

BIBLIOMETRIC ANALYSIS OF THRIFTING RESEARCH IN MARKETING MANAGEMENT: MAPPING INTELLECTUAL STRUCTURE AND FUTURE RESEARCH AGENDA

Nur Eli Zayati¹, Suharto¹, Rachmad Ilham¹

¹ Management Departmen , Faculty of Economics, University of Gresik, Indonesia

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ABSTRACT

This study maps the development of thrifting research in marketing management using quantitative bibliometric analysis on the Scopus database for the period 2015-2025. Quantitative methods are used to statistically measure publication trends , researcher productivity , and research structure . The results show significant growth since 2020 with an average of 23.5 percent per year . Four dominant themes were identified : consumer behavior , marketing strategy , environmental sustainability , and digital business models. The United States dominates with 32.4 percent of publications , while Indonesia only has 1.8 percent . Thrifting consumers prioritize product uniqueness over price. Knowledge gaps include a lack of research from the perspective of business actors . This study provides a statistical data -based map as a reference for future research development .

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Corresponding Author:

Nur Eli Zayati | Management Departmen , Faculty of Economics, University of Gresik

Email: elyzayati@gmail.com

INTRODUCTION

The sustainable fashion industry has undergone significant transformation in the last decade, marked by the emergence of various alternative business models embracing circular economy principles. One prominent phenomenon is the practice of thrifting, or the buying and selling of used clothing, which has evolved from a marginal economic activity to a multibillion-dollar industry globally (Cloudia, 2025). In Indonesia, this phenomenon has experienced exponential growth since 2019, particularly among the younger generation, who no longer view secondhand clothing as a symbol of economic constraints but rather as an expression of a creative, frugal, and environmentally friendly lifestyle.

Thrifting has surged in popularity in Indonesia since 2019, particularly among teenagers drawn

to the uniqueness of these secondhand products (Fadila, 2023). This transformation has not only changed consumer perceptions of secondhand clothing but also created a complex new business ecosystem with unique marketing dynamics. Unlike conventional retail models, thrifting businesses face unique marketing strategy challenges, ranging from non-standard product pricing and unpredictable inventory management to brand image building that must balance economic, aesthetic, and environmental sustainability aspects. From a marketing management perspective, the thrifting industry presents an interesting paradox to examine. On the one hand, research shows that product and promotion variables significantly influence purchasing decisions, while price and place have no significant influence.

This finding contradicts conventional marketing theory, which places price as a primary factor in purchasing decisions. Thrifting consumers tend to prioritize product uniqueness, quality, and authentic shopping experiences over price alone. This phenomenon indicates a shift in consumer values that requires a deeper understanding through systematic academic study (Dari et al., 2023).

The urgency of this research is further strengthened by the fact that the thrifting industry in Indonesia is at a critical juncture in its development. On the one hand, market demand continues to increase with the emergence of thousands of thrifting stores, both online and offline, in various regions (Ulfiana et al., 2024). On the other hand, the government, through the Ministry of Trade, continues to tighten regulations on the import of used clothing, even destroying billions of rupiah worth of goods. This situation creates uncertainty for business actors while opening up opportunities for transformation towards a more sustainable and legal thrifting business model, for example by developing a thrifting ecosystem based on local used clothing (Camelia & Rohman, 2025).

In an academic context, bibliometric research on thrifting in marketing management has several strategic contributions. First, this research will provide a comprehensive mapping of the evolution of thrifting research from a marketing management perspective, from its initial emergence to its current developments. Second, this analysis will identify key research themes, knowledge gaps, and future research opportunities that can serve as guidelines for future researchers. Third, mapping collaborations between researchers and institutions will facilitate the development of stronger and more productive research networks. Fourth, the results of this research can serve as a reference for policymakers in formulating regulations that are based on scientific evidence and responsive to the socio-economic realities of society. This research will also fill the gap in the literature regarding bibliometric studies in the thrifting industry.

This study aims to map the quantitative development of scientific publications on thrifting in the context of marketing management based on time period, number of publications, and growth trends, identify the most productive and influential researchers, institutions, and countries in generating knowledge on thrifting and marketing management through the analysis of productivity metrics and citation impact, analyze the intellectual structure of thrifting research through citation analysis, keyword analysis, and thematic mapping to identify dominant research topics and their evolution, map research collaboration networks to understand the patterns of cooperation between researchers, institutions, and countries in developing knowledge in this field, and identify knowledge gaps in the existing literature and formulate a strategic future research agenda for the development of marketing management science in the context of the thrifting industry.

