

Research Article | Araştırma Makalesi

An Investigation on 'Second-Hand Clothing Applications' in the Context of the Diderot Effect

Diderot Etkisi Bağlamında 'İkinci El Giyim Uygulamaları' Üzerine Bir İnceleme

Elifnur TERZİOĞLU (Asst. Prof. Dr.)
Hatay Mustafa Kemal University Faculty of Communication
Hatay/Türkiye
elifnur_88@hotmail.com

Başvuru Tarihi | Date Received: 8.03.2023
Yayına Kabul Tarihi | Date Accepted: 25.05.2023
Yayınlanma Tarihi | Date Published: 30.07.2023

Terzioğlu, E. (2023). An Investigation on 'Second-Hand Clothing Applications' in the Context of the Diderot Effect. *Erciyes İletişim Dergisi*, 10(2), 593-608 <https://doi.org/10.17680/erciyesiletisim.1262131>

Abstract

Consumption in post-modern society, with the effect of Diderot, leads individuals to excessive consumption without need, especially with the developments in technology. It brings societies to a point where they buy things they do not need. It is thought that online shopping sites influence individuals, according to Diderot, and lead them to buy more with the thought of the inadequacy of the existing one. In this study, 10 people selected by random sampling method from Dolap and Depop users, which are second-hand clothing applications selected by purposeful sampling methods, were compared in the context of the Diderot effect and analyzed descriptively. In line with the findings obtained after the examination, it has been observed that although these applications are second-hand clothing platforms, they are in parallel with the Diderot effect, which explains the consumption frenzy of our age and the fact that we buy what we do not need. In addition, it has been determined that the individuals in the application are directed to consume not one but more than one product, although they do not need it and they are second-hand, with the thought that they should provide harmony and integrity with each other.

Keywords: Diderot Effect, Consumer Culture, Globalization, Technology, Second Hand Clothing Applications.

Öz

Post-modern toplumda tüketim, Diderot etkisi ile bireyleri ihtiyaç dışı aşırı tüketime yönlendirmekte, özellikle teknolojiye yaşanan gelişmelerle birlikte toplumları ihtiyaçları olmayan şeyleri satın aldıkları bir noktaya getirmektedir. Çevrim içi alışveriş sitelerinin bireyleri Diderot etkisi altına aldığı, var olanın yetersizliği düşüncesi ile daha çok satın almaya yönlendirdiği düşünülmektedir. Bu çalışmada amaçlı örneklem yöntemi ile seçilen ikinci el kıyafet uygulaması olan Dolap ve Depop kullanıcılarından rastgele örneklem yöntemi ile seçilen 10'ar kişi, Diderot etkisi bağlamında karşılaştırılmış ve betimsel olarak analiz edilmiştir. İnceleme sonrası elde edilen bulgular doğrultusunda, bu uygulamaların ikinci el giysi platformları olmasına rağmen çağımızın tüketim çılgınlığını ve ihtiyacımız olmayanı satın aldığımızı açıklayan Diderot etkisi ile paralel ilişki içinde olduğu gözlemlenmiştir. Ayrıca uygulamanın, bireyleri birbiriyle uyum ve bütünlük sağlaması gerektiği düşüncesiyle ihtiyacı olmamasına ve ikinci el olmasına rağmen bir değil, birden fazla ürün tüketimine yönlendirildiği tespit edilmiştir.

Anahtar Kelimeler: Diderot Etkisi, Tüketim Kültürü, Küreselleşme, Teknoloji, İkinci El Giysi Uygulamaları.



Introduction

When we look at the facts underlying consumption, the concepts of needs, wants, and desires are striking. However, in post-capitalist societies, with consumption gaining social meaning and function beyond biological needs, goods have begun to be consumed not only for their needs but also for their symbolic values. With these developments in the phenomenon of consumption, the focus of the studies on the subject has now shifted to the dimension of showing symbolic meaning, identity, and status. Biological needs alone have begun to be insufficient to explain the consumption phenomenon. The changes that occur in consumption correspond to the postmodern process, and the concept of consumption transforms the individual, culture, and social relations into a design-based structure in this process. Consumption objects have now begun to form symbolic meanings, and consumption habits have changed through mass media. These changing consumption habits have evolved into conspicuous consumption with symbolic values rather than the functional value of the product. Consumption is now at the center of life, going far beyond meeting needs. Consumption is recognized as a modern world ideology and is an economic, social, psychological, and cultural phenomenon. Today, consumption-oriented postmodernism is in the foreground rather than production-oriented modernism. With postmodernism, consumption has completely lost its quality of being an economic problem and has come to the forefront with its cultural dimension, and what is consumed has become not only objects but also signs and images; dreams, images, and pleasures have gained importance as consumption elements. There is a cooperation between consumption and indicators that nobody can see easily, and they are both guided by the same logic (Çimen, 2020). Especially today, where digitalization has accelerated, the consumption phenomenon has also gained momentum. Virtual shopping sites that lead to purchases on digital platforms change the perceptions of individuals' needs and reveal a new consumption area where desires are at the forefront, which is exposed to image bombardment, and where everything is consumed quickly. The idea of consumption, which is produced and expanded by gaining different meanings, is constantly supported by daily discourse in consumer society. Under the pressure of these discourses, the individual no longer buys the products he or she buys for their use values and begins to exhibit different consumption behaviours. For example, when he or she starts to buy a shoe, he buys it not only for its use value but also for its ostentatious and symbolic value. As such, a newly purchased shoe for the individual, although not needed for its functional use value, requires a belt suitable for it because it needs it because of its symbolic and conspicuous value. The consumption process, which started with the purchase of a new shoe, is not completed when the individual buys a belt suitable for his or her shoes. The reason for this is that the bag that the individual is currently using is not "in harmony" with his shoes and belt. It also requires a new shoe, along with a new belt and bag combination to match it. The reason for this is that the three products in question are generally marketed together by cultural mediators to create symbolic and display value. For these reasons, it has become essential for the individual, who has to adapt to the fashion that develops with the perception of aesthetics and pleasure created by cultural mediators, to buy a bag compatible with his new shoes and belt in order to be "happy" (Tokmak, 2019:44). Here, the concept of the Diderot effect makes an important contribution to the explanation of the psychological process behind this point where the individual has come or is brought. The Diderot effect defends the idea that the sense of integrity and harmony should be preserved and emphasises that a new identity and lifestyle will be formed with the consumption of products that complement each other and

