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PRICE STRATIFICATION AND POSITIONING OF SECOND-HAND APPAREL ON UKRAINIAN ONLINE MARKETPLACE PLATFORMS

ЦІНОВА СТРАТИФІКАЦІЯ ТА ПОЗИЦІОНУВАННЯ СЕКОНД-ХЕНД ОДЯГУ ТА ВЗУТТЯ НА УКРАЇНСЬКИХ ПЛАТФОРМАХ КОРИСТУВАЦЬКИХ ОГОЛОШЕНЬ ТА ОНЛАЙН-ТОРГІВЛІ

Online trade in second-hand clothing and footwear offers Ukrainian households an additional way to adjust their consumption amid wartime risks, unstable incomes and changing budget priorities. The presentation of a used item situates it within a particular set of price comparisons and a particular tier of the secondary market. This study examines price stratification across ordinary resale, vintage positioning and brand-oriented listings on OLX, Shafa and Kidstaff during wartime. A purposively balanced web corpus was analysed at listing level. The three positioning types were associated with distinct price profiles: ordinary resale occupied the lower tier, vintage the intermediate tier, and brand-oriented listings the upper tier. This ordering persisted after product category, gender targeting and platform were taken into account. The findings provide a basis for more appropriate price comparisons as platforms can select comparators within the same product category and positioning type when generating price ranges and identifying atypical listings.

Keywords: second-hand clothing, online resale, price stratification, positioning, vintage, brand-oriented listings, gender targeting, digital platforms, resilience, crisis, war, clothing.

Онлайн-торгівля товарами секонд-хенд підтримує адаптацію споживання в умовах воєнних ризиків, нестабільності доходів і зміни бюджетних пріоритетів домогосподарств. Спосіб представлення вживаної речі продавцем формує коло цінових аналогів та визначає її позицію у структурі вторинного ринку. Метою статті є встановити, як звичайне, вінтажне та бренд-орієнтоване позиціонування пов'язані з ціновими профілями оголошень про одяг і взуття секонд-хенд на провідних українських платформах користувацьких оголошень та онлайн-торгівлі OLX, Shafa та Kidstaff. Емпіричну основу становить цілеспрямовано збалансований веб-корпус товарних сторінок. Одиницею аналізу є окреме оголошення із зафіксованими відомостями про заявлену ціну, товарну категорію, гендерну адресацію, платформу та тип позиціонування. Кількісний контент-аналіз поєднано з порівнянням цінових розподілів і багатofакторним лог-лінійним моделюванням. Результати



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виявили послідовне підвищення цінового рівня від звичайного ресейлу до вінтажного та бренд-орієнтованого позиціонування. Звичайний ресейл формує нижчий і компактніший ціновий профіль, вінтаж займає проміжне положення та характеризується ширшим розкидом, бренд-орієнтовані оголошення зосереджуються у верхній частині цінового діапазону. Виявлений порядок зберігається після врахування товарної категорії, гендерної адресації та платформи, а також за альтернативного складу аналітичної вибірки. Гендерні й платформні співвідношення змінюються між типами позиціонування, що підтверджує внутрішню неоднорідність онлайн-пропозицій. У соціально-економічному вимірі тип позиціонування постає режимом оцінювання, який задає релевантні аналоги, цінові орієнтири та місце речі у вторинному обігу. Дослідження фіксує співіснування функціонального низькоцінового ресейлу, культурної переоцінки вінтажу та збереження марочної або залишкової вартості в умовах повномасштабної війни. Практичне значення полягає у визначенні коректних груп для порівняння заявлених цін. Платформи можуть використовувати поєднання товарної категорії й типу позиціонування для добору релевантних аналогів, розрахунку рекомендованих цінових діапазонів і виявлення нетипових пропозицій, в наслідок чого продавці отримують обґрунтовані орієнтири ціни та подачі інформації про товар, а покупці – можливість оцінювати оголошення серед зіставних товарів.

Ключові слова: секонд-хенд, онлайн-ресейл, цінова стратифікація, позиціонування, вінтаж, бренд-орієнтована пропозиція, гендерна адресація, цифрові платформи, резильєнтність, криза, війна, одяг.

