

## References

1. Burns L, Mullet K, Bryant N. *The Business of Fashion: Designing, Manufacturing, and Marketing* 5th Edition. New York, USA: Bloomsbury Publishing Inc.; 2016.
2. Kankanamge P, Dinesha Ch. *Influence of culture on consumer behavior in the fashion industry*. USA: University of Agder; 2014.
3. Bandoni W. *Social media for Fashion Marketing*. New York, USA: Bloomsbury Publishing Inc.; 2017.
4. Douglas T. What is customer intelligence ? How a deeper customer understanding drives revenue and sales [cited 2017 November 14]; 2016. Available from: <https://www.visioncritical.com/what-is-customer-intelligence>
5. Hines T, Bruce M. *Fashion Marketing*. USA: Elsevier Ltd; 2017.
6. The State of Fashion 2017. USA: The Business of Fashion and McKinsey & Company; 2016.
7. Pulse of the fashion Industry. USA: Global Fashion Agenda & The Boston Consulting Group; 2017.
8. Ciszak P. Polski rynek odzieżowo-obuwniczy będzie systematycznie rósł do 2020 [cited 2017 November 15]; 2017. Available from: <https://www.money.pl/gospodarka/wiadomosci/artukul/lpp-hm-rynek-odziezowy,203,0,2304203.html>.
9. Bhardwaj V, Fairhurst A. Fast fashion: response to changes in the fashion industry. *The International Review of Retail, Distribution and Consumer Research* 2010; 20(1): 165-173.
10. Sempruch-Krzemińska K. Fast fashion - future of fashion industry? *Marketing i Rynek*. 2014; 2: 25-31.
11. Fletcher K. Slow fashion. *The Ecologist*. [cited 2018 March 19]; 2007. Available from: <https://theecologist.org/2007/jun/01/slow-fashion>.
12. Jung S, Jin B. Sustainable Development of Slow Fashion Businesses: Customer Value Approach. *Sustainability* 2016; 8(6): 540:1-15.
13. Gabrielli V, Baghi I, Codeluppi V. Consumption practices of fast fashion products: a consumer-based approach. *Journal of Fashion Marketing and Management* 2013; 17(2): 206-224.
14. Hines T, Bruce M. *Fashion Marketing*. Oxford, England: Elsevier Ltd; 2007.
15. Rath P, Bay S. *The why of the buy. Consumer behavior and fashion marketing*. New York, USA: Bloomsbury Publishing Inc.; 2015.

16. Solomon MR. *Consumer Behavior: Buying, Having and Being*. England: Pearson Education Limited; 2018.
17. Press C, Wilson S. *Wardrobe Crisis: How we went from Sunday best to fast fashion*. Australia: Nero, Clare Press; 2016.
18. Kuźniar W, Surmacz T, Szopiński W. Virtualization of Consumption and Its Impact on Development of Prosumption Attitudes among Young Consumers. *Annales Universitatis Mariae Curie-Skłodowska Lublin* 2017; 51(2): 143-150.
19. How can consumer behavior change the fashion industry? [cited 2017 November 11]; 2017. Available from: <https://textileconsult.wordpress.com/2017/04/28/how-can-consumer-behaviour-change-the-fashion-industry/>
20. Kotler Ph, Kartajaya H, Setiawan I. *Marketing 4.0. Moving from Traditional to Digital*. Hoboken. New Jersey: Wiley & Sons Inc.; 2017.
21. Mulhern F. Integrated marketing communications: From media channels to digital connectivity. *Journal of Marketing Communication* 2009; 15: 85-101.
22. Kaplan A, Haenlein M. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons* 2010; 53: 59-68.
23. Shankar V, Kleijnen M, Ramanathan S, Rizley R, Holland S, Morrissey S. Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Avenues. *Journal of Interactive Marketing* 2016; 34: 37-48.
24. Lee I. *The Internet of Things in the Modern Business Environment*. USA: IGI Global; 2017.
25. Kline S, Dyer-Witthoford N, de Peuter G. *Digital Play: The Interaction of Technology, Culture, and Marketing*. Canada: McGill Queen's University Press; 2003.
26. Sułkowski Ł, Kaczorowska-Spychalska D. Social Media in the Process of Marketing Evolution in Polish Textile-Clothing Industry. *FIBRES & TEXTILES in Eastern Europe* 2016; 5(119): 15-20.
27. Gregor B, Kaczorowska-Spychalska D. *Blogi w procesie komunikacji marketingowej*. Łódź: Wydawnictwo Uniwersytetu Łódzkiego; 2016.