motivation to buy second-hand, a study found that fashion drives customers when they shop for second-hand products (Ferraro et al., 2016). Another research on luxury second-hand products shows that economic reasons, originality, and self-extension are the antecedents of attitudes toward luxury second-hand purchasing (Tangri & Yu, 2023). A study examined second-hand consumption together with vintage consumption. The results show that fashion involvement and nostalgia proneness are predictors of vintage consumption whereas frugality is the primary motivator of second-hand consumption (Cervellon et al., 2012).

In the literature, scales have also been developed to measure motivations for second-hand consumption. Guiot & Roux (2010) developed a scale to measure second-hand shoppers' motivation to shed light on the factors that lead to buying second-hand. Their scale consists of economic, recreational, and critical dimensions. The critical dimension includes attitudes toward conventional market structure together with ethical and ecological considerations. Economic motivations are grouped under looking for a fair price and the gratifying function of pricing. On one hand, searching for hidden treasure, originality, human interaction, and nostalgic enjoyment belongs to the recreational dimension. In addition, Padmavathy et al. (2019) focused on online second-hand shopping motivation and developed a scale for understanding consumers' motivation to be involved in second-hand purchasing through consumer-to-consumer selling platforms. Their findings show that online consumers' motivation includes economic motivation (price orientation, bargaining power, and critical orientation), convenience motivation (usefulness and ease of use), and ideological motivation (need to be unique, nostalgia, trust, and assurances).

Sustainability is a significant dimension of second-hand purchasing. Literature also shows the importance of sustainability for the second-hand market. Some studies approached the issue from a values perspective. Xu et al. (2014) explained perceived values associated with second-hand purchasing as economic, hedonic/ treasure hunting, uniqueness, and environmental values. Other research also found that environmental value is positively related to attitude towards second-hand together with emotional value (Koay et al., 2022). Other studies also integrated sustainability into second-hand research. A study found that environmental aspect and importance of sustainability are also valid for luxury second-hand consumption (Turunen, & Leipämaa-Leskinen, 2015). Recent studies' findings are in line with prior results. One study demonstrates that three main predictors of consumers' attitudes towards buying second-hand from sharing economy platforms are reported as perceived sustainability, economic motivations, and stepping back from the traditional consumption system (Styvén & Mariani, 2020) while another study proves that financial benefit, sustainability, trust, eWOM, and price sensitivity influences intention to use second-hand e-fashion websites (Özer Çizer & Mucan Özcan, 2021).

Emotions also play an efficient role in selling and acquiring second-hand products. Donating or reselling an item that people are attached to doesn't have to be in opposition to strong feelings for it. Instead, the ability to let go of worn items in a way that is equally compassionate and responsible, through reuse channels is also caring (Bohlin, 2019). In addition, when the second-hand item is a luxury product, consumers attach deeper meaning to the products, and the owners might form more imminent relationships when compared to new products (Turunen, & Leipämaa-Leskinen, 2015). A study focused on whether second-hand platforms encourage indulgent consumption and found that consumers who are materialistic and ecologically conscious are more likely to give in to temptation because these platforms provide explanations that lessen the cognitive dissonance associated with purchasing (Parguel et al., 2017).

Studies also researched the barriers to second-hand purchasing. The barriers are shown as concern for hygiene and pests, together with the attraction of new products (Edbring et al., 2016). Health concerns and social concerns are other barriers (Özkaya & Kazançoğlu, 2021). In fact, social embarrassment has the most detrimental impact on second-hand clothing consumption (Silva et al. 2021). Supporting those results, another study underlines that financial, aesthetic, and social risks are antecedents of purchase

intention for second-hand consumers (Koay et al., 2022). Especially when purchasing second-hand products from digital platforms, trust problems, and health and hygiene issues also create a barrier by increasing the product-based risk perception (Yıldırım & Karadere, 2023). In addition, unfamiliarity and materialism were also found as hindering factors for online second-hand purchasing (Brand et al., 2023).

There is a limited number of studies on the second-hand market. In their study focusing on second-hand clothing, Corboş et al. (2023) underlined the significance of research on consumer behavior in sustainable fashion. The study has categorized the second-hand clothing literature into four groups. The first group focuses on various aspects and challenges associated with sustainable fashion, circular economy practices, and the consumer perspective. The second group concentrates on business models related to the subject, while the third group is centered around consumption patterns, design approaches, and information technology. In the fourth group, topics such as purchasing behavior and the role of second-hand clothing in promoting sustainable practices take prominence.

### Research Methodology

The aim of this study is to reveal the general view of the research in the literature on the concept of second-hand from past to present. For this purpose, the bibliometric analysis method was used to examine the reflections of the concept of second-hand in the literature. Bibliometric analyses are frequently preferred methods for examining and analyzing large volumes of scientific data (Donthu et al., 2021). Bibliometric studies offer an overview of the literature, which facilitates the understanding of the information contained in it, the mapping of data, the identification of gaps in it, and the generation of new research ideas (Haba et al., 2022; Donthu et al., 2021). So bibliometric analysis was utilized within the parameters of this study to generate an overview of the literature that uses the concept of the second-hand.