Formulation of the problem. Wartime risks, uneven income recovery and changing consumption priorities have altered how Ukrainian households allocate their budgets. A study of 8,023 households by G. Lopushnyak et al. [13, pp. 522–526, 535–540] links wartime spending strategies to income, employment, price changes and demographic characteristics; reported responses included expenditure minimisation and restrictions on current consumption. O. Zharun et al. [22, pp. 356–359, 361–362] document how Ukrainian e-commerce during the full-scale war adapted logistics, communication and business models to security constraints and spatial disruptions in conventional retail. Online resale of clothing and footwear provides an additional supply channel with a broad range of asking prices. From a resilience perspective, second-hand trade supports consumption adaptation by widening access to goods across price segments, extending their circulation and strengthening households' capacity to respond to falling incomes and supply instability.

Fashion re-commerce comprises private, professional and platform-mediated arrangements for returning used goods to exchange. Its development is associated with economic value, digital search, technological infrastructure and environmental motivations [4, pp. 253–260]. Reuse can extend an item's functional life, while its circular outcome depends on duration of use, the number of purchases and the product's subsequent trajectory [5, pp. 1–3, 15–18; 17, pp. 72–76].

This article defines second-hand trade as the recirculation of goods that are offered again for sale, exchange or free transfer after their initial purchase. Their condition can range from unused to extensively worn. The concept describes a channel of circulation and can therefore encompass clothing, footwear, accessories, furniture, electronics, books, children's goods, household items and other product categories. The empirical scope of this article is clothing and footwear. Online supply denotes the set of active listings with asking prices and product characteristics available at the time of data collection. Online classifieds and marketplace platforms are treated as digital intermediaries through which private and professional sellers publish product listings and users search, compare and purchase goods. Amid recurring missile attacks in 2026 on large warehouses operated by Ukrainian marketplaces, retail chains and manufacturers [3], online classifieds and marketplace platforms sustain a distributed model of supply in which goods are held by numerous individual sellers, thereby reducing the dependence of market circulation on centralised warehousing hubs.

Online second-hand supply is internally differentiated. Ordinary resale coexists with vintage and brand-oriented formats in which valuation draws on brand, temporal context, rarity, residual value and presentation. Household affordability also depends on resources,

the price of a comparable new item, product condition, delivery charges, misdescription risk and search costs [9, pp. 1–3, 7–9; 18, pp. 9–13; 21, pp. 317–323, 329–334]. The present design identifies a lower-priced tier within online supply; household purchasing capacity lies outside its empirical scope.

A used item's price depends on how it is presented on classifieds and marketplace platforms: the same second-hand status can be framed within different groups, shaping how it is valued. The research question in this study is threefold: (1) how strongly asking-price distributions differ across the predefined positioning types; (2) whether this ordering of positioning types persists once product category, gender targeting, and platform are controlled for; and (3) whether gender and platform differences vary across positioning types.

Analysis of recent research and publications. Research on fashion re-commerce largely adopts a consumer perspective: buyer motivations, intentions, risks and attitudes have received more attention than assortment formation, seller practices, platform operations and pricing [4, pp. 253–255, 268–271]. The web corpus used in this study addresses part of this gap because each observation links a product category and positioning type to the seller's asking price.

The economic valuation of a used item results from its requalification as a marketable good. C. Fuentes and L. Hedegård [7, pp. 391–395, 404–412] describe selection, sorting, cleaning, repair, classification, pricing and listing presentation as interconnected practices through which an item becomes suitable for renewed exchange. H. Derwanz [2, pp. 6–8, 51–52, 61–69] shows that the economic status of clothing changes with its channel of circulation and mode of presentation; reference points can include the original price, product category, material, style, brand, condition, history and curatorial presentation. R. Fajardo [6, pp. 260–262, 267–273] finds that online resellers supplement these reference points with platform comparators, professional knowledge, local networks and social media, making the asking price a situated decision within a specific information environment.

T. Kneese and M. Palm [11, pp. 1–3, 6–9] treat a digital listing as the outcome of labour: preparing the item, taking photographs and measurements, writing the description, categorising the product, communicating with users, packing and dispatching together constitute listing labour. W. Gu et al. [8, pp. 1–3, 11–14] show that price can change across the life cycle of a listing in response to exposure time and user reactions. A cross-sectional web corpus records one state of supply. The full pricing trajectory and completion of a sale require longitudinal transaction data.