with different products acquired. Under the message of integrity and harmony, individuals are directed towards the desire to improve all their belongings, and as a result, they can be included in more than one consumption spiral. With the growing influence of online shopping sites on people, the fact that consumption has become such a frenzy is gaining momentum. Virtual shopping websites in this context aim to make customers feel uneasy about their current lives and possessions and to persuade them to buy new products for the better. Individuals are influenced by the beautiful appearance and experiences they see on the sites, and they tend to an endless consumption, where they buy what they do not need in the desire to be happy after the purchase actions. In this study, the perspectives of individuals on the concepts of need and consumption were examined, and descriptive research was carried out on the role of second-hand clothing applications in shaping consumption habits. The aim of the study is to examine the symbolic elements of second-hand clothing practises that lead to consumption in the context of the Diderot effect, which states that the individual is directed to continuous consumption by aiming to provide integrity and harmony between the products consumed.

Consumption and Consumer Culture

It is possible to evaluate the concept of consumption as obtaining the goods or services produced in order to satisfy a certain need, or the satisfaction of the needs and wants of the individuals for the goods and services whose production is completed (ELİTAŞ, 2020). Raymond Williams mentioned that consumption is to waste, spend and finish, therefore he emphasized that consumption is an area that should be controlled in capitalist societies (Featherstone, 2007). Consumption has begun to include not only physical but also psychological and social needs for individuals, and now it takes place in order to fill the gaps in the material and spiritual sense of self (Cleveland & Laroche, 2007). When we look at the meaning of the concept of consumption, it means that consumers use or consume services in order to meet any need (Firat et al., 2013). According to another definition, consumption is a system of social and moral values, in addition to being a social behaviour (Baudrillard, 2018). When it comes to the postmodern period, the society's view of consumption has evolved from concrete consumption to abstract consumption (Baudrillard, 2016). The false needs, needs and wishes created by consumption in societies can create a desire to consume in individuals. While the consumption phenomenon is being handled, how the consumption desire is formed or created is an issue that should be emphasized. Motivating individuals to consumption plays an important role in the consumer society. There are various views on consumption. De Certeau mentions that consumers are secret producers and emphasizes that the consumer has come out of his/her passive role in consumption and has become active (Penaloza & Price, 1993). The phenomenon of consumption has been a controversial subject for centuries. Consumption, which cannot be handled independently of value judgments, is also the battleground of competing values and ideologies. Especially in the cultures of traditional societies, the possibility of the needs to be unlimited or insatiable, and the idea that individuals can have endless needs in the consumer culture are accepted as normal for the individuals of the consumer culture (Page, 2020). It is stated that the phenomenon of consumption cannot be examined separately from cultural values, symbols and images. In order to ensure the continuity and sustainability of consumption, products and services are marketed to consumers with certain indicators and symbols by manipulating individuals, as well as classical and operant conditioning methods used in psychology to shape individual and mass behaviours. Thus, a link is created between consumption and desires (Manrai & Manrai, 1996).

The recognition of consumers as “living in a material world” is the discovery of the spirit of the consumer society. Now the understanding supported by the world consumption objects and the characters of people can be analysed with their possessions (Belk, 1988). Today, commodities that consumers define themselves by purchasing serve the purpose of consuming by creating various images. Thus, by connecting individuals to the world of social values with symbols, social values are tried to be shown as a part of the values offered for sale. In this way, consumption creates its own ideology (Craig & Douglas, 2006). Consumed goods and experiences are pre-packaged, organized, created and coded to create the desired response in the consumer. The act of buying, which has reached a symbolic and surreal level, has become a motive for people (Bocock, 2008). The individuals are not for production; driven for consumption. With the postmodern tendencies, the meanings attributed to consumption have also changed, and the purchasing decisions of consumers are also shaped by the influence of postmodern culture. This social change process also brings about changes in marketing practices and strategies (Boyne & Rattansi, 2017).

In the formation phase of capitalism, individuals are motivated for production, while in advanced capitalism, individuals are motivated by consumption. Starting from the last quarter of the 19th century, consumption started to open up to large masses of people. Since mass produced goods have to be consumed, the elite's desire to control the consumption activity of the people has lost its function. For the production cycle to work, produced goods must be consumed by the masses (Baudrillard, 2018). The general structure of the consumer society has been shaped by the feeling that the pleasure of shopping can be used as a remedy for the discontent, unhappiness and tensions in daily life (Miyazaki & Fernandez, 2001). It is thought that individuals maximize their satisfaction by purchasing an ever-expanding range of products, creating greater opportunities for controlled and manipulated consumption (Featherstone, 2007). Consumer society means that societies are organized around consumption within the framework of the consumption of goods and leisure time rather than the production of goods and services, and it is based on capitalism. Although the trends in the consumer society are controversial, according to Marshall, these are: increasing wealth, bourgeoisization, the emergence of a mass popular culture, the death of the social class, the emergence of consumption sectors, the rise of individualism, etc. (Evans, 2010). The task of the consumer in the consumer society is to desire diversified goods and services, to work for them, to buy them and to ensure the continuity of the capitalist system (Penaloza & Price, 1993). The basic code value of the consumer society is the concept of happiness. The concept of happiness has become a refuge for everyone and everything. It is accepted that happiness, which is accepted as measurable through objects, signs and symbols, can only be obtained by consuming and having non-necessary products. In this context, societies tend towards consumption with false needs to be happy (O'Donnell, 2020).