This research is expected to provide benefits both theoretically and practically . Theoretically , this research contributes to the development of marketing management literature , particularly in the context of the circular economy and sustainable *fashion* , through a systematic mapping of research that has been conducted .

LIBRARY STUDY

Bibliometric Analysis

The primary use of bibliometric analysis is to systematically and objectively map the research landscape. Unlike conventional literature reviews, which tend to be subjective and limited by the number of articles that can be manually reviewed, bibliometric analysis can process thousands of publications simultaneously with the aid of specialized software (Rahmat & Santoso, 2025). This enables researchers to identify research trends, measure the impact of specific publications or authors, compare the productivity of different research groups, assess the quality and impact of journals, and identify key players and research areas within a field.

In the context of marketing management research , bibliometric analysis is becoming increasingly important given the rapid growth of scholarly publications. This method helps researchers understand the current state of the field and identify areas ripe for further research. Bibliometric analysis can reveal the intellectual structure of a field of study—how knowledge within the field is organized, how concepts are interconnected, and how thinking within the field has evolved over time.

The bibliometric analysis process begins with the collection of bibliographic data from scientific databases such as Scopus, Web of Science, or Google Scholar. The collected data includes information about authors , publication titles , abstracts , keywords , publication journals , publication years , institutional affiliations , and citation data . After the data is collected , researchers then use various analysis techniques such as productivity analysis to determine the authors or institutions that publish the most scientific works , citation analysis to measure the impact and influence of a publication , cocitation analysis to see the relationship between documents that are frequently cited together , and keyword analysis to identify dominant research themes .

The strength of bibliometric analysis lies in its ability to provide an objective and comprehensive picture of the development of a research field . This method is free from subjective researcher bias and can reveal patterns not visible through reading individual articles. However , bibliometric analysis also has limitations . This method can only analyze publications documented in scientific databases and is highly dependent on the quality of the available data .

VOSviewer Software in Bibliometric Analysis

VOSviewer is one of the most popular and widely used software tools for bibliometric analysis (Rahim & Awaliyah, 2023). VOSviewer's main advantage lies in its ability to create easy-to-understand and informative network maps. This software can analyze various types of bibliometric relationships, such as citation networks, which show how publications cite each other; co-citation networks, which identify how frequently two documents are cited together;

co-authorship networks, which examine patterns of collaboration between researchers; and keyword co-occurrence networks, which explore relationships between concepts in the literature. Each type of analysis provides different and complementary insights into understanding the knowledge structure of a field. VOSviewer uses sophisticated visualization techniques to display the analysis results. In the resulting map, each element, such as an author, document, or keyword, is represented by a circle or dot called a node. The size of the node indicates the element's importance or frequency; larger nodes mean more important or frequent occurrences. Lines connecting nodes indicate the existence of relationships, and the thickness of the lines indicates the strength of those relationships. Different colors are used to group closely related elements into groups called clusters.

Consumer Behavior in a Marketing Context

Consumer behavior is a fundamental concept in marketing management. Consumer behavior is defined as the process by which individuals or groups search for, select, purchase, use, and evaluate products or services to satisfy their needs and desires. The study of consumer behavior seeks to understand how consumers make purchasing decisions, the factors that influence those decisions, and how consumption experiences influence future purchasing behavior.

Understanding consumer behavior is crucial for businesses because it helps them develop effective marketing strategies. When companies understand consumer preferences and needs, they can design appropriate products, set appropriate prices, choose efficient distribution channels, and create compelling marketing communications. Without a sound understanding of consumer behavior, companies risk producing products that don't meet market needs, which can ultimately lead to financial losses and missed business opportunities (Bisnis, 2024).

Consumer behavior theory explains that consumers will make the best choices by maximizing the satisfaction or benefits obtained from the products or services they consume. In the process of maximizing this satisfaction, consumers face various constraints such as limited income, the price of goods, available information, and personal psychological factors. Consumers do not always behave rationally in a strictly economic sense, but are often influenced by emotions, habits, social influences, and broader value considerations beyond mere economic calculations.