Ordinary second-hand consumption and vintage consumption draw on different systems of meaning. M.-C. Cervellon et al. [1, pp. 956–959, 968–972] associate the former more closely with thrift and practicality and the latter with uniqueness, nostalgia, stylistic expression and connection with the past. In brand-oriented listings, valuation draws on quality, design, provenance, access to the brand and signals of authenticity [16, pp. 285–290, 292–294], while expected residual value matters in second-hand luxury consumption [19, pp. 549–552, 554–555]. A comparison of mass-market and luxury platforms by H. M. R. ul Hasan et al. [20, pp. 1–4, 11–15] supports the distinction between value regimes. A brand reference in a listing records the seller's presentation and provides no independent verification of luxury status or authenticity.

Saving money remains a persistent motivation for second-hand purchases, while buyers assess price together with condition, quality, hygiene, provenance, delivery, search time and competition from inexpensive new goods [9, pp. 1–3, 7–9; 12, pp. 502–505, 510–513; 18, pp. 9–13]. A fixed amount alone provides a limited measure of social affordability. C. Williams and C. Paddock [21, pp. 317–323, 329–334] show that secondary retail channels can represent economic necessity for some households and a field of choice, style and value-seeking for others.

International research has examined buyer motivations, online-acquisition risks, valuation practices and differences among mass-market, vintage and luxury resale.

Quantitative supply-side studies that use individual listings as observations and compare asking prices across positioning types while accounting for category, gender targeting and platform remain less common. In the Ukrainian context, verified multi-platform evidence is lacking on two points: whether the expected price ordering across positioning types (e.g., luxury priced above vintage and mass-market) holds, and whether gender and platform differences in pricing vary by positioning type.

Formulation of the aims of the article (statement of the task). The study aims to identify price stratification in online listings for second-hand apparel on Ukrainian online retail platforms during the full-scale war, test whether the price ordering of predefined positioning types remains after product category, gender targeting and platform are taken into account, and clarify variation in gender and platform differences across positioning types.

Methods. The study uses quantitative content analysis to code listing characteristics, comparative analysis to examine the price profiles of ordinary, vintage and brand-oriented positioning, and descriptive and multivariable statistical methods. The material was collected by recording clothing and footwear listing pages from OLX, Shafa and Kidstaff within a short cross-sectional period. Price distributions were summarised using medians and interquartile ranges, and between-group differences were assessed with rank-based tests and effect sizes. A multivariable log-linear model accounted for product category, gender targeting and platform, while sensitivity analyses examined the ordering under alternative compositions of the analytical sample.

Presentation of the main research material. The empirical basis is a purposively constructed web corpus of second-hand clothing and footwear listings from the Ukrainian online classifieds and marketplace platforms OLX, Shafa and Kidstaff [10; 14; 15]. Product pages were saved on 2–4 July 2026. Because sellers may adjust asking prices when items remain unsold and in response to information observed during the listing period [8, pp. 1–3], the saved pages represent a dated cross-sectional state of supply rather than completed transaction prices. The unit of observation is an individual listing, and the dependent variable is the asking price in Ukrainian hryvnias recorded when the page was saved.

The corpus was constructed so that listings targeted at women and men were equally represented in each of three product groups. The jeans group contains 35 listings targeted at women and 35 targeted at men; the same allocation was used for sports footwear. The third group comprises 35 listings for women's blouses and 35 for men's T-shirts. Each product group therefore contains 70 listings, while the full corpus contains 105 listings targeted at women and 105 targeted at men. Gender targeting describes the intended market presentation of the product. Seller gender, buyer gender and the identity of the eventual user were outside the coded variables. Because blouses and T-shirts are different types of clothing, a sensitivity analysis repeated the main comparison after removing this combined group.