The Effect of Diderot and Its Place in Consumption

Before we talk about what the Diderot effect is, it is necessary to explain how this concept came about. As one of the Enlightenment philosophers, Diderot (Diderot, 1769), stated in her article titled “Regrets for Leaving My Old Robe”, she is presented with a red, luxurious robe. After wearing this new red dressing gown, Diderot realizes that nothing in her study is in harmony with her new outfit, and that her other items are “shabby” besides this new outfit. In order to eliminate this inconsistency and match her old belongings with this new dressing gown, Diderot first starts by renovating her desk, and continues

by renewing the curtains and other furnishings. Finally, the study room was completely renovated and matched with the new dressing gown. Even though she didn't need it, she got into a lot of debt just to be in harmony. According to McCracken (McCracken, 1990), who discussed and conceptualized this situation that Diderot experienced in her study and named it as the Diderot effect in the literature, there are two forms of the Diderot effect in consumption, "rooted" and "influencing each other". The reason for the said effect to be a deep-rooted form is that the new possessions create a sudden and rapid desire in the consumer to remove the old ones and replace them with new ones; The reason why it has a form that affects each other is because each renewed item creates pressure on the consumer to renew the other old item in order to adapt. In this respect, the Diderot effect constantly raises the consumption standards of the consumer, and the consumer under this effect does not tend to decrease their consumption standards (Tokmak, 2019:45).

The Diderot effect explains how consumers' personality, experiences, behaviours, or cultural values make a change on the goods they previously bought or owned (Craig & Douglas, 2006). The purchase of a product or service creates a domino effect on the consumer and puts the consumer in the tendency and behaviour to complete the purchased products with new products. The situation of increasing consumption by supporting the new goods with complementary goods in order to ensure harmony is defined as Diderot Integrity in the literature (Jacoby et al., 1998). According to McCracken (McCracken, 1990), the pursuit of harmony and integrity lies behind the act of consumption. Therefore, the old and the new cannot coexist in the act of consumption, and change, balance, unity and consistency emerge as important concepts (Tokmak, 2019 p. 45). For this reason, the consumer continues to buy and consume until he/she reaches the said integrity and harmony, which is defined as the Diderot integrity. In consumption, the Diderot effect causes an endless, continuous regeneration mechanism to ensure harmony between regenerated items. The reason for this is that the consumer tends to renew their old items, which they cannot replace, on the grounds that it causes inconsistency. In addition, the renovation process in question may not be limited to the items in a room. The consumer may tend to renew everything he/she owns in order to adapt and reach the Diderot integrity (Shove & Warde, 2002).

When we look at the consumer research, the necessity of entering the consumption cycle and constantly following this cycle in the world of increasing income is defined as the Diderot effect. Buying a new home is an impetus to replace old furniture, a new skirt doesn't look good without the appropriate jacket and there's no integrity. Meeting a need or purchasing a product adds a new item to the list of needs. Consumption, which is likened to an escalator, is one-way and always aims to rise (Schor, 1999).

After being given a new dressing gown as a gift, Diderot thought that her desk didn't fit in her dressing gown, and she looked miserable. After buying a new table, Diderot thought the tapestry on her wall looked bad and needed to be replaced. Little by little, Diderot redecorated everything (Witkowski, 1989). The Diderot effect prompts the individual to consume excessively. This consumption process results in the continuous spending of the affected individuals around consumer goods that have symbolic meanings that offer the ideal of a good life through purchase (Lorenzen, 2007). In other words, the Diderot effect is defined as a force that encourages consumption (McCracken, 1990). In this effect, newly purchased consumer goods are the material evaluation of displaced meanings (Kit-Wai, 2001). Especially after the 2000s, with the development of technology, an area emerges where new generations socialize, establish relationships, develop

purchasing behaviour or produce and market their own content, as well as brand new practices (Güneş et al., 2022). The spread of digital platforms has brought a different perspective to the phenomenon of consumption and has enabled the creation of different consumption sites.

Method

The study was designed in a qualitative model. Content analysis was carried out in the study using document analysis technique. Document analysis is a qualitative research method that is used to rigorously and systematically analyse the content of written documents (Wach & Ward, 2013). Document analysis is a systematic method for examining and evaluating all documents, both printed and electronic materials. Like other methods used in qualitative research, document analysis requires the examination and interpretation of data in order to make sense of it, to form an understanding of the relevant topic, and to develop empirical knowledge (Strauss & Corbin, 1998). Lune & Berg, (2017) stated that document analysis is a type of analysis that includes visual materials such as written sources, films, videos and photographs that contain information about targeted phenomena and events. A case study is conducted to describe one or more situations in depth and to draw attention to research questions and issues (Johnson & Christensen, 2019). Situations include individuals, societies, institutions, and cultures, as well as critical events in a person's life or in a movie (Patton, 2014). In this context, the second-hand clothing applications selected by purposeful sampling method were analysed descriptively in the context of the effect of Dolap and Depop Diderot.

Findings

Second-hand product use is the reuse of previously used items with a "history" and "cultural biography" through sales, gifts and donations (Gabbott, 1991). In the pre-industrial era, when a newly sewn garment was inaccessible to the majority of the public because it was an expensive product for the wealthy, the second-hand clothing market functioned as a first-level retail market for the broad masses of the public (Frick, 2005). However, it is stated that before the 18th century in England, not only the low-income, but also all the masses of the people bought the second-hand products of the social group above themselves through auctions (Van Damme & Vermoesen, 2009). It is seen that the interest of large consumer masses towards the second-hand market has decreased, and the meanings attributed to these products, which have become the indicators of the lower classes, have changed, as mass production increases the variety and abundance of products and makes mass consumption possible in the modern era (B. Lemire, 2005; Beverly Lemire, 2005). However, it is stated that, in principle, due to their cheapness, the exchange of second-hand products that appeal to the poor, especially in the late modern period, not only affected by economic but also cultural and social factors, for example, second-hand clothing as valuable goods played a role as a marker of social change (A. Palmer, 2005; Alexandra Palmer, 2005). Second-hand consumption historically has been in clothing, as the main product of the early modern retail market, alongside furniture, kitchenware, bedding, and even luxury goods (B. Lemire, 2005; Beverly Lemire, 2005). Today, with the increasing consumer interest in second-hand clothing, not only with economic but also with various motivations, many retail formats such as neighbourhood markets, second-hand clothing stores, aid institutions, websites and applications have emerged (*How was the Dolap installed?*, 2022). Second-hand clothing applications play a role in remarketing previously used clothing products. In these applications, which can also be used on mobile phones and computers, when users tap on the 'add product'

option, they take a photo if there is a product they want to sell and then determine the category. They choose the colour, choose the brand and size, enter the product title, new or little used information, and the product description. Then they add the information about how much the product is worth and how much it will be sold, and they determine who will pay the shipping fee. Thus, the product is put on sale.