The bibliometric analysis was designed to be compatible with the aims and research questions of the study. As seen in Table 1, source-database selection was first made to create the data set. Web of Science was chosen as the database because it is comprehensive, accessible, and has high-quality standards. The data set was created by selecting and downloading studies containing the keywords ["second-hand\*" or "secondhand\*" or "second-hand\*"] AND ["product\*" or "good\*" or "mobile phone\*" or "market\*" or "cloth\*" or "shop\*" or "store\*" or "platform\*" or "business\*" or "purchase\*" or "website\*" or "app\*" or "car\*"] between 1993 and 2023. The citation topics meso was chosen as a 6.3. management. There was a total of 235 documents. There are 189 articles, 27 proceedings papers, and 19 additional items in the research data. The R Studio analytic tool was used to do a bibliometric analysis of research data. "Change.txt" and "Remove.txt" files were created to clean the data set. Synonymous words in the "Change.txt" file; Singular and plural words have been added. Duplicate and incorrect entries were detected and added to the "Remove.txt" file. The files were uploaded to the Biblioshiny web interface before analysis.

The evaluative technique and relational technique were used for data analysis. Performance analyses revealing the scientific work production volume and quantity of countries, authors, and journals and the impact of highly cited studies were carried out within the scope of the evaluation technique. Within the scope of the relational technique, co-occurrence network analysis of words used to reveal the topics studied together in the literature, network analysis for the thematic map, word analysis for word cloud, and trending topics were applied. Bibliometric analysis was applied to the data set using the RStudio analysis program and the Bibliometrix package.

Table 1. Research Overview

Research Questions	Resource Selection	Data Cleaning	Data Analysis	Analysis Technique	Research Outputs
RQ1: How does the change occur in scientific studies related to the second-hand over the years?	Keywords:  TOPIC (Title Abstract		Evaluative	Performance Analysis: Scientific Publication Production by Year	RO1: Scientific Article Production by Year
RQ2: Which are the most influential journals about the second-hand?	Author Keywords Keywords Plus):  (TOPIC): "second-hand*" or		Evaluative	Performance Analysis: Number of Documents	RO2: Most Relevant Sources
RQ3: In which country's studies is there more citation regarding the second-hand?	"secondhand*" or "second-hand*" AND (TOPIC):		Evaluative	Performance Analysis: Number of Documents	RO3: Country of Corresponding Author
RQ4: Which countries stand out in terms of the number of scientific publications in this field?	"product*" or "good*" or "mobile phone*" or "market*" or "cloth*" or	Change.txt: Synonyms; singular and plural words	Evaluative	Performance Analysis: Total Number of Citations by Country	RO4: Most Cited Countries
RQ5: What are the prominent topics related to second-hand?	"shop*" or "stor*" or "platform*" or "business*" or "purchas*" or "website*" or "app*" or "car*"	Remove.txt: Duplicate and incorrect entries	Evaluative	Word Cloud: Word Analysis	RO5: Word Cloud, Word Tree
RQ6: Which topics have been most frequently studied together?	Resource: Web of Science		Relational	Thematic Map: Network Analysis	RO6: Thematic Map - Clusters
RQ7: How are the relationships between the interest and development levels of the topics emerging in the second-hand field?	Time Period: 1993-2023  Language: English  Type: All		Relational	Thematic Map: Network Analysis	RO7: Thematic Map - Quarters
RQ8: What are the prominent popular research themes related to the second-hand?	Total: n=235		Relational	Trending Topics: Word Analysis	RO8: Trend Topics

### Findings

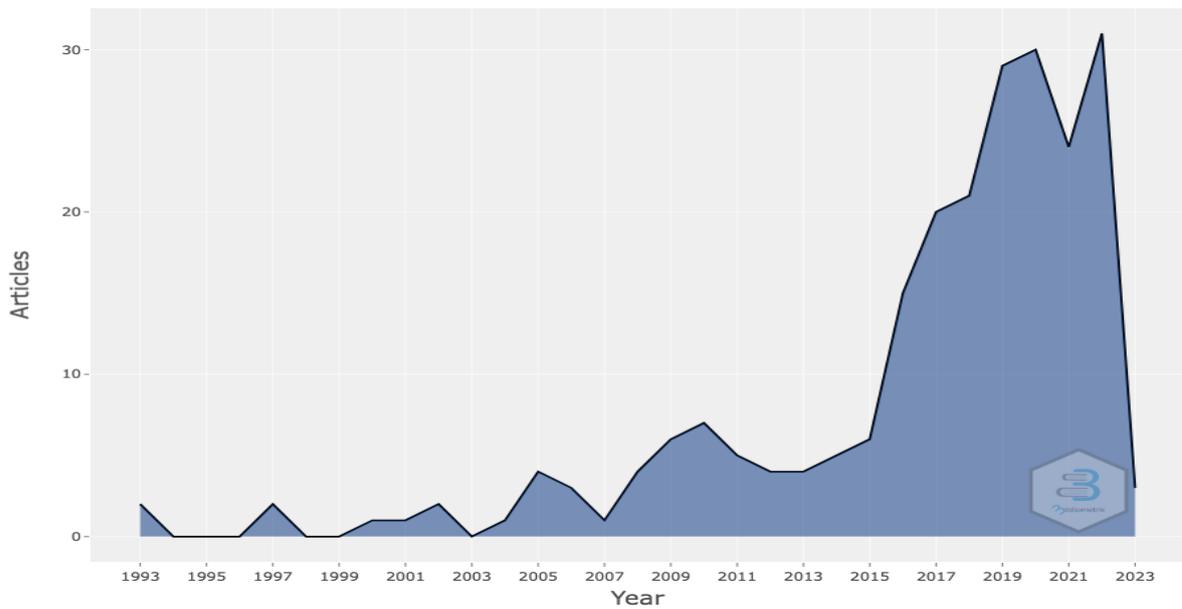


Figure 1. Article Production by Year

Performance analysis was conducted to answer RQ1. According to the analysis results, the distribution of the studies by year is shown in Figure 1. Figure 1 shows that the first research on "second-hand" was presented in 1993. Furthermore, the number of studies expanded rapidly, beginning in 2015 and reaching a peak in 2022.