The platform composition includes 72 listings from OLX, 72 from Shafa and 66 from Kidstaff. During corpus construction and before price comparisons, listings were assigned to ordinary online resale, vintage positioning or brand-oriented listings on the basis of categorical and textual features of the listing page. These groups form an analytical classification defined from listing features. Previous research distinguishes frugality-oriented second-hand consumption from vintage consumption associated with nostalgia, uniqueness and the history of the item [1, pp. 956–959, 968–969]. Research on branded second-hand fashion identifies perceived quality, price, design, origin, authenticity and brand availability as dimensions through which consumers evaluate the value of fashion brands in online second-hand markets [16, pp. 285, 290–292]. Expected resale value also enters the evaluation of second-hand luxury products [19, pp. 554–555]. A comparison of mass-market and luxury second-hand platforms further indicates differences in the sources of perceived value across these market types [20, pp. 1–4, 11–15]. These distinctions informed the operationalisation of the three positioning types through the ways in which sellers presented items on the platforms.

Ordinary resale comprised listings that did not explicitly position the item as vintage or emphasise its branded status; descriptions typically focused on the item itself and its condition, although a brand name could occasionally be mentioned. Vintage positioning was identified through explicit textual markers such as *vintage*, *retro* and related search terms indicating temporal or stylistic qualification. Brand-oriented positioning comprised listings in which brand identity was made a salient element of the offer, including descriptions emphasising the item as branded or “original” (*оригінал/оригинал*), a term commonly used in the local online resale context to distinguish an item presented as authentic from an imitation. Where potentially overlapping signals occurred, classification was based on the dominant mode through which the seller presented the item rather than on asking price.

Listings were selected according to four predefined structural criteria: platform, product group, gender targeting and positioning type. Asking price played no part in retaining or replacing an otherwise eligible listing. The OLX listing offering women’s trainers free of charge met these criteria and was retained in the full register, which therefore contains 210 listings: 74 ordinary, 56 vintage and 80 brand-oriented. Price analyses were conducted on 209 listings – 73, 56 and 80 respectively – because the free-transfer listing was excluded from procedures requiring an asking price above zero. Two listings contained two items. Their total lot prices were used in the main analysis because the listing was the unit of observation; a sensitivity analysis excluded both cases. Purposive balancing increased comparability across the study groups. The resulting medians describe the internal structure of the constructed corpus. Market-wide estimates would require representative sampling from the full stream of Ukrainian online listings.

The asking-price distribution is uneven: most listings are concentrated in the lower and middle parts of the range, while a smaller number of expensive offers extend the distribution towards high values. Medians and interquartile ranges were therefore used as the principal measures of central level and dispersion. The Mann-Whitney test was used for two independent groups and the Kruskal-Wallis test for three groups. Pairwise p-values were adjusted using the Benjamini-Hochberg procedure.

The overall magnitude of rank-distribution differences was estimated using epsilon squared:

$$\varepsilon^2 = \frac{H - k + 1}{n - k}. \quad (1)$$

where ε^2 is the overall effect size for the Kruskal-Wallis test; H is the observed Kruskal-Wallis statistic; k is the number of groups; and n is the number of observations in the relevant analysis. For the three positioning types, $\varepsilon^2 = 0.4375$, indicating pronounced rank separation within the constructed corpus.

Pairwise differences were described using Cliff’s delta:

$$\delta_{XY} = Pr(X > Y) - Pr(X < Y). \quad (2)$$

where δ_{XY} is Cliff’s delta for groups X and Y ; $Pr(X > Y)$ is the probability that a randomly selected value from group X exceeds a randomly selected value from group Y ; and $Pr(X < Y)$ is the probability of the reverse ordering. Ties favour neither group. Because the sign of δ depends on group order, the results report $|\delta|$ together with the observed direction of the difference.

The multivariable analysis used the 209 positive asking prices. The natural logarithm of asking price was modelled as a function of positioning type, harmonised product group, gender targeting and platform:

$$\ln(P_i) = \beta_0 + \beta_V D_{V,i} + \beta_B D_{B,i} + \beta_J D_{J,i} + \beta_S D_{S,i} + \beta_M D_{M,i} + \beta_K D_{K,i} + \beta_{Sh} D_{Sh,i} + u_i. \quad (3)$$