In the study, Dolap and Depop applications, which are among the second-hand clothing applications, were examined and analysed in the context of the Diderot effect by analysing with descriptive method. By looking at the profiles of 10 real users selected from each application with a random sample, the second-hand products they put up for sale and the similar products they added to their favourites for purchase were determined and analysed. The data obtained by analysing these users in terms of the types of products they sell and their favourites, their use cases, brands and prices are interpreted in the context of Diderot effect. The users determined as the sample within the scope of the study were named as User1, User2, User3..., taking into account the privacy and security of their personal information.

When we look at the Dolap application from Türkiye as the first application, it is seen that the application was founded in 2016, has close to 1 million users (*How was the Dolap installed?*, 2022) and is a platform where the users sell the clothes that they do not use or rarely wear and want to dispose of.

Users can buy new clothes at an affordable price by selling clothes, bags, shoes, or accessories that they once loved but did not use. With secure online payment systems, instalment opportunities, original product control service, and 24/7 customer service, they find the opportunity to make online purchases frequently. After the application is installed for free, users create profiles, photograph clothes they no longer wear, and bring them together with other closet users. The fact that new and labelled products that have never been worn recently are included in the wardrobe application makes it possible for consumers to use the application constantly, either to sell their products or to buy the products. Thanks to the categories created not only for women but also for children and men, the consumer segment is expanding. Another of the possibilities offered by the application to consumers is that the brand purchased with the Wardrobe Detective application can be requested to pass the originality control free of charge. In this application, which is also used in cooperation with social media phenomena, consumers can easily access and buy the clothes of these influencers (*Dolap*, 2022).

Table 1. Purchasing Action of Dolap Users

Users	Sold Product	Brand	Condition	Determined Price	Real Price	Favorite Product	The Brand of Favorite Product	Condition	Determined Price	Real Price
User1	Bag	ZARA	Barely Used	150 TL	600 TL	Bag	Tommy Hilfiger	Barely Used	250 TL	425 TL
User2	Coat	Perspective	Barely Used	500 TL	1500 TL	Coat	Mango	Barely Used	400 TL	780 TL
User3	Shoe	Stradivarius	Barely Used	159 TL	450 TL	Shoe	Kemal Tanca	Barely Used	250 TL	550 TL
User4	Sweater	LC Waikiki	New&Labeled	35 TL	85 TL	Sweater	LC Waikiki	New	100 TL	170 TL

Users	Sold Product	Brand	Condition	Determined Price	Real Price	Favorite Product	The Brand of Favorite Product	Condition	Determined Price	Real Price
User5	Dress	KeiKei	Barely Used	400 TL	900 TL	Dress	ZARA	Barely Used	280 TL	640 TL
User6	Boots	Timberland	New&Labeled	3000 TL	4.200 TL	Boots	UGG	New&Labeled	4170 TL	4500 TL
User7	Skirt	Codentry	Barely Used	100 TL	400 TL	Skirt	Koton	Barely Used	75 TL	145 TL
User8	Hat	ZARA	Barely Used	125 TL	280 TL	Hat	Pull&Bear	Barely Used	150 TL	220 TL
User9	Coat	ZARA	New&Labeled	2500 TL	3200 TL	Coat	ZARA	Barely Used	1600 TL	2000 TL
User10	Trousers	Love My Body	Barely Used	499 TL	799 TL	Trousers	Marks& Spencer	Barely Used	550 TL	799 TL

Depop, which operates around the world, creates personalized criteria with the second-hand clothing application filter feature and sends notifications to the person by recording the preferred size of the desired product. Thus, when returning to the application, the person can easily purchase the product. Moreover, since the seller can reach the buyer directly via message in practice (Depop, 2023) it is more likely to persuade the buyer to buy.

Table 2. Purchasing Action of Depop Users

Users	Sold Product	Brand	Condition	Determined Price	Real Price	Favorite Product	The Brand of Favorite Product	Condition	Determined Price	Real Price
User1	Sweater	Other	Barely Used	10 \$	40 \$	Sweater	Other	Barely Used	28 \$	55 \$
User2	Skirt	Lacoste	Barely Used	26 £	42 £	Skirt	Lacoste	Barely Used	30 £	55 £
User3	Boots	Topshop	Barely Used	50 €	75 €	Boots	ZARA	Barely Used	45 €	60 €
User4	Slipper	ZARA	Barely Used	10 £	25 £	Slipper	ASOS	Barely Used	22 £	48 £
User5	T-shirt	Adidas	Barely Used	18 £	42 £	T-shirt	Nike	Barely Used	10 £	25 £
User6	Heeled shoes	River Island	Barely Used	15 £	45 £	Heeled shoes	Forever New	Barely Used	20 £	38 £
User7	Bikini	SHEIN	New	8 £	12 £	Bikini	Boho Rose	New	55 £	75 £
User8	Jacket	ZARA	Barely Used	25 £	40 £	Jacket	Primark	Barely Used	15 £	35 £
User9	Dress	House of CB	Barely Used	10 £	30 £	Dress	Ax Paris	Barely Used	8 £	15 £
User10	Shirt	FatFace	Barely Used	15 £	40 £	Shirt	H&M	Barely Used	7 £	15 £

Conclusion and Discussion

The Diderot Effect is expressed as a social phenomenon that states that the individual identities of consumers are shaped by what they buy, and accordingly, the products that

the person will buy next can be predicted by the first purchaser. As it can be noticed from this definition, there are two ideas on the basis of the Diderot effect. First, people tend to align their identities with the products they buy; hence, they buy products that fit their identity or shape their identity according to the products they buy. Second, each new product purchased affects and potentially reduces the compatibility of products currently in the consumer's possession. This puts the first thought into action, and the purchasing process begins to increase this compatibility. These two thoughts that support each other cause people to buy products in an uncontrolled way, putting them in a consumption spiral. For example, when a new dress is bought and it is felt that the shoes are not compatible with it, the dress becomes meaningless on its own, and additional clothes are purchased that will be more fashionable when worn with shoes. In summary, the set is complete in a sense.

