

Young Entrepreneurs in Manado City Explore Diverse Perspectives in the Thriving Online Thrift Shop Business

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ABSTRACT

The thrift shop phenomenon is on the rise in Indonesia, especially among young entrepreneurs who utilize the ease of online marketing. This research aims to examine online thrift shops as a business opportunity for young entrepreneurs in Manado City through a multiculturalism approach. Qualitative method with in-depth interviews with 8 main informants from Manado, Minahasa, and Gorontalo ethnicities. Results show that cultural background influences entrepreneurial orientation. Ethnic Minahasa tends to sell casual fashion, in contrast to ethnic Gorontalo who prioritizes Muslim clothing. The migrants' marketing strategy utilizes more social commerce, while the ethnic Manado still relies on community-based marketing. Young entrepreneurs are also encouraged by the flexibility and profit potential of thrift shops, although the risk of product damage and network constraints are challenges. Thus, this study found that cultural background and local values shape thrift shop business orientation and entrepreneurial behavior. Understanding this multicultural perspective can encourage the development of a thrift shop ecosystem that is more inclusive and responsive to the cultural diversity of the people of Manado City.

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1. INTRODUCTION

Thrift shops have been around since the mid-13th century in Europe where there was serious economic pressure, rising population, political and social uprisings, and severe mass starvation. Therefore, buying and selling second-hand goods, especially used clothing, became an important alternative to fulfill the need for clothing for daily use. Thrift shop activities were originally intended to carry out social activities, namely charitable activities (Dewi, 2020). In Indonesia itself, thrift shops developed in the coastal areas of Indonesia including Sumatra, Batam, Kalimantan, and Sulawesi as the entrance area for importing thrift clothing, until expansion to areas on the island of Java, (VOI, 2020).

This business is also known as an environmentally friendly business because it can reduce fabric or textile waste that is difficult to decompose in nature. Thrifting is one of the recycling actions to reduce textile waste and become part of a more environmentally friendly lifestyle (Malika, 2020). The concept of Thrift Shop is to recycle clothes for resale at a lower price. In addition, through thrifting, products that still have uses can be used by other people in need (extending the useful life of a product) to reduce the culture of consumption and reduce textile waste Marcello (2023)

The thrift shop phenomenon is now a trend among young people and budding entrepreneurs, driven by the ease of selling online via social media with limited capital but promising profits. Moreover, thrift shop shopping is known to have the thrill of hunting for low prices with good quality to find unique and off-market clothes. Seeing this business opportunity and the enthusiasm of the millennial generation, an in-depth study of thrift shops is worth doing, especially regarding their marketing strategies on social media.

The sale of thrift clothing in Manado City has been around since the 90s in tents and shops in traditional market locations. The enthusiasts are also limited to certain circles. However, during the COVID-19 pandemic in 2020, most people experienced economic difficulties. Starting from the rise of public figures who sell their preloved goods on social media such as Instagram, making thrift again rampant and phenomenal among young people (teenagers). Inspired by these public figures, Thrift Shop has recently become a business trend for young entrepreneurs, even continuing to grow in number from day to day. This can be seen from the difference in marketing media and the quality of thrift products.

The high interest of young people in starting a thrift shop business according to Dewi (2020) is based on external factors such as an invitation from relatives which eventually makes them like thrift shopping activities themselves, but not a few also start because thrift goods have low prices and it is still possible to get cheap goods but with good quality. People's interest in shopping for thrift goods is because, in addition to being economical, they can also find unique and off-market items or clothing, Donovan (2015) mentioned that shopping for thrift goods can make buyers feel the sensation of adventure, the excitement of looking for something and the happy feeling of finding a surprise.

Thrift Shop can be said to be the latest business land innovation that is developing in today's millennial generation. Thrift shops, which are known for used but good quality products at friendly prices, are certainly the allure of fashion lovers Permatasari et al. (2021). The quality and market segmentation offered by thrift clothing sellers are no less competitive than new clothes on the market, and this is slowly changing people's perspective on thrift clothing (Alja Zen, 2022). In addition, currently, the phenomenon of

thrift shops sold online is on the rise and has become a trend, even exceeding the previous thrift shop phenomenon, which triggers young people to try to do thrift shop business.