In equation (3), P_i is the positive asking price of listing i ; $i = 1, \dots, 209$ indexes the observations; $\ln(\cdot)$ is the natural logarithm; β_0 is the intercept; $\beta_V, \beta_B, \beta_J, \beta_S, \beta_M, \beta_K$ and β_{Sh}

are the estimated coefficients; $D_{v,i}$ and $D_{b,i}$ indicate vintage and brand-oriented positioning; $D_{j,i}$ and $D_{s,i}$ indicate jeans and sports footwear; $D_{m,i}$ indicates targeting at men; $D_{k,i}$ and $D_{sh,i}$ indicate Kidstaff and Shafa; and u_i is the disturbance term. Each indicator equals 1 when the corresponding characteristic is present and 0 otherwise. The reference profile is ordinary online resale, the combined blouse/T-shirt group, targeting at women and OLX. Equation (3) specifies the main additive model reported in Table 3. The exploratory models add the interactions positioning type $\times$ gender targeting and positioning type $\times$ platform.

The model was estimated by ordinary least squares. HC3 heteroskedasticity-consistent standard errors were used because of their improved finite-sample properties. Coefficients were converted into ratios of conditional geometric means for substantive interpretation:

$$GMR_j = \exp(\hat{\beta}_j). \quad (4)$$

where GMR_j is the ratio of the conditional geometric mean asking price for the group represented by predictor j to its reference group; j indexes the predictor; $\hat{\beta}_j$ is the estimated regression coefficient; and $\exp(\cdot)$ is the exponential function. Confidence intervals for the GMR were obtained by exponentiating the corresponding limits on the logarithmic scale. The estimates describe conditional associations within the constructed corpus; causal identification requires a different design.

The main regression model estimates average price differences by gender targeting and platform across the analytical sample. Two exploratory interaction models assessed variation across ordinary, vintage and brand-oriented positioning. The first tested whether the price relationship between listings targeted at women and men changed across positioning types. The second tested whether differences among OLX, Shafa and Kidstaff changed across those types. Robust Wald tests assessed the joint statistical significance of the corresponding interaction terms.

Sensitivity analyses assessed whether the main result depended on particular groups of listings. The analysis was repeated after removing the two multi-item listings, the combined group of women's blouses and men's T-shirts, and nine new or unused items. Each specification examined the ordering ordinary online resale–vintage positioning–brand-oriented listings. In the original price sample, this ordering is already apparent in the descriptive statistics: across 209 listings with positive asking prices, the overall median is UAH 350 and the interquartile range is UAH 200–950. The clearest differences occur among the three predefined positioning types (Table 1).

Table 1 shows a progressive rise in the central level of asking prices. Medians and interquartile ranges alone provide only a partial view of within-group dispersion and overlap, so Figure 1 presents the individual observations within each positioning type.

The points in Figure 1 represent individual price observations; the boxes contain the central 50% of values, and the horizontal lines inside them mark the medians. The logarithmic scale displays the main concentration of lower prices alongside the smaller number of substantially more expensive listings.

Table 1
Descriptive characteristics of asking prices by positioning type in Ukraine, 2026

Positioning type	n	Median, UAH	Interquartile range, UAH
Ordinary online resale	73	199	95–275
Vintage positioning	56	410	245.25–806.75
Brand-oriented listings	80	999.5	550–1325

Note. The calculations include positive asking prices only; one free-transfer listing was retained in the full corpus ($N = 210$) and excluded from the price sample ($n = 209$)

Source: authors' calculations based on the study web corpus compiled from OLX, Shafa and Kidstaff on 2–4 July 2026 [10; 14; 15]

