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SECOND-HAND FASHION: RE-COMMERCE IN THE CONTEXT OF GENERATION Z PREFERENCES

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ABSTRACT: Re-commerce, or the re-trading of clothes, is gaining popularity in the fashion industry, especially among the younger generation Z. The rapid growth of apps such as Vinted and Depop, as well as the increasing number of online and stationary second-hand shops, indicates a change in consumer attitudes towards second-hand clothing shopping. For Generation Z, known for their greater environmental awareness and desire for authenticity, re-commerce is becoming an attractive alternative to fast fashion. The aim of this article is to explore how re-commerce fits into the shopping requirements of generation Z. The article analyses the motivations, attitudes and shopping habits of the younger generation in the context of the second-hand clothing market, and identifies barriers that may influence their consumer decisions. The study used the original author's social research conducted using a diagnostic survey method (CAWI survey questionnaire). The results obtained can contribute to a better understanding of the role of e-commerce in the fashion industry and point to directions for further research on sustainable consumption among the younger generation. The results of the analyses provide new insights into the shopping preferences of generation Z, identifying barriers and motivations of consumers. They address the subject of changing attitudes to consumption among Generation Z representatives, the promotion of a circular economy and changing consumer shopping patterns, as well as the perception of second-hand clothes. However, the research results are limited to a specific, narrow group of respondents (generation Z) and have territorial limitations (respondents from Poland). Nevertheless, they can be used in practice in the marketing strategies of clothing companies, the development of e-commerce platforms and the promotion and education of conscious consumption.

KEYWORDS: second-hand, mobile apps, shopping preferences, re-commerce, fast-fashion

Introduction

The second-hand clothing market has been growing rapidly in recent years (Thredup, 2024). This growth is linked to the increasing environmental awareness of society, changing consumer preferences and the growing popularity of the idea of sustainable fashion (Szydło & Potmalnik, 2022).

The clothing industry is one of the most environmentally damaging, responsible for significant greenhouse gas emissions and consumption of water and natural resources. By buying second-hand clothes, consumers reduce the demand for new products and thus contribute to reducing the over-production of clothes and waste (Loranger & Roeraas, 2022; Balconi et al., 2019). Annually, 60,000 tonnes of clothes are sent to landfills in the Atacama Desert in Chile, of which only 15 per cent have been previously worn by someone (Papamichael et al., 2022; Kryska, 2023). Until recently, second-hand clothing was associated with low social status (Szydło & Potmalnik, 2022); today, it is increasingly part of a sustainable lifestyle – especially for generation Z.

As the attitudes of the younger generation towards buying second-hand clothes change, the way they buy them is also changing. More and more people are buying it online rather than stationary (Rao et al., 2014; Thangavel et al., 2021).

Technological innovations, such as the development of apps for selling and exchanging clothes, allow more people, in a wider area and at any time, to access the second-hand market. In addition, they make it easier to search for unique clothes in different shops (including foreign shops). Buying clothes online is therefore becoming increasingly common (Kawulur et al., 2022; Natarajan & Veera Raghavan, 2023) and is gradually displacing the traditional sales model – for example, OLX platforms reported a 20% increase in second-hand clothing sales in the first half of 2024 (Fashion Biznes, 2024).

The importance of re-commerce platforms and applications in the second-hand clothing trade

The term re-commerce (reverse-commerce) was first defined in 2005 by G. F. Colony-ego, as the online sale of previously owned new or used goods, mainly through physical and online distribution channels, to buyers who reuse, repair, recycle or resell them (Arman & Mark-Herbert, 2021).

This concept has also been interpreted by Arman and Mark-Herbert (Arman & Mark-Herbert, 2021), defining the re-commerce trend as the participation of the end consumer in activities related to the circular economy and the exchange of used goods.

Re-commerce, is also referred to as second-hand goods trade or reverse trade. It represents a business model in which used or new, pre-owned goods are resold – as opposed to traditional trade, in which goods are sold for the first time.