With the consumption phenomenon changing in the postmodern era, individuals are no longer buying images, identities, and perceptions, not needs. The developments in information and communication technologies also bring a different breath to the understanding of consumption of societies. Information and communication technologies, which connect the world with networks, have made everything digital. The digitization of almost every field from commerce to art, from state affairs to education has made it possible for everyone to access such services more easily (Alanka & Mertođlu, 2022). The Internet and social media are a social space that requires participation. People exist in this online space by participating (Elitaş & Keskin, 2014). Societies have started to shop from online sites over the internet, and more consumption has been paved the way for more products. Especially the ability of online platforms to access all over the world without time and place restrictions makes them popular on second-hand goods selling sites. Thanks to applications downloaded not only to desktops but also to mobile phones, this consumption understanding has changed even more, so much so that individuals have started to use applications where they can both sell their products and buy other people's products. Although the use of second-hand clothing applications is evaluated positively in terms of contributing to economic savings since it is a product that has been used before by individuals, in fact, the desire to adapt, as in Diderot's effect, leads individuals to buy more products. Second-hand clothing applications have started to be widely used in many countries. Especially with the development of communication technologies, digital platforms that sell worldwide and lead individuals to consume continue to maintain their existence in wider areas by changing their concept. Consumption in postmodern societies consists of sociological and psychological factors, not physiological ones, as mentioned above. Individuals associate happiness with harmony, which pushes them to consume more.

In the study, the second-hand clothing applications selected with the purposeful sampling method were analysed descriptively in the context of the effects of Dolap and Depop Diderot. When the sales movements in Dolap, which is the second-hand clothing application in Türkiye, are examined within the scope of the research, it is seen that the users sell 60% clothing, 20% shoes, and 20% accessory products. It is noteworthy that 70% of these sold products are "less used" products, while 30% are new and labelled products. Based on these data, it is seen that users in Türkiye mostly give importance to their appearance and intensify their shopping to a large extent within this framework. However, the fact that the products they sell are mostly "underused" indicates that they do not use them much after purchasing them and tend to give them up. It can be stated that

this situation is parallel to the Diderot effect, since the desire to dispose of a purchased product in a short time may be due to its incompatibility with newly acquired items. The fact that the prices determined for second-hand products are considerably lower than the store prices of the product (between 25% and 75% cheaper) reveals the tendency of the users to quickly change the items in their hands rather than for commercial purposes. This situation proves the “tendency to replace existing products with new ones” in the context of the Diderot effect. Because, in the user movements examined within the sample, it is seen that an underutilized product was sold for almost $\frac{1}{4}$ price. This situation makes us think that the transactions in question were carried out mostly for the purpose of disposing of the products quickly rather than for a commercial purpose.

When the data obtained from the Depop application, which is a second-hand clothing application abroad, is analysed within the scope of the research, the following conclusions are reached: The Depop users examined within the scope of the research sell 70% clothes and 30% shoes. This situation can be evaluated as an indication that users attach importance to external appearance and image on a global scale, similar to Türkiye. However, it is seen that 90% of the products that Depop users put up for sale are ‘under-used’ and 10% are ‘new’. This shows that the people who use the application in question tend to sell their own items at a very high rate. The fact that these items are mostly ‘under-used’ indicates the tendency of the disposal behaviour to give up the product in a short time rather than a need. This situation can be seen as a concrete example of the claim of the Diderot Effect that the existing products at hand create an incentive to quickly change in parallel with the acquisition of new products. The fact that the prices determined for the second-hand products put up for sale through the Depop application are considerably lower than the store prices (33% to 75% cheaper) indicates that the products that can be considered new are put up for sale at a lower price. Similarly, this situation brings to mind the motivation to get rid of the existing products as soon as possible and acquire new ones. Within the scope of the research, another data showing that the shopping tendencies of the users are compatible with the Diderot effect can be shown within the framework of the products that the users favourite and try to buy. Within the scope of the research, the products favoured by the users whose shopping movements are followed and the products they sell themselves are the same type of products. For example, User1 in the Dolap application has put his or her own bag up for sale, while on the other hand, he or she has favoured another brand’s bag through the application and tried to buy it. Similarly, in the Depop application, User6 put her high-heeled shoes up for sale, and at the same time, she favoured the high-heeled shoes that another user put up for sale and added them to the purchase list. The products that are listed for sale and favorited in both applications are primarily on a national and international scale and consist of well-known and favored brands. This situation, which is observed in all of the users examined, shows the following fact: consumers tend to replace the products they currently use with products of similar nature. The fact that a user who sells bags is a customer of another bag at the same time, and that a user who sells coats favours another jacket shows that consumers tend to dispose of and change the items they have, not according to needs. This determined situation confirms the basic claims of the Diderot effect. Because, as seen in the actions of the users examined within the scope of the research, the Diderot effect reveals that consumption has symbolic meanings rather than needs and the desire of individuals to quickly renew their products and produce a new combination.

In line with the findings obtained after the examination, these applications show that although they are intended for the sale of previously used products, they can be evaluated in parallel with the Diderot effect, which explains the consumption frenzy of our time and our tendency to buy what we do not need. In addition, it has been determined that the application directs the individuals to the consumption of more than one product, not one, with the thought that they should provide harmony and integrity with each other. In addition, since these applications have a wide range of products, it can be stated that there is a high probability of seeing products other than the ones that the buyers are looking for and revealing their willingness to buy them.