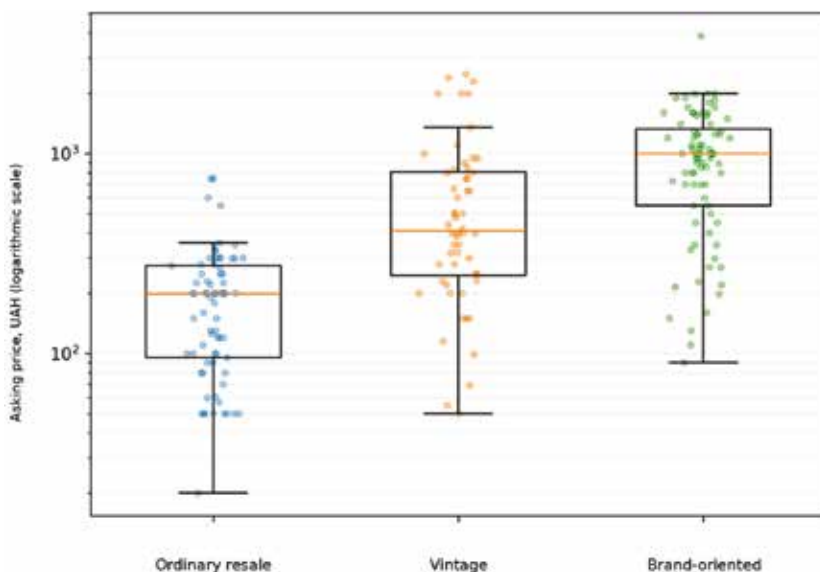


Fig. 1. Distribution of asking prices by positioning type in second-hand listings on Ukrainian online classifieds and marketplace platforms, 2026 ($n = 209$)

Note. The vertical axis uses a logarithmic scale.

Source: authors' calculations based on the study web corpus compiled from OLX, Shafa and Kidstaff on 2–4 July 2026 [10; 14; 15].

The asking-price distributions differ significantly across the three types: $H = 92.129$, $p < 0.001$, $\epsilon^2 = 0.4375$. All three pairwise comparisons remain significant after the Benjamini-Hochberg adjustment. The largest effect occurs between ordinary and brand-oriented positioning ($|\delta| = 0.844$); the corresponding values for vintage versus ordinary resale and brand-oriented versus vintage positioning are 0.628 and 0.404 (Table 2).

The log-linear model confirms that the central ordering remains after product category, gender targeting and platform are considered simultaneously (Table 3). Relative to ordinary resale, the conditional geometric mean asking price is 2.81 times as high for vintage positioning and 5.02 times as high for brand-oriented listings. These ratios characterise composite supply profiles. Causal decomposition of vintage and brand cues would require additional item-level variables.

After the other characteristics are taken into account, the conditional geometric mean asking price is 1.54 times as high for jeans and 2.03 times as high for sports footwear as for blouses/T-shirts. The category coefficients represent the composite composition of supply. Separate systematic coding of brand, material, model and condition lay outside the dataset.

The average coefficient for targeting at men in the additive model requires qualification because the direction and magnitude vary by positioning type. The joint robust Wald test for positioning type $\times$ gender targeting is significant: $\chi^2(2) = 15.498$, $p < 0.001$. In ordinary online resale, the median is UAH 125 for listings targeted at men and UAH 199.5 for those targeted at women; the corresponding medians are UAH 658.5 and UAH 299.5 in vintage positioning, and UAH 1,224.5 and UAH 800 in brand-oriented listings. The aggregate GMR of 1.42 therefore summarises different within-type relationships. The variable records product targeting, while buyer willingness to pay remained outside the observed data.

The Kidstaff and Shafa estimates are close to the OLX reference, with both confidence intervals spanning 1. The joint Wald test for positioning type $\times$ platform is significant: $\chi^2(4) = 20.706$, $p < 0.001$. The clearest divergence occurs in brand-oriented listings, whose

Table 2

**Non-parametric comparisons of asking-price distributions
by positioning type in Ukraine, 2026**

Comparison	Test statistic	p-value	Effect size	Direction of difference
Three positioning types	$H = 92.129$	$p < 0.001$	$\epsilon^2 = 0.4375$	distributions differ
Ordinary resale / vintage	$U = 761.0$	$p_{BH} < 0.001$	$ \delta = 0.628$	vintage higher
Ordinary / brand-oriented	$U = 455.5$	$p_{BH} < 0.001$	$ \delta = 0.844$	brand-oriented higher
Vintage / brand-oriented	$U = 1335.5$	$p_{BH} < 0.001$	$ \delta = 0.404$	brand-oriented higher

Note. Pairwise comparisons report p_{BH} after the Benjamini-Hochberg adjustment. Because the sign of δ depends on group order, the table gives the absolute value and the observed direction.