Re-commerce helps to reduce the generation of waste and reduce the demand for new products, thus contributing to a model of greener and more responsible consumption. Consumers are becoming increasingly aware of the environmental impact of their purchases, and sustainability has become an important factor in purchasing decisions (Tangri & Yu, 2023; Balconi et al., 2019; Loranger & Roeraas, 2022; Shankar, 2024).

The buying and selling of goods in re-commerce takes place via digital platforms (Li & Sundararajan, 2024).

Examples of such platforms include eBay and Vinted (Laitkep & Stofkova, 2021) and programmes such as Amazon Warehouse or Zalando Second Hand, in which brands themselves offer second-hand products for sale. Re-commerce can take the form of C2C transactions, in which a consumer sells their used goods to another consumer, or B2C transactions, in which a company sells refurbished or used goods directly to a consumer, as in the case of Apple's Certified Refurbished programme (Bello, 2022).

Re-commerce is growing in popularity every year, especially among younger generations. In this context, mobile apps play a key role, especially for generation Z, who have grown up in the digital age and are used to using technology in their daily lives (Calvo-Porral & Pesqueira-Sanchez, 2020).

Apps provide quick and easy access to services – with a few clicks, users can buy products of their choice or put items up for sale. They are available at any time, which corresponds to the habits of generation Z, who often browse offers at different times of the day and night (Ferreira, 2018).

Undoubtedly, they create a convenient shopping experience without leaving home, offering a wide range of assortments with price comparison sites and reviews from other users (Roguska & Antas-Jaszczuk, 2020; Arrigo, 2022).

In addition, re-commerce apps such as Vinted or Depop offer personalised recommendations based on users' interests and browsing history. Through the use of artificial intelligence, apps can suggest products that are in line with the user's trends or preferences while promoting sustainable shopping and reducing waste (Balconi et al., 2019).

Re-commerce also contributes to the growing popularity of circular fashion – thanks to the ease of use of the app, more and more people are choosing to buy or sell second-hand clothing, supporting the development of a circular economy. Consumers are becoming more environmentally conscious, being able to use products for longer and contributing to the reduction of overproduction in the clothing industry (Dąbrowska & Shulhina, 2024).

In addition to clothing, electronics, games, books, jewellery and furniture are also resold via re-commerce apps. The main re-commerce applications, along with their functionalities, are summarised in Table 1.

Table 1. Functionality of the most popular re-commerce applications

Functionality	Vinted	Sellpy	OLX	Depop	Poshmark
Application downloads	>50 mln	>500 thousand	>10 mln	>10 mln	>10 mln
Sales model	Peer-to-peer, direct sales	Brokerage, sales by Sellpy	Peer-to-peer, direct sales	Peer-to-peer, direct sales	Peer-to-peer with community elements
Sales process	Users list, manage shipping, communicate	Sellpy lists, describes, and ships items	Users list and manage shipping	Users list and manage shipping	Users list and manage shipping
User charges	No seller fees; buyer service fees apply	Processing and sales fee (commission)	Varies; often free, optional paid promo	Sales commission (e.g., 10%)	20% commission on sales >$15, $2.95 on lower sales
Product categories	Mainly clothing, accessories, footwear	Mainly clothing, accessories, home items	Clothing, accessories, home decor	Clothing, accessories, footwear, home items	Clothing, accessories, home decor
Handling of shipments	Delivery options provided by Vinted	Shipping organized by Sellpy	Users set shipping options	Users set and manage shipping	Flat shipping rate offered
Price negotiable	Yes, users can negotiate	No – prices set by Sellpy based on market analysis	Yes, users can negotiate	Yes, users can negotiate	Yes, buyers can make offers
Payment security	Platform processes secure payments	Platform processes secure payments	No dedicated payment security	Platforma obsługuje płatności, chroniąc transakcje	Platform manages payments with protection
Promotion and advertising tools	Paid promotion options, feature listings	No extra promotion – positioned by Sellpy	Paid ad promotion available	Paid ad promotion available	Paid promotion, „Posh Parties" virtual events
Mobile applications and accessibility	Yes – iOS and Android	Yes – iOS and Android	Yes – iOS and Android	Yes – iOS and Android	Yes – iOS and Android

Source: authors' work based on Vinted (2024), Sellpy (2024), OLX (2024), Depop (2024), Poshmark (2024), Palomo-Domínguez et al. (2023), Abreau João Fernandes (2014), Cantista et al. (2023), Wood (2024) and Herman and Kim (2023).