References

- Alanka, Ö., & Mertođlu, S. (2022). Gündelik hayatın sayısal istilası ve dijital bağımlılık. *Sosyal Beşeri ve İdari Bilimler Alanında Uluslararası Araştırmalar XV*, 189.
- Baudrillard, J. (2016). *The consumer society: Myths and structures*. Sage.
- Baudrillard, J. (2018). On consumer society. In *Rethinking the Subject* (pp. 193-203). Routledge.
- Belk, R. W. (1988). Possessions and the extended self. *Journal of consumer research*, 15(2), 139-168.
- Bocock, R. (2008). *Consumption*. Routledge.
- Boyne, R., & Rattansi, A. (2017). *Postmodernism and society*. Bloomsbury Publishing.
- Cleveland, M., & Laroche, M. (2007). Acculturaton to the global consumer culture: Scale development and research paradigm. *Journal of business research*, 60(3), 249-259.
- Craig, C. S., & Douglas, S. P. (2006). Beyond national culture: implications of cultural dynamics for consumer research. *International Marketing Review*.
- Çimen, Ü. (2020). Kötülüğün Terlemesi Tüm Yönleriyle Jean Baudrillard. *Ankara: Ankara Üniversitesi Yayınları*.
- Depop. (2023). Retrieved 11.01.2023 from <https://www.depop.com/>
- Diderot, D. (1769). Regrets for My Old Dressing Gown, or a Warning to Those Who Have More Taste Than Fortune. *Oeuvres completes*, 4.
- Dolap. (2022). Retrieved 30.12.2022 from <https://dolap.com/>
- ELİTAŞ, S. K. (2020). *Duyusal Teknolojiler ve Online Alışveriş*. Akademisyen Kitabevi.
- Elitaş, T., & Keskin, S. (2014). Sanal Aidiyet Bağlamında Zihinsel Diaspora: Facebook Örneği. *Atatürk İletişim Dergisi*(7), 161-186.
- Evans, D. (2010). Diderot Effect. In *Encyclopedia of Green Consumerism*.
- Featherstone, M. (2007). *Consumer culture and postmodernism*. Sage.
- Firat, A., Kutucuoglu, K. Y., Saltik, I. A., & Tuncel, O. (2013). Consumption, consumer culture and consumer society. *Journal of Community Positive Practices*(1), 182-203.
- Frick, C. C. (2005). The Florentine Rigattieri: Second hand clothing dealers and the circulation of goods in the renaissance. *Old clothes, new looks: Second hand fashion*. Oxford: BERG.

- Gabbott, M. (1991). The role of product cues in assessing risk in second-hand markets. *European Journal of Marketing*, 25(9), 38-50.
- Güneş, E., Ekmekçi, Z., & Taş, M. (2022). Sosyal Medya Influencerlarına Duyulan Güvenin Satın Alma Öncesi Davranış Üzerine Etkisi: Z Kuşağı Üzerine Bir Araştırma. *Türk Turizm Araştırmaları Dergisi*, 6(1), 163-183.
- How was the Dolap installed?* (2022). Retrieved 30.12.2022 from <https://startup.capital.com.tr/soylesi/hande-izmirlioglu-1-milyar-dolari-yakalariz.html>
- Jacoby, J., Johar, G. V., & Morrin, M. (1998). Consumer behavior: A quadrennium. *Annual review of psychology*, 49(1), 319-344.
- Johnson, R. B., & Christensen, L. (2019). *Educational research: Quantitative, qualitative, and mixed approaches*. Sage publications.
- Kit-Wai, E. (2001). Consuming satellite modernities. *Cultural studies*, 15(3-4), 444-463.
- Lemire, B. (2005). Shifting Currency The Culture and Economy of the Second Hand Trade in England c. 1600–1850. *New York Berg*.
- Lemire, B. (2005). Shifting Currency: The Culture and Economy of the Second Hand Trade in England c. 1600-1850. *Old clothes, new looks: second hand fashion*, 29-47.
- Lorenzen, J. A. (2007). Diderot effect. *The Blackwell Encyclopedia of Sociology*.
- Lune, H., & Berg, B. L. (2017). *Qualitative research methods for the social sciences*. Pearson.
- Manrai, L. A., & Manrai, A. K. (1996). Current issues in the cross-cultural and cross-national consumer research. *Journal of International Consumer Marketing*, 8(3-4), 9-22.
- McCracken, G. D. (1990). *Culture and consumption: New approaches to the symbolic character of consumer goods and activities* (Vol. 1). Indiana University Press.
- Miyazaki, A. D., & Fernandez, A. (2001). Consumer perceptions of privacy and security risks for online shopping. *Journal of Consumer affairs*, 35(1), 27-44.
- O'Donnell, V. (2020). Cultural studies theory: The production and consumption of meaning. In *Handbook of Visual Communication* (pp. 203-218). Routledge.
- Page, D. (2020). The academic as consumed and consumer. *Journal of Education Policy*, 35(5), 585-601.
- Palmer, A. (2005). Vintage Whores and Vintage Virgins: Second Hand Fashion in the Twenty-first Century. *New York: Berg*.
- Palmer, A. (2005). Vintage whores and vintage virgins: Second hand fashion in the twenty-first century. *Old clothes, new looks: second hand fashion*, 197-213.
- Patton, M. Q. (2014). *Qualitative research & evaluation methods: Integrating theory and practice*. Sage publications.
- Penaloza, L., & Price, L. L. (1993). Consumer resistance: a conceptual overview. *ACR North American Advances*.
- Schor, J. B. (1999). *The overspent American: Why we want what we don't need*. Harper Collins.