Source: authors' calculations based on the study web corpus compiled from OLX, Shafa and Kidstaff on 2–4 July 2026 [10; 14; 15]

Table 3

Log-linear model of asking prices in online second-hand listings in Ukraine, 2026

Predictor	GMR	95% confidence interval	p-value
Vintage / ordinary resale	2.81	2.08–3.78	$p < 0.001$
Brand-oriented / ordinary resale	5.02	3.96–6.36	$p < 0.001$
Jeans / blouses-T-shirts	1.54	1.19–2.00	0.0012
Sports footwear / blouses-T-shirts	2.03	1.58–2.61	$p < 0.001$
Targeted at men / targeted at women	1.42	1.15–1.74	$p < 0.001$
Kidstaff / OLX	1.02	0.76–1.36	0.8985
Shafa / OLX	1.05	0.83–1.33	0.6834

Note. Dependent variable: $\ln(P)$; $n = 209$; HC3 standard errors; $R^2 = 0.5345$; adjusted $R^2 = 0.5183$. Reference levels: ordinary online resale, blouses/T-shirts, targeting at women and OLX. $GMR = \exp(\beta)$

Source: authors' calculations based on the study web corpus compiled from OLX, Shafa and Kidstaff on 2–4 July 2026 [10; 14; 15]

medians are UAH 1,224.5 on OLX, UAH 649.5 on Kidstaff and UAH 1,050 on Shafa; $H = 11.083$, $p = 0.0039$. After adjustment, Kidstaff differs from OLX ($p_{BH} = 0.0088$) and Shafa ($p_{BH} = 0.0255$). Platform differences in asking prices vary by positioning type.

The central ordering remains in three substantively motivated sensitivity analyses. After removal of the two multi-item listings, the ordinary, vintage and brand-oriented medians are UAH 199, UAH 410 and UAH 1,000 ($n = 207$); after removal of the blouse/T-shirt group they are UAH 200, UAH 600 and UAH 1,075 ($n = 139$); after removal of nine new or unused items they are UAH 199, UAH 410 and UAH 999 ($n = 200$). The three distributions remain significantly different in every specification, $p < 0.001$.

Discussion of the results. The price stratification extends across the central parts of the distributions and persists in the exclusion checks. Ordinary and brand-oriented positioning show the strongest separation, while vintage occupies an intermediate position with wider internal dispersion. The convergence of medians, interquartile ranges, rank tests, effect sizes and the adjusted model supports the interpretation of this ordering as a stable feature of the study corpus.

The data suggest that positioning type functions as a valuation regime, establishing a distinct set of comparators and signals for each category. Ordinary resale favors functional comparison against numerous alternatives, while vintage positioning draws on temporal, stylistic, and biographical context instead. Brand-oriented presentation works differently

still, tying an item's value to its brand, original price segment, provenance signals, and expected residual value. Because these mechanisms could not be coded separately within the dataset, the regression ratios also absorb differences in condition, material, model, presentation quality, and seller composition.

Gender heterogeneity demonstrates the limited meaning of a single average targeting coefficient. Listings targeted at men have a lower median in ordinary resale and higher medians in vintage and brand-oriented positioning. The pattern may reflect differences in models, brands, materials and original price segments across the three regimes. It may also indicate differences in the consumer segments addressed by sellers, including their purchasing capacity, particularly in the higher-priced vintage and brand-oriented segments. The data describe the composition of product supply; buyer behaviour and willingness to pay remained outside the observed variables.

The platform result is also conditional. The aggregate model yields similar average levels for Kidstaff, Shafa and OLX, while brand-oriented listings show a marked divergence in platform medians. Digital platforms organise categorisation, search, reputation signals, communication and listing formats, and the amount of listing labour differs between private resale and professional resale [4, pp. 258–263; 11, pp. 1–3, 7–9].

The lower level of ordinary resale indicates the presence of cheaper offers within the corpus. Household affordability also depends on income, delivery, product condition, the price of a comparable new item and misdescription risk. The median of UAH 199 therefore identifies a lower-priced channel within the corpus. A threshold of household purchasing capacity would require income and expenditure data.