Of the platforms mentioned, only Sellpy does not sell directly, limiting itself to brokering transactions and actively participating in the sales process. Vinted is the most popular among users, with more than 50 million downloads. All platforms are available in mobile versions for iOS and Android.

Mobile apps are a key element in the development of re-commerce for generation Z. They combine ease of use, personalisation and promote eco-friendly behaviour. Their growing popularity shows that technology is the foundation of today's shopping trends, especially among young, conscious consumers (Hajli & Shirazi, 2021; Mahmoud et al., 2021; Szydło & Potmalnik, 2022), who are currently the dominant group in the market (Silva et al., 2020).

The shopping preferences of Generation Z

The shopping preferences of generation Z are the subject of study by many researchers. There are many studies in the literature on young people's buying habits and motivations. Second-hand clothing is increasingly making up a significant share of the products they buy. This is influenced by both financial and ecological aspects as well as the possibility to express an individual and unique style in this way (Chi & Zheng, 2016; Szydło & Potmalnik, 2022).

According to the 2024 Thredup report, in 2023, 52% of consumers shopped in secondhand stores, with 65% of shoppers being Generation Z and Millenials. 40% i.e. 2 out of 5 items purchased by them in the last 12 months came from a secondhand store (Thredup, 2024). In Poland, according to a study cited by Fashion Biznes, almost 70% of Poles buy from second-hand shops, 83% of whom are under 25 years of age (Fashion Biznes, 2023).

The motives for buying second-hand clothes vary, depending on the sample, the time and the location of the research. In some, the environmental aspect is the main motivator for buying second-hand clothes. In others, however, it is the economic aspect that prevails over the environmental aspect (Colasante & D'Adamo, 2021; Peugeot et al., 2015; Mazanec & Harantová, 2024; Thangavel et al., 2021; Rybowska, 2017).

For example, research conducted in the United States based on in-depth interviews with Gen Z representatives showed a tendency for them to buy second-hand clothing, mainly for economic reasons. The condition and quality of the products on offer were cited as the biggest problems. Some participants in the study also declared that they prefer to buy clothes in stationary shops because of the possibility to assess their condition. Some emphasised that buying second-hand clothes is their contribution to reducing waste and protecting the environment (Silva et al., 2020).

Generation Z's buying preferences for second-hand clothes were also studied by Mazanec and Harantová (2024). The survey was conducted among residents of the Slovak Republic and focused on benefits, obstacles, environmental awareness and preferred shopping channels of the representatives of the surveyed generation. Among the 340 respondents, more than half identified price as the biggest advantage of buying second-hand clothing.

For Polish consumers, the popularity of buying second-hand clothing is gaining ground every year. According to research carried out in June 2021, by Wtórpol on a group of 1,025 representative respondents from Poland, 70.9% of them have purchased second-hand clothing at least once. 51.9% of the survey participants declared a lower price as the main motivation for such a choice.

The report also indicates that ecology is becoming increasingly important in Poles' shopping choices. As many as 78% of respondents believe that recycling clothes helps protect the environment, and 61% give away unwanted clothes to dedicated recycling points or containers. At the same time, 15% of people admitted that they still throw away unwanted clothes, which demonstrates the need for further education on clothing recycling and the importance of conscious consumer choices (Wtórpol, 2021).

Despite a growing body of research on the shopping choices of generation Z, the question of their propensity to purchase second-hand clothing is still under-researched. The literature is dominated by an analysis of this group's general purchasing preferences, their behaviour related to the management of unwanted clothes and their attitudes towards environmental protection. However, there is a lack of detailed research on second-hand clothing purchasing preferences among Generation Z and the importance of re-commerce platforms in these purchases. This article fills this gap, providing useful implications for both theorists working on this research topic and practitioners managing online sales in the clothing sector.