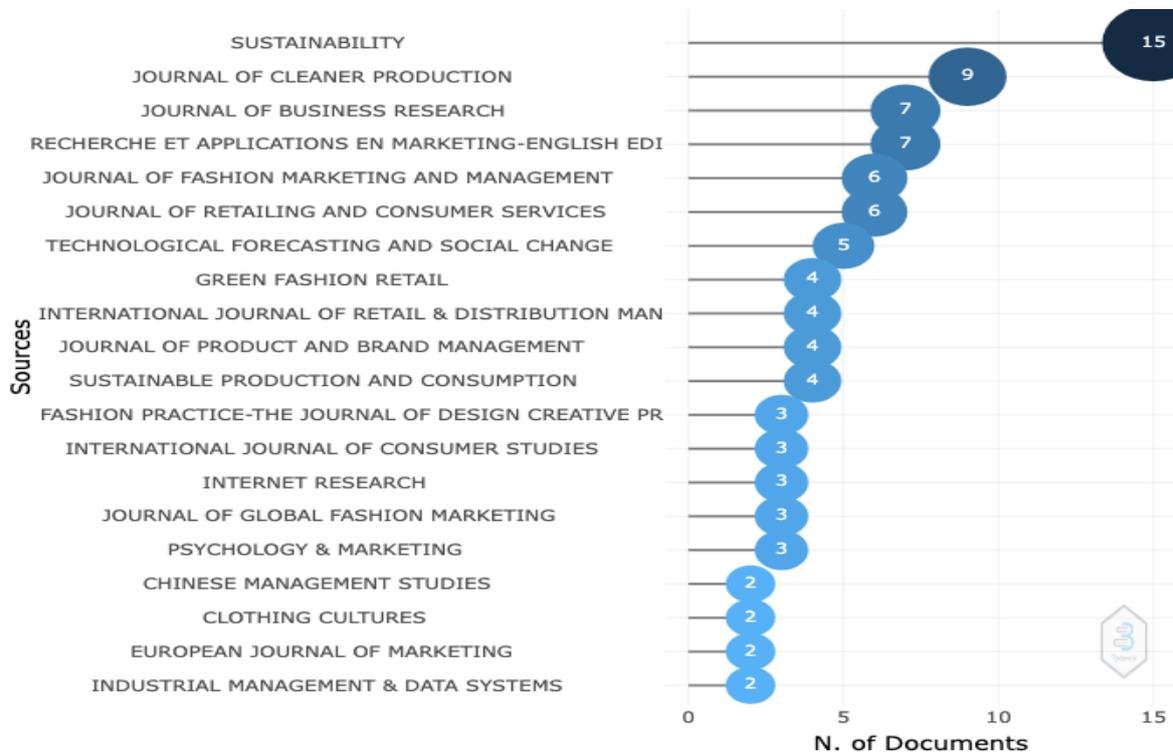


Figure 2. Most Relevant Sources

The performance analysis findings obtained by analyzing the total number of documents in order to reveal the most relevant sources regarding second-hand studies in line with RQ2 are shown in Figure 2. The most popular scientific journals, according to the most relevant sources, are "Sustainability", "Journal of Cleaner Production" and "Journal of Business Research".