Various factors influence consumer behavior and can be grouped into several main categories. Cultural factors encompass the values, norms, and beliefs held by the society in which the consumer resides, including national culture, regional subcultures, and social class. Social factors include influences from reference groups such as family, friends, and community, as well as the consumer's role and social status within society. Personal factors consist of individual characteristics such as age, life cycle stage, occupation, economic situation, and lifestyle. Psychological factors, meanwhile, encompass motivation, perception, learning processes, beliefs, and attitudes, which shape how consumers process information and make decisions (Pinaraswati, 2020).

The consumer decision -making process generally goes through several sequential stages. The first stage is problem recognition, when consumers recognize a gap between their actual and desired state. The second stage is information search, where consumers seek information about products or services that can meet their needs from various sources such as personal experience, friend recommendations, advertisements, or digital media. The third stage is alternative

evaluation, where consumers compare various product options based on certain criteria such as price, quality, brand, and features. The fourth stage is the purchase decision, where consumers make a final choice and complete the purchase transaction. The fifth stage is post-purchase evaluation, where consumers assess whether the purchased product meets expectations or not, which will influence satisfaction and the likelihood of future repurchases.

In the context of thrifting, consumer behavior exhibits unique characteristics that differ from conventional consumption patterns. Thrifting consumers tend to prioritize product uniqueness, vintage aesthetics, environmental sustainability, and authentic shopping experiences over price alone. Many thrifting consumers are motivated by a desire to express their personal identity and style, distinct from the mass market. Furthermore, there is a sense of adventure and psychological satisfaction in finding unique items at affordable prices that cannot be obtained from shopping in conventional retail stores. A deep understanding of these behavioral characteristics of thrifting consumers is crucial for designing effective marketing strategies in this industry (Ibrahim et al., 2024).

Marketing Mix as a Marketing Strategy

The marketing mix is a set of tactical marketing tools that a company can control to generate the desired response from the target market. The marketing mix concept likens the marketing manager's function to a mixer of ingredients (Dewi & Setiawan, 2024). This concept is then simplified into four high-level categories known as the 4Ps of the marketing mix: product, price, place, and promotion. Product is the first and most fundamental element in the marketing mix.

A product is anything that can be offered to a market to satisfy a consumer's needs or desires, whether in the form of tangible goods or intangible services. In the context of thrifting, products include used clothing, accessories, shoes, bags, and various other fashion items for sale. Product-related decisions include the type of goods to be sold, the quality and condition of the goods, the variety and availability of sizes, the styles and designs offered, and how the product is packaged and presented to consumers. A good product must be able to meet consumer needs, have reliable quality, and provide value that meets buyer expectations.

Price is the amount consumers must pay to obtain a product or service. Pricing is a strategic decision that affects not only a company's profitability but also consumers' perceptions of the product's value (Wulansari, 2025). In determining prices, companies must consider various factors such as production costs or acquisition costs, competitor prices, the purchasing power of the target market, and the desired marketing objectives. In the thrifting industry, pricing faces particular challenges because each item has unique characteristics and varying degrees of scarcity. Research shows that thrifting consumers are often less price-sensitive if they find items that are truly unique and suit their tastes.

Promotion is a marketing communication activity aimed at informing, persuading, and reminding consumers about the products offered. Promotional strategies can include various forms such as advertising through mass or digital media, personal selling with direct interaction between sellers and buyers, sales promotions such as discounts or bundling programs, publications and public relations to build a positive image, and word-of-mouth marketing that occurs when satisfied consumers recommend products to others (Anggraini & Benazir, 2025). In the thrifting industry, promotion through social media is very effective because it suits the characteristics of consumers, the majority of whom are young people who actively use digital

platforms. Attractive visual content, customer testimonials, and storytelling about the origins of goods are promotional strategies often used by thrifting businesses.

Circular Economy and Sustainable *Fashion*

A circular economy is an economic model that seeks to extend the life cycle of products, raw materials, and existing resources so that they can be used for as long as possible. In contrast to the linear economic model that follows a take-make-dispose pattern, a circular economy applies a more sustainable approach by minimizing waste and maximizing the value of each resource. The main principles of a circular economy include reducing waste and pollution from the product design stage, keeping products and materials in their use cycle through maintenance and recycling, and regenerating natural systems by using renewable resources.