Research methods

The purpose of this research is to analyse the motivations, attitudes and shopping habits of the younger generation in the context of the second-hand clothing market, as well as to identify barriers that may influence their consumer decisions.

The main objectives of the research conducted were:
- Identify the main motivational factors influencing the purchase decisions of generation Z, in terms of buying second-hand clothes.
- Identify the most important concerns and barriers related to the purchase of second-hand clothing.
- Assess the impact of economic factors on Generation Z's second-hand clothing purchasing choices.
- Identify the shopping channels most frequently chosen by Generation Z to purchase second-hand clothes.

The realisation of the stated objectives was made possible by the verification of the set research hypotheses:
- H1 Consciousness about the environment is the most common reason influencing Generation Z's second-hand clothing purchasing decisions.
- H2 Concerns about hygiene and cleanliness are the most common barriers indicated by respondents in buying second-hand clothes.
- H3 Gender of Generation Z respondents influences the frequency of buying second-hand clothes.
- H4 Declared financial situation of respondents influences frequency of their second-hand clothes purchases.
- H5 Generation Z respondents most often buy second hand clothes via internet.

To test the hypotheses, a chi2 test of independence (hypotheses 3 and 4) and the percentage distribution and means of the survey responses (hypotheses 1, 2 and 5) were used.

The data used in this article are from the original research conducted by the authors between September and November 2024 using a survey questionnaire in the CAWI technique. The research sample consisted of 1,029 respondents, representatives of generation Z from Poland (including 613 women and 416 men) – Table 2.

Table 2. Sample profile

Question		N	%
Gender	female	613	60%
	male	416	40%
Education	none	1	0%
	basic	21	2%
	technical secondary	17	2%
	general secondary education	742	72%
	higher	248	24%
Place of residence	rural	342	33%
	city up to 50,000	144	14%
	city 50,000 – 150,000	79	8%
	city 150,000 – 500,000	80	8%
	city with over 500,000	384	37%
Financial situation	very good	139	13%
	good	471	46%
	neutral	368	36%
	bad	38	4%
	very bad	13	1%

The sample selection was non-random. It consisted of young people aged between 18 and 25, who are representatives of generation Z. The distribution of the sample can be considered representative of the surveyed population, with a slight predominance of women in the survey. The questionnaire was made available on Polish social networks and among students of the Krakow University of Economics.

Results of the research

Buying second-hand clothing is growing in popularity year on year, especially among younger age groups. Generation Z, known for their concern for the environment and unique shopping preferences, is increasingly choosing second-hand clothing as an alternative to fast fashion.

The first area investigated was the motivation of the surveyed representatives of generation Z to purchase second-hand clothes. The study assumed that the main factor influencing purchases would be environmental concern and waste reduction. To validate these assumptions, respondents were asked a closed-ended question in which a nominal five-point Likert scale was used to rate individual motivational factors. The factors and their average distribution of respondents' ratings are shown in Figure 1.