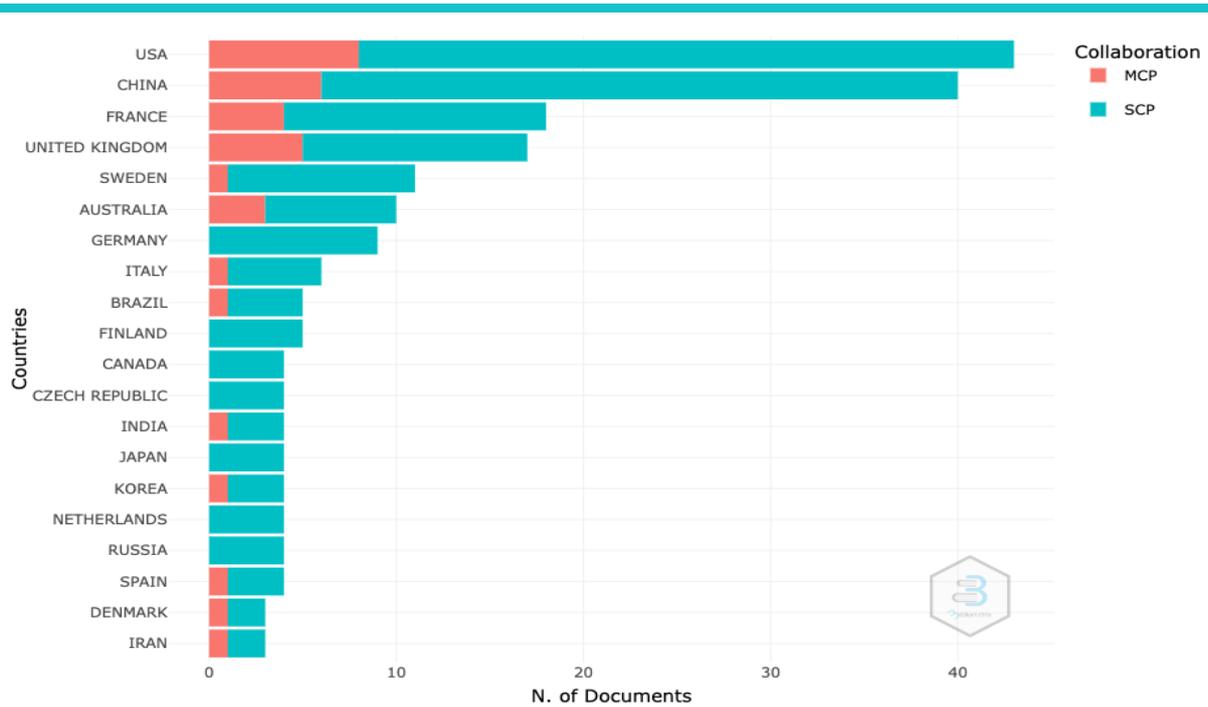


Figure 3. Country of Corresponding Author

To reveal the most relevant countries for second-hand studies in line with RQ3, the performance analysis findings obtained by analyzing the total number of documents belonging to the responsible authors are shown in Figure 3. Figure 3 shows that the country with the most publications is the United States. The United States is followed by China, France, and the United Kingdom, in that order. While the green color in the table indicates that the broadcasts are produced in a single nation, the orange indicates that the broadcasts are made in many countries.

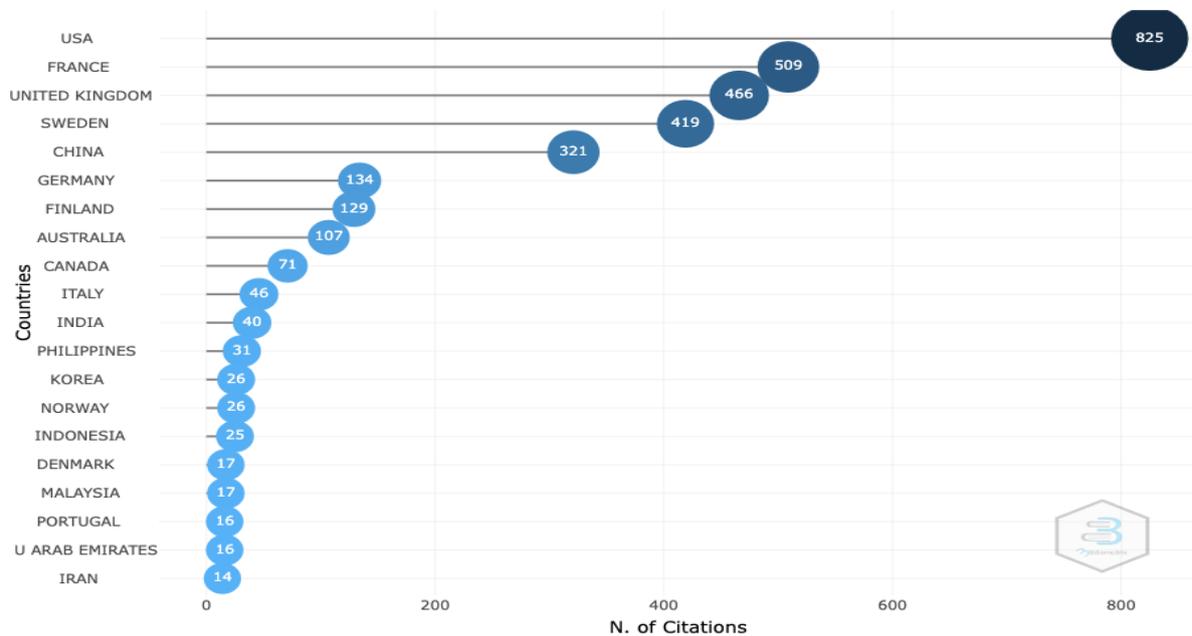


Figure 4. Most Cited Countries

Figure 4 displays the results of the performance analysis, which was conducted to determine which nations had the highest number of citations for retrospective studies in accordance with RQ4. According to Figure 4, the most referenced articles in research on "second-hand" are provided by writers from the United States, France, the United Kingdom, and Sweden, in that order.



The frequency distribution of the terms is displayed in order in the word tree depicted in Figure 6. Word Tree, like Word cloud, is one of the graphs put forward to explain RQ5. Aside from the main words in the word cloud "second-hand", "sustainability", "collaborative consumption", "second-hand clothing", "second-hand shopping" and "sharing economy" are widely explored in academic literature.