Relisting an item creates an opportunity for continued use. Digital platforms can support prolonged wear or accelerate wardrobe turnover [5, pp. 1–2, 12–18]. For circular-economy research, the key result is that second-hand circulation takes several economic forms. Amid a full-scale war that has continued in Ukraine for more than four years and the associated crisis conditions, the secondary clothing market contains a lower-priced functional channel, culturally revalued vintage offers and brand-oriented listings that retain part of an item's brand or residual value. Recirculation also depends on the economic requalification that makes a used item marketable again.

This interpretation accords with C. Fuentes and L. Hedegård [7, pp. 404–414], who locate product circulation in practices of sorting, modification, pricing and market presentation. Market recirculation requires coordination among material condition, description, seller competencies and available valuation tools. The observed price differences are consistent with such revaluation processes. Identifying the contribution of each mechanism would require additional coding.

The lower price level of ordinary resale may widen access to used goods and support their return to use. Vintage and brand-oriented levels can preserve or restore the economic value of items whose cultural, historical or brand qualification might otherwise weaken. Premium positioning may finance selection, cleaning, repair, authentication and higher-quality presentation, while higher prices can contribute to social distinction, narrowing access for lower-income groups.

Analyses of second-hand markets should report ordinary resale, vintage and brand-oriented listings separately. A single average price for second-hand goods conceals distinct mechanisms through which items remain in circulation.

The practical value of the study lies in more accurate selection of price comparators for second-hand clothing and footwear listings. Platforms can construct price benchmarks within the same product category and positioning type, because a pooled indicator combines substantially different price profiles. Users would benefit from the median, interquartile range, number of listings underlying the calculation and date of update. Structured fields for the number of items in a lot, condition, defects, material, approximate production period, original price and delivery would improve comparability. Brand-oriented listings

additionally require a clear distinction between the seller's brand claim and procedurally verified authenticity.

Platform differences in asking prices vary across the three positioning types. The clearest divergence appears in brand-oriented listings, where the Kidstaff median is lower than the OLX and Shafa medians. Additional data on platform features, seller composition, cross-listing and product characteristics are required to explain this pattern.

Conclusions. In the wartime context of 2026, online second-hand apparel supply in Ukraine displays an internally stratified price structure comprising lower-priced ordinary resale, an intermediate vintage level and an upper brand-oriented level. This stratification reflects the positioning types operationalised in the study and remains after product category, gender targeting and platform are taken into account. Positioning type can be interpreted as a valuation regime that structures the set of price comparators and an item's place within the secondary market. In the analysed sample, the median asking prices are UAH 199 for ordinary online resale, UAH 410 for vintage positioning and UAH 999.5 for brand-oriented listings. Overall and pairwise rank tests confirm systematic differences, and $\epsilon^2 = 0.4375$ indicates pronounced rank separation. The differences encompass the central parts of the distributions and occur in each pairwise comparison. The same ordering recurs after multi-item listings, the combined women's blouse/men's T-shirt group, and new or unused items are removed.

The stratification characterises the analytical sample and extends across the central parts of the group distributions. Gender differences vary by positioning type: the median for listings targeted at men is lower in ordinary resale and higher in vintage and brand-oriented listings. Platform medians vary by positioning type; within the brand-oriented group, Kidstaff has a lower median than OLX and Shafa in the study sample. These findings describe the conditional structure of supply. Buyer behaviour and causal platform effects require separate evidence.

The observed price profiles support an interpretation of positioning type as a valuation regime: a set of comparators and signals through which an item enters a particular field of market comparison. Ordinary resale is oriented primarily towards functional alternatives. Vintage positioning invokes temporal, stylistic and biographical characteristics. Brand-oriented presentation relates the item to brand, provenance, original price segment and expected residual value. These profiles are consistent with different forms of market requalification.

The practical contribution is a rule for selecting appropriate comparison groups in online second-hand trade. A listing should be compared with offers from the same product category and positioning type, because a pooled indicator combines distinct price profiles. Online classifieds and marketplace platforms can use this principle to select relevant comparators, calculate recommended price ranges and identify atypical listings. It can help sellers choose defensible benchmarks and buyers locate a listing within a comparable set. Repeated data collection can trace changes in medians and price ranges separately for ordinary, vintage and brand-oriented positioning. Further research should use repeated cross-sections, observe completed transactions and examine how second-hand price stratification relates to household adaptation strategies under crisis conditions.

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