Legend:
- Lower price
- High quality for a lower price
- Variety of assortment
- Fascination with retro, vintage style
- Uniqueness and originality
- Concern for the environment/reduction of waste
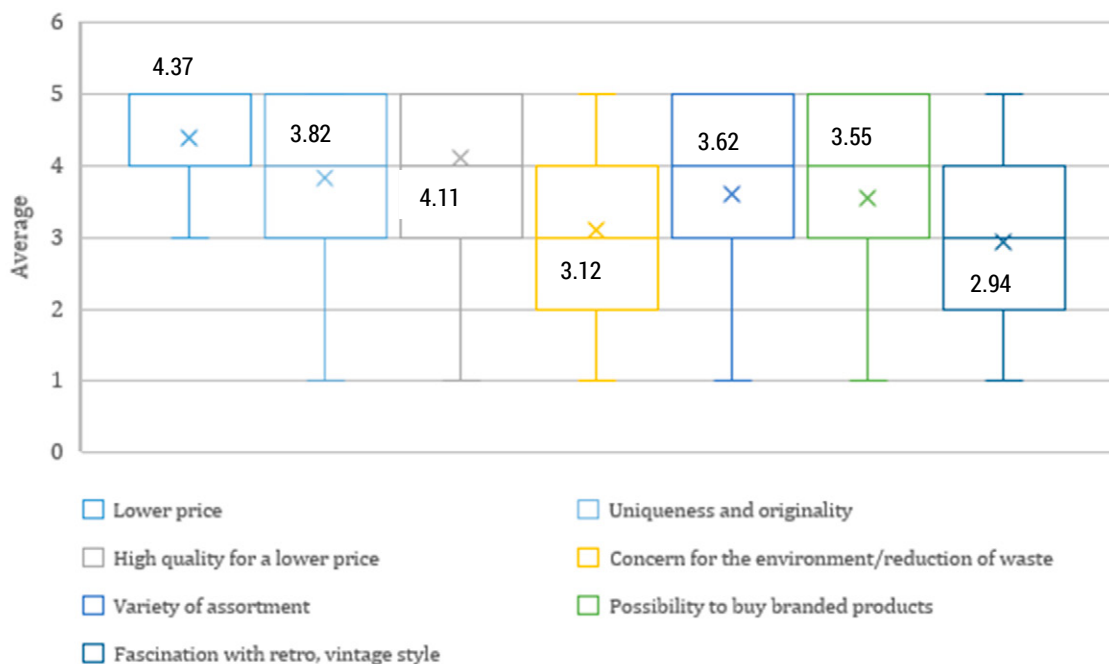- Possibility to buy branded products

Figure 1. Average rating of motivational factors for buying second-hand clothes

The results show that price and the value for money of the product are the most important factors for respondents when deciding to buy second-hand clothes. Concern for the environment and waste reduction are not the dominant factors that motivate respondents. This is a surprising finding because, according to studies in the literature, the environmental awareness of Generation Z representatives is increasing, but as our research has shown, this does not quite translate into purchasing decisions. Based on the results obtained, it was not possible to confirm hypothesis 1, which assumes that it is environmental aspects that most motivate the surveyed representatives of generation Z to buy second-hand clothes.

Another hypothesis tested assumed that concerns about hygiene and cleanliness are the most common barriers indicated by respondents in buying second-hand clothes. In order to verify the assumptions made, respondents' answers to a multiple-choice question in which they were asked to indicate up to three reasons for not buying second-hand clothes were analysed. The percentage distribution of responses to the question is shown in Figure 2.
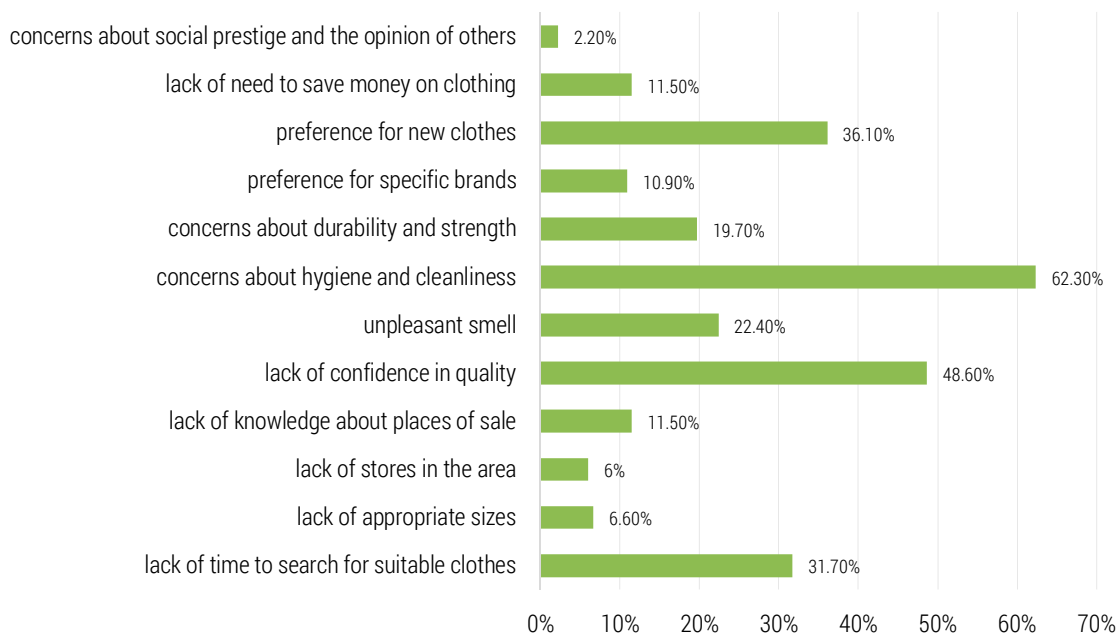
Figure 2. Reasons for not buying second-hand clothes