- Shove, E., & Warde, A. (2002). Inconspicuous consumption: the sociology of consumption, lifestyles and the environment. *Sociological theory and the environment: classical foundations, contemporary insights*, 230(51), 230-251.
- Strauss, A., & Corbin, J. (1998). Basics of qualitative research techniques.
- Tokmak, G. (2019). Tüketimde Diderot Etkisi ve Zeigarnik Etkisine Kavramsal Bir Bakış, TUJOM, 4(1): 44 doi: <http://dx.doi.org/10.30685/tujom.v4i1.39>
- Van Damme, I., & Vermoesen, R. (2009). Second-hand consumption as a way of life: public auctions in the surroundings of Alost in the late eighteenth century. *Continuity and change*, 24(2), 275-305.
- Wach, E., & Ward, R. (2013). Learning about qualitative document analysis.
- Witkowski, T. H. (1989). Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities. In: JSTOR.

Diderot Etkisi Bađlamında 'İkinci El Giyim Uygulamaları' Üzerine Bir İnceleme

Elifnur TERZİOđLU (Asst. Prof. Dr.)

Geniřletilmiş Özet

Tüketimin temelinde yatan olgulara bakıldığında ihtiyaç, istek ve arzu kavramları göze çarpmaktadır. Fakat kapitalizm sonrası toplumlarda tüketimin biyolojik ihtiyaçların ötesinde toplumsal anlam ve işlev kazanmasıyla birlikte tüketilen mallar sadece ihtiyaç için değil sembolik değerleri için de tüketilmeye başlanmıştır. Tüketim olgusundaki bu gelişmelerle birlikte konu üzerine yapılan çalışmaların odak noktası artık sembolik anlam, kimlik ve statüyü gösterme boyutuna geçmiştir. Biyolojik ihtiyaçlar tüketim olgusunu açıklamak adına tek başına yetersiz kalmaya başlamıştır. Tüketimde meydana gelen değişimler postmodern sürece karşılık gelmekte ve tüketim kavramı bu süreçte bireyi, kültürü ve sosyal ilişkileri bir tasarıma dayalı bir yapıya dönüştürmektedir. Tüketim nesnelere artık sembolik anlamlar oluşturmaya başlamış, tüketim alışkanlıkları kitle iletişim araçları vasıtasıyla değişime uğramıştır. Değişime uğrayan bu tüketim alışkanlıkları ürünün işlevsel değerinden ziyade sembolik değerlerle birlikte gösterişçi tüketime evrilmiştir. Tüketim, ihtiyacın karşılanması için çok ötesine geçerek artık hayatın merkezinde bir yer almaktadır. Günümüzde artık üretim odaklı olan modernizmden ziyade tüketim odaklı postmodernizm ön plandadır. Postmodernizm ile birlikte tüketim ekonomik bir problem olma niteliğini bütünüyle yitirmiş ve kültürel boyutuyla ön plana çıkmış ve tüketilen şey, yalnızca nesnelere değil, göstergeler ve imajlar olmuş, hayaller, imajlar ve hazlar tüketim unsuru olarak önem kazanmıştır. Tüketim ve göstergeler arasında kimselerin rahatlıkla göremediđi bir iş birliđi vardır ve ikisi de aynı mantık tarafından yönlendirilmektedir. Özellikle dijitalleşmenin hız kazandıđı günümüzde tüketim olgusu da hız kazanmıştır. Dijital platformlarda satın almaya yönlendiren sanal alışveriş siteleri bireylerin ihtiyaç algılarını değiştirerek imge bombardımanına maruz kalan ve her şeyin çabucak tüketildiđi arzuların ön planda olduđu yeni tüketim alanı ortaya çıkarmaktadır. Toplumlar artık internet üzerinden çevrimiçi sitelerden alışveriş yapmaya başlamış, daha fazla ürünle daha fazla tüketimin önü açılmıştır. Özellikle çevrimiçi platformların dünyanın her yerine zaman ve mekân kısıtlaması olmaksızın erişebilme özelliđi ikinci el eşya satan sitelerinde popüler olmasına neden olmaktadır. Yalnızca masaüstü değil cep telefonlarına indirilen uygulamalar sayesinde bu tüketim anlayışı daha da değişmiş öyle ki bireyleri hem ürünlerini satabilecekleri hem de başkalarının ürünlerini satın alabilecekleri uygulamalar kullanmaya başlamışlardır. İkinci el giysi uygulamalarının kullanılması bireyler tarafından önceden kullanılmış bir ürün olması nedeniyle ekonomik olarak tasarrufa katkı sağlaması açısından olumlu değerlendirilse de aslında Diderot etkisindeki gibi uyum sağlama isteđi bireyleri daha fazla ürün almaya sevk etmektedir. İkinci el giyim uygulamaları birçok ülkede yaygın şekilde kullanılmaya başlanmıştır. Özellikle iletişim teknolojilerinin gelişmesi ile birlikte dünya çapında satış yapan ve bireyleri tüketime sevk eden dijital platformlar konsept değiştirerek varlığını daha geniş sahalarda sürdürmeye devam etmektedir. Postmodern toplumlarda tüketim yukarıda da bahsedildiđi gibi fizyolojik değil daha çok sosyolojik ve psikolojik etmenlerden oluşmaktadır. Bireyler mutluluđu uyum ile bağdaştırmakta ve bu da bireyi daha çok tüketmeye itmektedir.

Çalışmada amaçlı örneklem yöntemi ile seçilen ikinci el kıyafet uygulamalarından Dolap