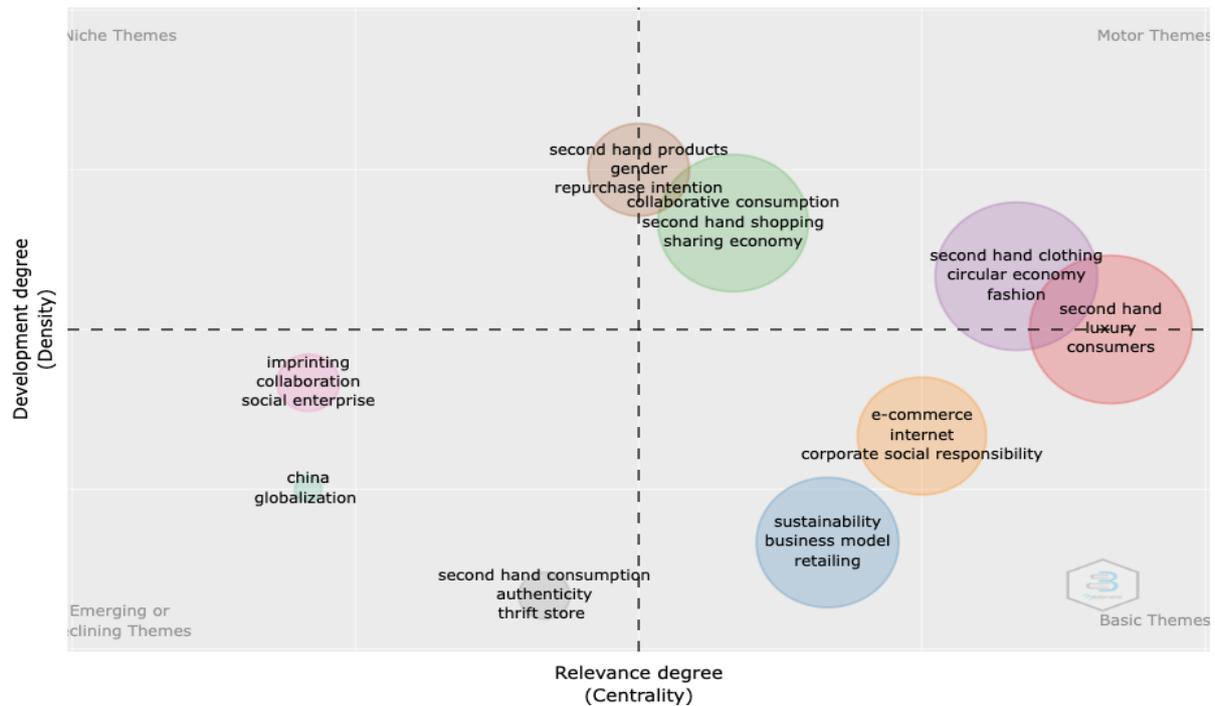


Figure 7. Thematic Map

Figure 7 depicts a theme map separated into four topological sections based on density and centrality in the research (RQ6). The upper right section contains "motor" motifs with great intensity and centrality, organized into four clusters. Each cluster's subjects allude to issues that are regularly explored together in the literature. The first group consists of "collaborative consumption", "second-hand shopping" and "sharing economy"; the second cluster includes "second-hand clothing", "circular economy" and "fashion". The third cluster between niche themes and motor themes includes "second-hand products", "gender" and "repurchase intention". This cluster illustrates specific and underrepresented issues that are areas of rapid development. If this cluster's topics are studied more frequently, this cluster can move to the motor themes. The fourth cluster between motor themes and basic themes include "second-hand", "luxury" and "consumers". The study of topics in this region is very important for future research. Therefore, further work is required (RQ7).

Themes in the lower left section have a low centrality and density. This area has three clusters. The initial cluster of this area comprises "imprinting", "collaboration" and "social enterprise" topics; the second cluster includes "China" and "globalization"; the third cluster includes "second-hand consumption", "authenticity" and "thrift store" topics. This section of the thematic map now includes themes with a decreasing trend.

Finally, the key themes are displayed with high centrality but low intensity in the lower right quadrant. This field has two clusters. This region's initial cluster comprises "e-commerce", "internet" and "corporate social responsibility"; the second includes "sustainability", "business model" and "retailing". These topics in this section allude to the overall significance of the research.

