A Text Mining Approach to the Analysis of Online Second-hand Market

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Abstract

With the growth of sharing economy, people and companies have paid attention to the online second-hand market. Online second-hand market plays an important role in reviving the economic value of goods by redistributing them to those who need them, and can be an important way to indirectly understand the current trend of e-commerce market. However, previous studies on online second-hand market among individuals are lacking compared to studies on large-scale e-commerce services managed by corporations or organizations. Therefore, this study aims to analyze online second-hand market trends among individuals and find the different trends between online second-hand market and general e-commerce market. This study collects the post data of ‘Joongonara’, most famous community on online second-hand market in Korea, through web crawling, and analyze the online second-hand market trends through text mining technique. Finally, this study finds the insight for the direction of e-commerce market through online second-hand market trends and difference of trends between online second-hand market and general e-commerce market.

Key Words: E-commerce, second-hand markets, sharing economy, data crawling, text mining
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