ve Depop kullanıcılarından rastgele örnekleme yöntemi ile seçilen 10'ar kişi Diderot etkisi bağlamında betimsel olarak analiz edilmiştir. Araştırma kapsamında Türkiye'deki ikinci el giysi uygulaması olan Dolap'taki satış hareketlerine bakıldığında kullanıcıların %60 oranında kıyafet, %20 oranında ayakkabı ve %20 oranında da aksesuar ürünleri sattıkları görülmüştür. Satılan bu ürünlerin %70 oranında "az kullanılmış" ürünler olduğu, %30'unun ise yeni&etiketli ürünler olduğu dikkat çekmektedir. Bu verilerden hareketle Türkiye'deki kullanıcıların çoğunlukla dış görünüşlerine önem verdikleri ve alışverişlerini büyük ölçüde bu çerçevede yoğunlaştırdıkları görülmektedir. Bununla beraber sattıkları ürünlerin çoğunlukla "az kullanılmış" olması bu ürünleri satın aldıktan sonra fazla kullanmayıp vazgeçme eğilimine girdiklerine işaret etmektedir. Satın alınan bir ürünün kısa sürede elden çıkarılma isteđi büyük ölçüde yeni edinilen eşyalar ile uyumsuzluğu gerekçesiyle olabileceğinden hareketle bu durumun Diderot etkisi ile paralellik gösterdiği ifade edilebilir. İkinci el olarak satılan ürünler için belirlenen fiyatların ürünün mağaza fiyatlarından oldukça düşük bir rakam olması (%25 ila %75 oranında daha ucuz) oldukça iyi durumda olan bu ürünlerin satışının ticari maksattan ziyade kullanıcıların ellerindeki eşyaları hızlıca deđiştirme eğilimlerini ortaya koymaktadır. Bu durum Diderot etkisi bağlamında ortaya konulan "eldeki ürünleri yenileriyle deđiştirme eğilimi"ni kanıtlayıcı bir mahiyettedir. Çünkü örnekleme dâhilinde incelenen kullanıcı hareketlerinde az kullanılmış bir ürünün neredeyse ¼ fiyatına elden çıkarıldığı görülmektedir. Bu durum söz konusu alışverişlerin ticari bir maksattan ziyade büyük ölçüde ürünleri hızlıca elden çıkarma amacıyla gerçekleştirildiğini düşündürmektedir.

Yurtdışında ikinci el giysi uygulaması olan Depop uygulamasından araştırma kapsamında elde edilen veriler incelendiğinde şu sonuçlara varılmıştır: Araştırma kapsamında incelenen Depop kullanıcıları %70 oranında kıyafet %30 oranında da ayakkabı satma işlemi gerçekleştirmektedirler. Bu durum Türkiye'ye benzer şekilde küresel ölçekte de kullanıcıların dış görünüşe ve imaja önem vermelerinin bir göstergesi olarak değerlendirilebilir. Bununla birlikte Depop kullanıcılarının satışa çıkardıkları ürünlerin %90 oranında 'az kullanılmış', %10 oranında ise 'yeni' ürünler olduğu görülmektedir. Bu durum söz konusu uygulamayı kullanan kişilerin çok yüksek bir oranda kendi kullandıkları eşyaları satma eğiliminde oldukları göstermektedir. Bu eşyaların çoğunlukla 'az kullanılmış' olması elden çıkarma davranışının bir ihtiyaçtan ziyade kısa sürede üründen vazgeçme eğilimine işaret etmektedir. Bu durum Diderot Etkisi'nin ortaya koymuş olduğu eldeki mevcut ürünlerin yeni ürün edinilmesine paralel bir şekilde hızlıca deđiştirilme güdüsü oluşturduğu iddiasının somut bir örneđi olarak görülebilir. Depop uygulaması üzerinden satışa çıkarılan ikinci el ürünler için belirlenen fiyatların ürünün mağaza fiyatlarından oldukça düşük bir rakam olması (%33 ila %75 oranında daha ucuz) yeni sayılabilecek ürünlerin değerinden düşük bir fiyata satışa çıkarıldığını göstermektedir. Bu durum yine benzer şekilde Diderot Etkisi'nin ortaya koyduğu mevcut ürünlerden bir an önce kurtularak yenilerini edinme motivasyonunu akla getirmektedir.

Araştırma kapsamında kullanıcıların alışveriş eğilimlerinin Diderot etkisi ile bağdaştığını gösteren bir diđer veri ise kullanıcıların favorilediđi ve satın almaya çalıştığı ürünler çerçevesinde gösterilebilir. Araştırma kapsamında alışveriş hareketleri takip edilen kullanıcıların favorilediđi ürünler ile kendi satışa çıkardıkları ürünler aynı türde ürünlerdir. Her iki uygulamada da satışa çıkarılan ve favorilenen ürünler çoğunlukla ulusal ve küresel ölçekte olup çok tanınan ve çok tercih edilen markalardan oluşmaktadır. İncelenen kullanıcıların tamamında gözlemlenen bu durum şu gerçeđi göstermektedir: tüketiciler hali hazırda kullandıkları ürünleri benzer nitelikteki ürünlerle deđiştirme

eđilimindedirler. anta satan bir kullanıcının aynı anda bir başka antaya müşteri olması, mont satan bir kullanıcının başka bir montu favorilemesi tüketicilerin ihtiyaca yönelik olarak deđil sahip oldukları eşyaları elden çıkarma ve deđiştirme eđiliminde olduklarını göstermektedir. Tespit edilen bu durum Diderot etkisinin temel iddialarını da dođrular bir niteliktedir. Çünkü Diderot etkisi araştırma kapsamında incelenen kullanıcıların da eylemlerinde görüldüğü üzere tüketimin ihtiyaçlardan ziyade sembolik anlamlarının olduğunu, bireylerin sahip oldukları ürünleri hızlı bir şekilde yenileme ve yeni bir kombin üretme isteđini ortaya koymaktadır.

Anahtar Kelimeler: Diderot Etkisi, Tüketim Kültürü, Küreselleşme, Teknoloji, İkinci El Giysi Uygulamaları.

Bu makale **intihal tespit yazılımlarıyla** taranmıştır. İntihal tespit edilmemiştir.

This article has been scanned by **plagiarism detection softwares**. No plagiarism detected.

Bu alıřmada “**Yükseköđretim Kurumları Bilimsel Arařtırma ve Yayın Etiđi Yönergesi**” kapsamında uyulması belirtilen kurallara uyulmuřtur.

In this study, the rules stated in the “**Higher Education Institutions Scientific Research and Publication Ethics Directive**” were followed.

Arařtırma tek bir yazar tarafından yürütülmüřtür.

The research was conducted by a single author.

alıřma kapsamında herhangi bir kurum veya kiři ile **ıkar atıřması** bulunmamaktadır.

There is no **conflict of interest** with any institution or person within the scope of the study.