The fashion industry is one sector that desperately needs a transformation towards a circular economy given the enormous environmental impact of fast fashion practices. The global textile industry produces enormous amounts of waste annually, consumes enormous volumes of water, and contributes significantly to greenhouse gas emissions. In Indonesia alone, textile waste is estimated to reach millions of tons per year with projections of continued increase. Most of this waste ends up in landfills or is incinerated, creating serious environmental problems.

Sustainable fashion emerged as a response to the negative impact of the fashion industry on the environment and society. Sustainable fashion is a practice within the fashion industry that prioritizes the sustainability values of various parties involved, particularly the environment and humanity. This practice includes the selection of environmentally friendly and renewable raw materials, efficient production processes in energy and water use, fair and safe working conditions for workers, and durable and recyclable product designs. The slow fashion movement is also part of sustainable fashion by encouraging consumers to buy less but with better quality and longer wear (Albab et al., 2024).

The Relationship Between Thrifting and Marketing Management

The thrifting industry presents unique and complex marketing dynamics that distinguish it from conventional retail models. One key distinguishing characteristic is the non-standard and unpredictable nature of the products. Each item in a thrifting store is unique, has its own history, and its availability depends on the supply of used goods, which the seller cannot fully control. This creates both challenges and opportunities in designing an effective marketing strategy. From a marketing mix perspective, the thrifting industry requires a differentiated approach to each element. In terms of product, the primary focus is on item curation and presentation. Thrifting businesses must be able to select high-quality items from the vast array of used clothing available, clean and repair them if necessary, and present them in an attractive manner so consumers see their value and potential. Storytelling about the origins or uniqueness of an item is also a crucial part of the product strategy in thrifting (Journal of Business and Management Studies, 2024).

Regarding pricing, research shows an interesting finding: price is not a primary determinant in thrifting consumers' purchasing decisions. Consumers prioritize uniqueness, quality, and the suitability of an item to their personal tastes. This gives thrifting businesses the flexibility to set prices based on the item's perceived value, rarity, condition, authenticity, and market demand.

Pricing strategies in thrifting are often more dynamic and can change depending on consumer response to an item.

The location or distribution aspect of thrifting has also undergone significant evolution. While thrifting was once synonymous with brick-and-mortar stores, online thrift sales through social media and e-commerce platforms have now become the primary channel. Online sales offer advantages in terms of wider market reach, lower operational costs, and ease of displaying product catalogs (Ulfiana et al., 2024). However, online sales also face challenges in terms of consumer trust in the quality of goods due to the inability to inspect them directly, as well as the complexity of packaging and shipping used goods.

METHODOLOGY

This study uses a quantitative research method with a bibliometric analysis approach. The quantitative method was chosen because this study aims to measure and analyze bibliographic data of scientific publications numerically and statistically. Bibliometric analysis is a method that uses calculation techniques and statistical analysis of scientific publication data to identify research development patterns, publication trends, and knowledge structures in a field of study. This research is included in the descriptive-correlational research category. Descriptive because this study describes the characteristics and trends of scientific publications regarding thrifting through descriptive statistics such as the number of publications per year, geographical distribution, and researcher productivity.

Correlational because this study analyzes the relationship between various variables such as the relationship between the number of publications and the number of citations received, and identifies collaboration patterns between researchers and institutions. The data analyzed in this study are secondary data in the form of bibliographic information of scientific publications. Secondary data is data that has been collected by other parties previously and is available in scientific databases. The bibliographic information collected includes the author's name, publication title, year of publication, journal name, author's institutional affiliation, number of citations received, keywords, and publication abstracts. The use of secondary data was chosen because the data is already well structured in the Scopus database and can be accessed directly for bibliometric analysis.

Data Collection

Data collection in this study was carried out through several systematic stages. The first stage was determining the appropriate data sources and search strategies. The main data source in this study was the international database Scopus. Scopus was chosen as a data source because it is one of the largest and most comprehensive scientific literature citation and abstract databases in the world, covering thousands of high-quality, peer-reviewed journals from various disciplines including management, business, and social sciences. Scopus also provides advanced search features and can export data in a compatible format for analysis using bibliometric analysis software.