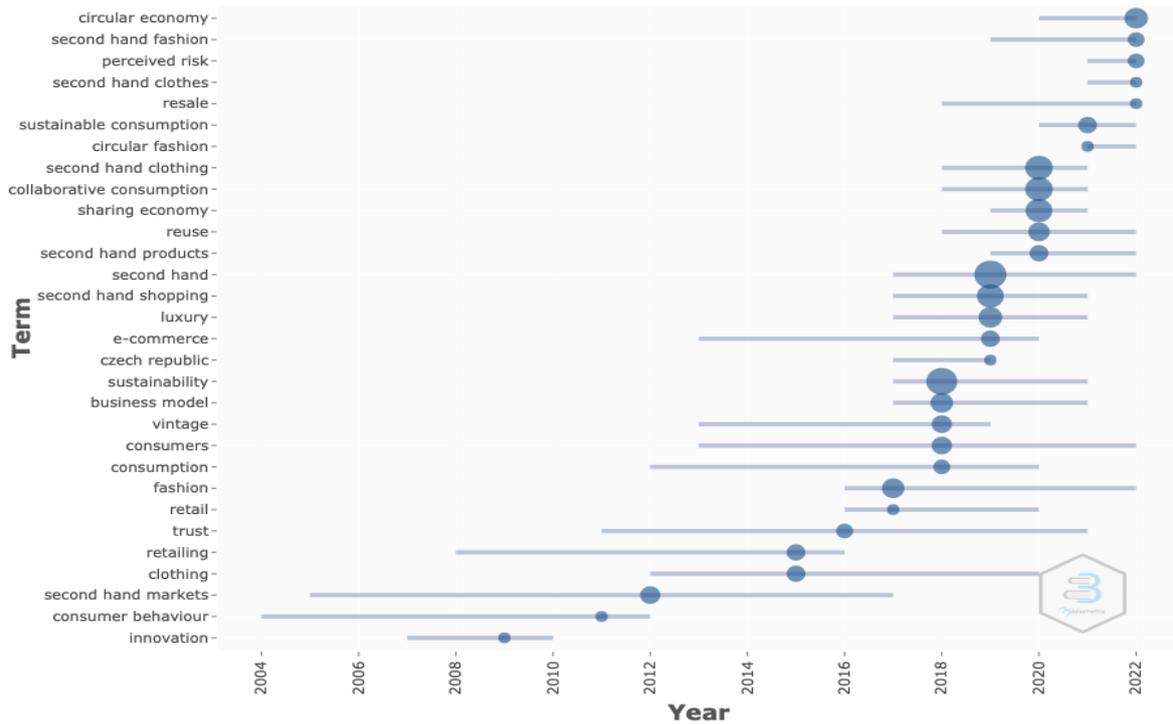


Figure 8. Trend Topics

Studies on second-hand have been conducted in the literature since 2004. Figure 8 depicts the distribution of popular themes during the previous 18 years. During the first eight years, "innovation", "consumer behavior" and "second-hand markets" topics were studied. Between 2012 and 2018, the notions of "clothing", "retailing", "trust", and "fashion" were prominent. In 2018, the number of research on "sustainability", "vintage" and "business model" increased. Between 2018-2020, publications on "second-hand product", "second-hand", and "second-hand shopping" topics were produced. In 2020, there was an increase in studies on "second-hand clothing", "collaborative consumption", "sharing economy" and "reuse". Between 2020 and 2021, it is seen that "sustainable consumption" and "circular fashion" studies accelerated. After 2021 "circular economy", "second-hand fashion", "perceived risk", "second-hand clothes" and "resale" topics gain popularity (RQ8).

### Conclusion

Increasing demand trends with the depletion of natural resources have brought new business and consumption models. One of the consumption models that reduces consumption and therefore resource use is second-hand consumption. Second-hand consumption, which stands out with its sustainable side, and the development of this market in the literature are the main subjects of this study.

The study aimed to examine the place and development of the second-hand market in the literature through bibliometric analysis. The first studies on secondhand consumption appeared in 1993 and the number of studies accelerated quickly starting in 2015. Firstly, it is noted that the data set's most frequently recurring words are "circular economy," "business model," "luxury," "fashion," and "reuse. The most frequently repeated term in studies on the second-hand is "circular economy." The term "circular economy" (CE) refers to the practice of using resources responsibly and continuously in an effort to support sustainable development (Moraga et al., 2019). Despite the world's population growth, the concepts of the circular economy offer the potential to drastically reduce the usage of natural resources (Romero-Hernández & Romero, 2018). Second-hand consumption is important for a circular economy because second-hand goods help to reduce waste and therefore protect resources, encourage sustainable consumption patterns, and build a more environmentally friendly economic system. When the world is in transition to more sustainable business models, the second-hand market should be considered together with its vital role in the circular economy. Business model is also one of the prominent words in second-hand literature. This is due to the fact that new sustainable business models and consumer habits are being developed to extend the lifecycle of goods (Gopalakrishnan, & Matthews, 2018). Second-hand consumption stands out as a business model in the literature. In addition, the word tree indicates that the

prominent words are "second-hand," "sustainability," "collaborative consumption," "second-hand clothing," "second-hand shopping," and "sharing economy." These concepts also highlight the sustainability aspect of the second-hand market while also indicating its role in collaborative consumption and sharing economy. In collaborative consumption, users engage in sharing activities such as lending, renting, trading, bartering, and swapping of products, services, space, or money (Möhlmann, 2015).

When the trend topics of the second-hand market are examined, it is seen that they have focused on different areas for 18 years. In the first 8 years, when the concept started to appear in the literature, the concept of second-hand was discussed together with the concepts of "innovation", "consumer behavior" and "second-hand markets". From this point of view, the concept was examined as a new concept that could lead to a change in consumer behavior in the first years of the literature since the concept is frequently examined in terms of consumer behavior. Between 2012 and 2018, the concepts of "clothing", "retailing", "trust", and "fashion" became a trend and they became more prominent. At this point, the clothing and fashion industry and retailing have an important place in second-hand literature. At the same time, trust, one of the most important variables in the intention to use the second-hand market, is one of the most prominent issues. In this context, it can be stated that the concept of second-hand has become a business model, and its sustainability-related aspect is emphasized more. Sustainability and environmental motivation are important issues for consumers who buy second-hand. The reflections of the increasing importance given to sustainability all over the world can also be observed in the second-hand market literature in 2020. In 2020, there was an increase in studies on "second-hand clothing", "collaborative consumption", "sharing economy" and "reuse". Studies focusing on sustainability continue to increase in 2021 as well. Between 2020 and 2021, the field of sustainability research in second-hand market studies has witnessed a discernible surge in scholarly investigations over the recent years. "Sustainable consumption" and "circular fashion" studies were the most popular subjects during this period. After 2021, while the sustainability aspect of the second-hand market continues, it has become more important to examine the perceived risks of second-hand consumption.

According to the thematic map analysis, "collaborative consumption," "second-hand shopping," and "sharing economy" are motor themes that are prominently present in the literature on the second-hand market, representing the most studied areas in this field. The most advanced clusters are found within these themes. "Second-hand clothing," "circular economy," and "fashion" studies also rank among the most advanced topics. However, "second-hand products," "gender," and "repurchase intention" are found in both niche and motor themes, indicating their presence in specific and underrepresented areas of research, while also being open to further development. On the other hand, "second-hand," "luxury," and "consumers" topics are present in both motor and basic themes. These internally developed themes hold high potential when connected with other topics. The topics of "imprinting," "collaboration," and "social enterprise," as well as "China," "globalization," "second-hand consumption," "authenticity," and "thrift store," show a lower level of development. Conversely, "e-commerce," "internet," and "corporate social responsibility," along with "sustainability," "business model," and "retailing," are advanced topics that maintain their importance in the field.