Among the 179 respondents who declared that they do not buy second-hand clothes, as many as 62.3% identified concerns about the hygiene and cleanliness of the clothes as the main reason for this. Almost 50% of the respondents have a lack of confidence in the quality of second-hand clothes, and more than a third declare a preference for new clothes, and also identify a lack of time to search as a reason for not buying. The results obtained show that the issue of hygiene and cleanliness is a key barrier for respondents not to purchase this type of clothing. This allows us to confirm hypothesis 2. Based on the results of the survey, it was surprising for the authors to see the marginal importance of the other factors of concern related to social prestige and the opinion of others. This factor was indicated by only four respondents, which shows that buying second-hand clothes is not a source of shame or negative social perception for generation Z. Thus, it can be assumed that among the representatives of the surveyed age group, buying second-hand is perceived as an acceptable and even fashionable way of consumption, fitting in with modern values related to authenticity and individualism.

Table 3. Impact of respondents' gender on frequency of second-hand clothing purchases

How often do you buy second-hand clothes?	Female n=613		Male n=416	
	n	%	n	%
Never	71	11.6%	108	26%
Rarely	171	27.9%	145	34.9%
Sometimes	224	36.5%	124	29.8%
Often	98	16%	24	5.8%
Very often	49	8%	15	3.6%
Statistical significance	Chi ^{2} 66,1811 df=4 p=0,000000000000145			

The relationship between the gender of the respondents and the frequency of buying second-hand clothes was tested next. It was assumed that these factors significantly influence each other. In order to verify these assumptions, the answers to the question regarding the respondents' declared gender and the indicated frequency of buying second-hand clothes were analysed. A chi2 test of independ-

ence was applied, which showed a statistically significant relationship between the variables studied (p <0.05). Based on the test results, therefore, hypothesis 3 should be accepted. The results of the chi-square test showed statistically significant relationships. Table 3 presents the results of the tests carried out.

In addition, analysing the results of the survey, it can be seen that second-hand clothes are more frequently purchased by women.

It was further investigated whether the financial situation declared by the respondents influences the frequency with which they purchase second-hand clothes. The chi2 test of independence was again used for this purpose (Table 4). It showed that there was no statistically significant relationship between the variables studied (p >0.05), making it necessary to reject the assumed research hypothesis.

Table 4. Impact of the respondent's financial situation on the frequency of buying second-hand clothes

Frequency of buying second-hand clothes	Financial situation									
	Very bad (n=13)		Bad (n=38)		Neutral (n=368)		Good (n=471)		Very good (n=139)	
	n	%	n	%	n	%	n	%	n	%
Never	1	7.7%	4	10.5%	62	16.8%	74	15.7%	38	27.3%
Sometimes	3	23.1%	15	39.5%	106	28.8%	148	31.4%	44	31.7%
Rarely	7	53.8%	15	39.5%	124	33.7%	161	34.2%	41	29.5%
Often	0	0%	3	7.9%	49	13.3%	59	12.5%	11	7.9%
Very often	2	15.4%	1	2.6%	27	7.3%	29	6.2%	5	3.6%
Statistical significance	Chi ^{2} 23.20733 df=16 p=0.0805									