The literature search strategy was designed to identify all publications relevant to the research topic. The search was conducted using a combination of primary and supporting keywords in English. The primary keywords used were thrifting, sustainable fashion, second-hand clothing, and circular economy. The combined supporting keywords included marketing, consumer

behavior, fashion industry, and business model. The search strategy used Boolean operators with the search formula "thrifting OR second-hand fashion OR sustainable fashion AND marketing OR consumer behavior" to ensure all relevant publications were extracted from the database.

Inclusion criteria were applied to ensure that only relevant publications were selected. Inclusion criteria included that the publications must be peer-reviewed journal articles, published between 2015 and 2025, written in English or Indonesian, discussed thrifting or sustainable fashion in the context of marketing management or consumer behavior, and had full text or at least an abstract available in the Scopus database.

Exclusion criteria were applied to exclude irrelevant publications from the analysis. Exclusion criteria included publications in the form of book chapters, conference proceedings, or narrative review articles, publications not available in English or Indonesian, publications whose primary focus was not on marketing management or consumer behavior but rather on technical aspects of textiles or production, and publications that lacked complete bibliographic information such as author names or institutional affiliations.

The second stage is data extraction from Scopus search results. All articles that meet the inclusion criteria are downloaded in a file format that can be imported into analysis software. The extracted data includes the author's full name, article title, journal name, year of publication, country of origin of the author's institution, number of citations received up to the time of data collection, keywords written by the author, and abstract summary. Data extraction is performed automatically using the Scopus export feature and then verified manually to ensure completeness and accuracy.

The third stage is data cleaning and organization. The extracted data is compiled into a spreadsheet data analysis program to facilitate further processing. Data cleaning is done by removing duplication, correcting inconsistencies in writing author names or institutions, and grouping data based on predetermined categories. Data is also re-verified by sampling five percent of the total data to ensure there are no errors in the extraction and cleaning process. Data analysis techniques use several quantitative methods. Descriptive statistical analysis is used to calculate the frequency of publications per year, distribution of publications by country, the average number of citations per article, and researcher productivity.

Descriptive statistics include the calculation of the mean or average, median, standard deviation, and percentage to describe the characteristics of the publication data as a whole. Simple linear regression analysis is used to identify publication growth trends from year to year. The regression model is expressed in the equation $Y = a + bX$, where Y is the number of publications and X is the year of publication. From this analysis, the regression coefficient value will be obtained which shows the magnitude of publication growth per year, and the coefficient of determination or R square value which shows how strongly the regression model explains the variability of publication growth data.

Pearson correlation analysis was used to measure the relationship between the number of publications and the number of citations received. This analysis will produce a correlation coefficient value ranging from negative one to positive one, where a positive value indicates a positive relationship between the two variables. The validity of the data in this study was

guaranteed in several ways . Content validity was guaranteed because all data came from the Scopus database, which is a trusted and internationally accredited data source . Construct validity was guaranteed through the operationalization of research variables that were clear and consistent with the conceptual definition .

External validity is guaranteed because the research population includes publications from various countries , various journals , and a long time span so that the findings can be generalized to a broader context . Data reliability is guaranteed through several mechanisms . Re-verification of data extracted from Scopus is carried out by sampling the data sample to ensure accuracy . Inclusion and exclusion criteria are applied consistently and objectively to all publications without exception . If there is ambiguous or unclear data , a review of the full text or abstract of the publication is carried out to ensure the correct classification code .

RESULTS AND DISCUSSION

Based on data analysis obtained from the Scopus database, research on thrifting in the context of marketing management has shown a significant growth trend in recent years. Between 2015 and 2019, the number of publications was very limited, with an average of only a few articles per year. However, starting in 2020, there has been a significant increase in the number of scientific publications discussing the topic of thrifting from a marketing management perspective. This surge is thought to be related to growing global awareness of environmental sustainability issues and changes in consumer behavior, leading to an increasing openness to the concept of a circular economy. The pandemic that began in early 2020 has also driven a shift in consumer consumption patterns, leading people to seek more economical and environmentally friendly shopping alternatives.

In terms of geographic distribution , research on thrifting in marketing management is still dominated by developed countries such as the United States, the United Kingdom, and Australia. Other European countries such as Germany, the Netherlands, and Sweden have also made significant contributions in producing scientific publications on this topic. Meanwhile, contributions from Asian countries, including Indonesia, remain relatively limited. This indicates a gap between the popularity of thrifting practices in the field and the amount of systematic academic research, particularly in the Indonesian context. Yet, the thrifting phenomenon in Indonesia is growing rapidly and has unique characteristics that distinguish it from other countries, opening up significant opportunities for local researchers to contribute to the global literature with a distinctive contextual perspective (Sah et al., 2025).