When the academic journals published on the second-hand market are investigated, "Sustainability", "Journal of Cleaner Production", and "Journal of Business Research" are seen as the journals with the highest number of publications on this subject. Sustainability and Journal of Cleaner Production are journals that generally publish sustainability-oriented studies, so it can be said that those journals are preferred due to the environmental aspect of secondhand consumption. When second-hand consumption started to be approached as a business model, the Journal of Business Research also became a choice to publish articles in this field. Upon doing a country based-analysis, it is seen that the countries USA, France, United Kingdom, Sweden, and China focused more on the second-hand market and most cited publications in studies on "second-hand" were published by authors from these countries.

The trend topics of the second-hand market are examined in the study and it is seen that they have focused on different areas for 18 years. In the first 8 years, when the concept started to appear in the literature, the concept of second-hand was discussed together with the concepts of "innovation", "consumer behavior" and "second-hand markets". From this point of view, the concept was examined as a new concept that could lead to a change in consumer behavior in the first years of the literature since the concept is frequently examined in terms of consumer behavior. Between 2012 and 2018, the concepts of "clothing", "retailing", "trust", and "fashion" became a trend and they became more prominent. At this point, the clothing and fashion industry and retailing have an important place in second-hand literature. At

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In terms of practical implications, this study provides a thorough understanding of the second-hand consumption market, its sustainable aspects, and potential areas for further development and improvement. Businesses can focus more on the sustainability aspect of second-hand consumption while promoting their products and services. Businesses, NGOs, and government agencies can make collaboration to underline sustainability related benefits of second-hand consumption. Creating consumer awareness and educating customers to promote second-hand consumption is also important, brands can play active roles to educate consumers. These educative activities not only increase customers' awareness and involvement, but also contribute to positive brand image.

The shift from ownership to access (Morewedge et al., 2021) also paved the way for collaborative consumption, sharing economy and second-hand consumption. Second-hand consumption can help the world move toward circular economies by extending the life of things through reuse. While non-profit businesses were dominant in the market in the past, but during the past ten years, for-profit companies have progressively entered this sector due to the rising demand for second-hand goods (Persson & Henson, 2023). Accordingly, studies focusing on second-hand as a business model are increasing (Hvass, 2022; 2022; Ghiselli et al., 2023; Persson & Henson, 2023).

Second-hand consumption is explained by many behavioral theories such as theory of reasoned action (Fishbein, 1979), theory of planned behavior (Ajzen, 1991), value-belief-norm theory (Stern et al., 1999). In recent years, second-hand consumption is also explained by perceived risk theory (Koay et al., 2023; stimulus–organism–response (S-O-R) theory (Mohammad et al., 2021). The multifaceted nature of second-hand consumption ensures that the theoretical developments on this subject are also multifaceted. The perspective from which second-hand consumption is addressed will also bring the application of new theoretical perspectives.

Interest in and studies on "second-hand clothing", "collaborative consumption", "sharing economy" and "reuse" have increased in the last years. Especially the integration of "sustainable consumption" and "circular fashion" into second-hand consumption has gained momentum. In the literature, studies on second-hand issues in sustainable consumption (Styvén, & Mariani, 2020; Borusiak et al., 2021) and circular economy (Machado et al., 2019; D'Adamo et al., 2022; Persson, & Hinton, 2023) studies also support this movement. Future studies can focus on these crucial concepts. Especially considering second-hand consumption and second-hand markets as a business model can provide fruitful results in terms of literature development. In addition, given the increasing number of studies focusing on barriers and risks to eliminate barriers in this area (Hur, 2020; Wang et al., 2022), perceived risk in second-hand consumption can be a valuable area of study.

#### **Ethical Declaration**

During the writing process of the study "*Exploring The Last 30 Years of The Second-Hand Market: A Bibliometric Analysis*" scientific rules, ethical and citation rules were followed. No falsification was made on the collected data and this study was not sent to any other academic publication medium for evaluation.

#### **Statement of Contribution Rate of Researchers**

The contribution rates of the authors in the study are equal.

#### **Declaration of Conflict**

There is no potential conflict of interest in the study.

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## GENİŞLETİLMİŞ ÖZET

Dünyada daha sürdürülebilir üretim ve tüketime yönelik hareket, çeşitli iş modellerini beraberinde getirmekte ve yeni pazarlar yaratmaktadır. Sürdürülebilirliğe yönelik olumlu tutumların artması ve ekonomik değişimlerle birlikte ikinci el pazarının öneminin giderek arttığı görülmektedir. Zira ikinci el tüketim, yeniden kullanımı destekleyerek ortaya çıkabilecek atıkları azaltmakta, su ve enerji tasarrufu sağlamakta, üretimde ortaya çıkan zararın da önüne geçmektedir. Konuya hem tüketici hem de perakendeciler tarafından verilen önemin artması ile birlikte ikinci el pazarı giderek güçlenmektedir. Kaynakların sınırlı olduğu ortamda aşırı tüketimi önlemek ve sürdürülebilir tüketim bilinci ile hareket etmek de, ikinci el pazarı tüketicileri için büyük bir motivasyondur. İkinci el alışveriş, ikinci el eşyaların, genellikle yeni ürünlerden farklı şekilde ve farklı yerlerden satın alınması olarak tanımlanmakta, ikinci el pazarı ise ikinci el ürünlerin satışının yapıldığı pazar olarak ele alınmaktadır. Bu bağlamda bu çalışma, ikinci el pazarının son otuz yılını ortaya koyarak kavramın gelişimini açıklamayı amaçlamaktadır. Ayrıca ikinci el