As the results of the survey showed, the declared financial situation of the respondents has no significant impact on the frequency with which they buy second-hand clothes. The tests showed that both respondents declaring a bad and very good financial situation occasionally buy second-hand clothes. The most frequent purchases (often and very often) are made by respondents describing their financial situation as neutral and good.
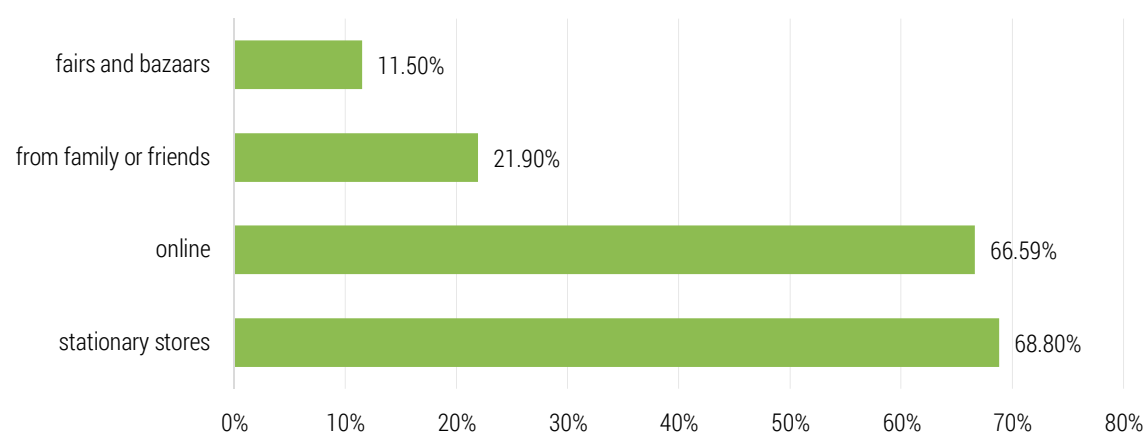
Figure 3. Places to buy second-hand clothes indicated by respondents

The last hypothesis 5 assumed that respondents from generation Z most often buy second-hand clothes online. In order to verify this hypothesis, the respondents' answers regarding the chosen second-hand clothing sales channels were analysed. The surveyed representatives of generation Z

had the opportunity to indicate several answers among the proposed sales channels. The detailed indications of the respondents are summarised in Figure 3.

Hypothesis 5 stated that respondents from Generation Z buy used clothes mainly online. The study showed that the majority of respondents made purchases in stationary stores (68.8%). Slightly fewer bought online (66.59%), using mobile applications and online stores. Every fifth respondent (21.9%) buys used clothes from friends or family. The least popular places for buying used clothes by respondents, are bazaars and fairs (11.5%). The obtained results allow for negative verification of hypothesis 5, which assumes the advantage of online shopping over stationary shopping.

Conclusions

The research conducted on second-hand clothing purchases among Generation Z has provided valuable insights to better understand the consumer behaviour of this group. The main motive for purchase turned out to be economic factors, such as low price and high quality clothes at an affordable price, which underlines the pragmatic approach of young consumers to second-hand clothes shopping.

The research showed that despite the growing environmental awareness in society, environmental aspects do not play the most important role in the decision to buy second-hand clothes, suggesting that consumer choices in this area are mainly driven by material benefits.

The gender of the respondent appeared to be an important factor in the purchase decision – women are more likely to purchase second-hand clothes than men, which may be due to a greater interest in fashion among women.

Another interesting observation is that the financial situation of the respondents does not significantly affect the frequency of second-hand clothing purchases – the most frequent purchases of this type are made by people declaring a good and average financial situation.

Furthermore, respondents' preferred shopping channels are mainly stationary shops (68.8%), but also online platforms and mobile apps with second-hand goods (66.59%).