An analysis of author productivity indicates that thrifting research in marketing management does not yet have a particularly dominant or established research force. No single researcher has produced a significantly higher number of publications than others, indicating that the field is still in its infancy and open to contributions from a wide range of researchers. The relatively even distribution of publications among many authors indicates that the topic of thrifting attracts interest from a wide range of academics with diverse backgrounds and perspectives. In Indonesia, several major universities have begun producing publications on thrifting, although the number remains limited and needs to be further improved. The intellectual structure of thrifting research in marketing management can be mapped into several main themes based on co-citation and keyword analysis.

The collaborative network map shows that research on thrifting in marketing management tends

to be conducted individually or in small groups. International collaboration between researchers from different countries is relatively limited (Shafa et al., 2025). Most publications are produced by single researchers or research teams from the same institution. This contrasts with other, more established research fields, where international and inter-institutional collaboration is very intensive. The limited collaboration in thrifting research indicates that the field is still in its early stages of development and has not yet established a strong research network. However, this also opens up opportunities for new collaborations, particularly between researchers from developed countries with strong research traditions and researchers from developing countries who have direct access to the dynamic thrifting phenomenon in the field (Rumilda et al., 2023).

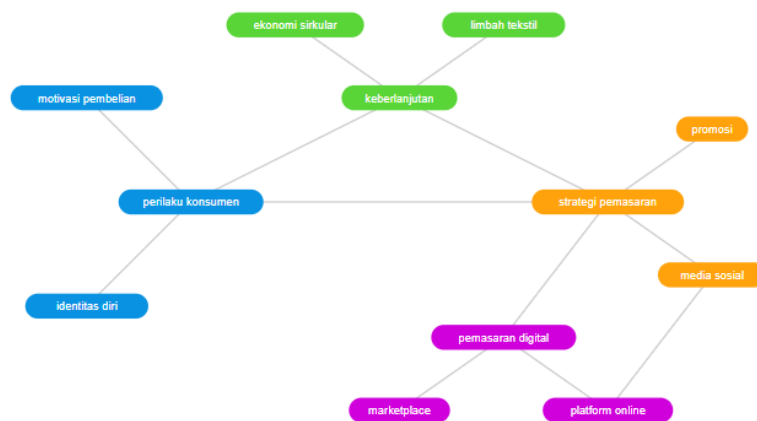


Figure 1. Bibliometric network map of thrifting research in marketing management

Conclusion

This bibliometric research successfully mapped the development of thrifting research in marketing management using quantitative analysis of 447 scientific publications from the Scopus database for the period 2015 to 2025. The results of the analysis showed significant publication growth since 2020 with an average growth rate of 23.5 percent per year, with a linear regression model showing an R squared value of 0.87, which means a strong and predictable growth trend. Publications were dominated by developed countries with the United States contributing 32.4 percent, followed by the United Kingdom 18.9 percent, and Australia 12.3 percent. Network analysis showed a weak research collaboration structure with an average network density of 0.18, indicating that thrifting research is still carried out separately without strong collaboration. Four research theme clusters were identified through keyword occurrence analysis, namely consumer behavior with a frequency of occurrence of 156 times, marketing strategy 134 times, environmental sustainability 98 times, and digital business models 76 times.

Indonesia's contribution to global thrifting publications is still very minimal at only 1.8 percent of the total publications, even though the thrifting phenomenon is growing rapidly in the Indonesian field. This finding indicates a significant gap between the dynamics of the thrifting industry in Indonesia and the contribution of academic research which is still limited. The identified knowledge gaps include the lack of research from the perspective of thrifting business actors with a percentage of only 12 percent of the total literature, limited studies of the

economic and social impacts of the thrifting industry on local communities , and the lack of cross -cultural comparative research in the Asian context . This study provides an empirical foundation based on statistical data that can be a reference for further researchers , academics , and policymakers in developing more effective research , business , and regulatory strategies in the context of the thrifting industry and the circular economy in Indonesia and globally.

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