pazarının hangi kavramlarının bir arada ele alındığı incelenerek bütüncül bir bakış açısı sunulması amaçlanmaktadır. Bu amaç doğrultusunda geçmişten günümüze ikinci el pazarı kavramı üzerine literatürde yer alan araştırmaların bibliyometrik incelemesi yapılmıştır. Web of Science veritabanında arama yapılmış ve analiz için R studio programı kullanılmıştır. Veri setlerinde en sık tekrar eden kelimelerin "döngüsel ekonomi", "iş modeli", "lüks", "moda" ve "yeniden kullanım" olduğu görülmektedir. Ayrıca kelime ağacında öne çıkan kelimelerin "ikinci el", "sürdürülebilirlik", "işbirlikçi tüketim", "ikinci el giyim", "ikinci el alışveriş" ve "paylaşım ekonomisi" olduğu görülmektedir. Bu konuda en çok yayın yapan ülkeler ise Amerika Birleşik Devletleri, Fransa, İngiltere, İsveç ve Çin'dir. Bu ülkeler ikinci el pazarına daha fazla odaklanmıştır ve "ikinci el" konulu çalışmalarda en çok atıf yapılan yayınlar bu ülkelerden yazarlar tarafından yayınlanmıştır. İkinci el pazarının konu alan yayınlardaki trend başlıklar incelendiğinde, her dönemin farklı alanlara odaklandığı görülmektedir. Kavramın literatürde yer almaya başladığı ilk yıllarda ikinci el pazarı bir inovasyon olarak görülmekte, bu konudaki tüketici davranışları incelenmekte ve bu yeni pazara dair yayınlar yayınlanmaktadır. Daha sonra ise kavram, perakendecilik ile birlikte ele alınmaya başlamış, daha çok giyim sektöründe ön plana çıkmış ve ikinci ele yönelik güven üzerine çalışmalarda artış gözlemlenmiştir. Zira güven, ikinci ele yönelik tüketici davranışının incelenmesinde önemli bir faktör olup, ikinci elin benimsenmesinde en büyük engellerden biri olarak görülmektedir. Daha sonraki yıllarda ise, ikinci el pazarının çevre ve sürdürülebilirlik yönüne daha fazla odaklanılmıştır. Zira sürdürülebilirlik ve çevre motivasyonu, ikinci el satın alan tüketiciler için önemli konulardır. Tüm dünyada sürdürülebilirliğe verilen önemin artmasının yansımaları 2020 yılında ikinci el piyasası literatüründe de görülmektedir. 2020 ile 2021 arasında, ikinci el pazar araştırmalarında sürdürülebilirlik araştırması alanı, son yıllarda çok daha ön plandadır. "Sürdürülebilir tüketim" ve "döngüsel moda" çalışmaları bu dönemde en çok odaklanılan alanlar olmuştur. 2021 yılından sonra literatürde ikinci el pazarının sürdürülebilirlik yönüne odaklanma devam ederken, ikinci el tüketimin algılanan risklerini incelemek daha da önem kazanmıştır. Tematik harita analizine göre "ortak tüketim", "ikinci el alışveriş" ve "paylaşım ekonomisi" ikinci el pazarına ilişkin literatürde öne çıkan ve bu alanda en çok çalışılan alanları temsil eden motor temalardır. En gelişmiş kümeler bu temalar içinde bulunur. "İkinci el giyim", "döngüsel ekonomi" ve "moda" çalışmaları da en gelişmiş konular arasındadır. Bununla birlikte, "ikinci el ürünler", "cinsiyet" ve "tekrar satın alma niyeti" hem niş hem de motor temalarda bulunur, bu da bu konuların yeterince temsil edilmeyen araştırma alanlarında var olduğunu gösterirken aynı zamanda daha fazla geliştirmeye açık olduklarını göstermektedir. Öte yandan, "ikinci el", "lüks" ve "tüketiciler" konuları hem motor hem de temel temalarda yer almaktadır. Bu temalar yüksek potansiyele sahiptir. "Baskı", "işbirliği" ve "sosyal girişim" ile "Çin", "küreselleşme", "ikinci el tüketim", "özgünlük" ve "ikinci el mağaza" konuları daha düşük düzeyde gelişim göstermektedir. Ayrıca, "e-ticaret", "internet" ve "kurumsal sosyal sorumluluk" ile "sürdürülebilirlik", "iş modeli" ve "perakendecilik" alanında önemini koruyan konulardır. Bu konuların gelecekte de ele alınmasında fayda vardır. İkinci el pazarını konu alan çalışmalar yayınlayan akademik dergiler incelendiğinde ise "Sustainability", "Journal of Cleaner Production" ve "Journal of Business Research" dergilerinin bu konuda en fazla yayın yapan dergiler olduğu görülmektedir. Sustainability ve Journal of Cleaner Production genellikle sürdürülebilirlik odaklı çalışmalar yayınlayan dergiler olup, ikinci el tüketimin çevresel boyutu nedeniyle bu dergilerin tercih edildiği söylenebilir. İkinci el tüketim bir iş modeli olarak ele alınmaya başlayınca Journal of Business Research de bu alanda makaleler yayınlamak için bir tercih haline gelmiştir. Özetle, yeni bir iş modeli olarak ortaya çıkan ikinci el pazarı, sürdürülebilirliğe yönelik pozitif tutum ve çevreye duyarlı tercihlerin artması ile birlikte, önemli bir pazar payına ulaşmıştır ve bu pazarın mevcut trendlerin ışığında gelecekte de yükselişini sürdüren bir tüketim pazarı olacağı öngörülmektedir. Bu noktada, literatürde son yıllarda odaklanılan ikinci el pazarına yönelik algılanan riskler ve ikinci el tüketiminin önündeki engellerin çözülmesinin önemli rol oynayacağı görülmektedir.