The studies conducted fill to some extent the research gap in the literature regarding second-hand clothing shopping preferences among Generation Z representatives and the importance of re-commerce shopping platforms in this area. Referring to existing research, it provides additional information and allows us to see some changes in the behaviour of generation Z, their attitudes and shopping motivations. Some of the conclusions and unobserved correlations resulting from the study are thought-provoking and set new research directions for analysis in the area of the use of re-commerce platforms and their importance in second-hand clothing trade.

In conclusion, the market for second-hand clothing among Generation Z has great potential for growth, especially economically and technologically. We should also not forget the environmental impact of the second-hand clothes trade. The results of the study point to the need to further promote the environmental benefits of buying second-hand clothes in order to raise awareness and influence consumer choices in a more sustainable direction.

However, the research conducted has some limitations that are worth addressing in future research. One key limitation is the demographic structure of the sample, which may not fully reflect the diversity of the community studied. The research sample focused on one country/region, which limits the generalizability of the results to other cultures and markets. Additionally, a study with a larger sample of men could have provided a more complete picture of the behaviour of the surveyed generation.

In future studies, it would be worth expanding the sample to other countries, regions and other generations of consumers, e.g. Millennials and Generation X representatives. It would be cognitively interesting to find out their opinions on the motivation and frequency of second-hand clothing purchases.

The contribution of the authors

Conceptualisation, M.Z., D.D., M.B. and A.M.; literature review, M.Z., D.D., M.B. and A.M.; methodology, M.Z. and D.D.; formal analysis, M.Z., D.D., M.B. and A.M.; writing, M.Z., D.D., M.B. and A.M.; conclusions and discussion, M.Z., D.D., M.B. and A.M.

The authors have read and agreed to the published version of the manuscript.

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MODA Z DRUGIEJ RĘKI: RE-COMMERCE W KONTEKŚCIE PREFERENCJI POKOLENIA Z

STRESZCZENIE: Re-commerce, czyli ponowny handel odzieżą, zyskuje coraz większą popularność w branży modowej, szczególnie wśród młodego pokolenia Z. Dynamiczny rozwój aplikacji takich jak Vinted czy Depop, a także rosnąca liczba sklepów second-hand online i stacjonarnych, wskazuje na zmianę podejścia konsumentów do zakupów odzieży używanej. Dla pokolenia Z, znanego z większej świadomości ekologicznej i dążenia do autentyczności, re-commerce staje się atrakcyjną alternatywą dla fast fashion. Zakup odzieży używanej pozwala im nie tylko wyrażać indywidualny styl, ale również zaspokajać potrzeby ekonomiczne, jednocześnie wspierając zrównoważoną konsumpcję. Celem niniejszego artykułu jest zbadanie, w jaki sposób re-commerce wpisuje się w wymagania zakupowe pokolenia Z. W artykule analizie poddano motywację, postawy oraz nawyki zakupowe młodego pokolenia w kontekście rynku odzieży używanej, a także zidentyfikowano bariery, które mogą wpływać na ich decyzje konsumenckie. W badaniu wykorzystano metodę sondażu diagnostycznego (kwestionariusz ankiety CAWI). Uzyskane wyniki mogą przyczynić się do lepszego zrozumienia roli e-commerce w branży modowej oraz wskazać kierunki dalszych badań nad zrównoważoną konsumpcją wśród młodego pokolenia. Wyniki analiz dostarczają nowego spojrzenia na preferencje zakupowe pokolenia Z, identyfikują bariery i motywacje konsumentów. Badania poruszają tematykę zmieniających się postaw wobec konsumpcji wśród przedstawicieli pokolenia Z, promocji gospodarki cyrkularnej i nowych wzorców zakupowych, a także postrzegania odzieży używanej. Wyniki badań ograniczają się jednak do konkretnej, wąskiej grupy respondentów (pokolenie Z) oraz mają ograniczenia terytorialne (respondenci z Polski). Niemniej jednak mogą one zostać wykorzystane w praktyce w strategiach marketingowych firm odzieżowych, rozwoju platform e-commerce oraz promocji i edukacji świadomej konsumpcji.

SŁOWA KLUCZOWE: second-hand, aplikacje mobilne, preferencje zakupowe, re-commerce, fast-fashion