The thrift shop is one of the most popular businesses among the many types of businesses that exist and is currently the choice of aspiring young entrepreneurs in starting a business with limited capital. Based on data from IBISWorld, thrift shops are part of a large industry whose value is up to \$14.4 billion (Radio Telekomunikasi Cipta, 2020). The number of research and studies that discuss the phenomenon of thrifting marketing strategies using e-commerce to increase sales (Farhan & Triyono, 2022), Shopee's live streaming feature as a promotional medium to increase consumer attractiveness (Sari & Habib, 2023), and the use of online marketing media such as Instagram (Harun, 2023) (Harianto & Sofyan, 2022).

Several previous studies have examined the potential of thrift shops for young entrepreneurs (Hellström & Olsson, 2024; Permatasari et al., 2021), their marketing strategies on social media (Gabriella et al., 2021; Seo et al., 2019), the behavior of thrift shoppers (Christiansen & Snepenger, 2005; Park et al., 2020), and their eco-friendly impact (Borusiak et al., 2021; Claudio, 2007; Guenin, 2020). However, there has been very little exploration of thrift shops from a multicultural and cross-cultural dimension. In fact, as a multiethnic archipelago, Indonesian consumers' attitudes and behaviors towards this modern phenomenon are thought to be significantly influenced by the cultural diversity and traditional values embraced by people in each region (Ehmke et al., 2010; Huber et al., 2020; Matsumoto & Juang, 2012). For example, Gorontalo ethnic people's preference for thrift shop clothing attributes may be different from the indigenous people in Manado. Or the millennial generation's enthusiastic adoption rate, contrasted with the older generation's skepticism.

Therefore, the study of thrift shops from a multicultural lens, which explores the behavior and views of cross-cultural backgrounds of the archipelago towards this phenomenon, has novelty value and a great opportunity for knowledge contribution, especially regarding the phenomenon of online thrift shops as a business opportunity for young entrepreneurs in Manado City. By understanding and explaining this diversity of perspectives, including from young entrepreneurs in Manado City who are currently interested in the online thrift shop business, it is hoped that future thrift shop ecosystem development practices and policies can be formulated that can accommodate various community groups more inclusively and sustainably.

2. METHODS

This research uses a qualitative method (Sugiyono, 2017) with a phenomenological approach to gain an in-depth understanding of the thrift shop phenomenon in Manado City, especially related to the dimensions of multiculturalism. The population in this study are all thrift sellers who actively sell on Facebook who are members of the Manado Klontong Group, one of the public groups and the most chosen by entrepreneurs to join and sell with the largest number of members or registered accounts in North Sulawesi, namely 462,667 members/seller and buyer accounts.

The selected informants are 8 people who are young entrepreneurs aged 18-35 years, who have joined the Klontong Manado group. Primary data in the form of words and behavior of thrift shop informants were obtained through observation and in-depth interviews. The selection of informants considered the diversity of cultural and ethnic backgrounds to obtain varied perspectives, including ethnic Minahasa, Gorontalo, and Manado who work as used clothing sellers.

Data analysis used the Miles & Huberman (1994) model, starting with data reduction, data presentation, interpretation, and conclusion drawing while still showing the relationship between the analysis results and the research focus on the dimensions of multiculturalism. The validity of the research findings was tested using source triangulation (Sugiyono, 2017), comparing information obtained from thrift shop informants with diverse multicultural backgrounds.

3. RESULTS AND DISCUSSION

3.1 Motivation and Interest of Young Entrepreneurs in Online Thrift Shop Business

Thrifting culture started in 1920 when there was a big crisis in America and many people lost their jobs and did not have money to buy new clothes so people chose to shop at thrift shops. As for well-off people, thrift shops are used as a place to donate. In Indonesia, the culture of shopping for used clothes is estimated to have existed since the 1980s (CNN Indonesia, 2022). Based on observations, the thrift business has existed since the early 90s until now in North Sulawesi called Cabo'. Several shops or stalls specialize in selling thrift (cabo') in several traditional markets in Manado City.

The consequences that occurred in the 1920 crisis were the same as those that occurred in 2020 at the beginning of the COVID-19 pandemic where many people experienced economic difficulties, lost their jobs, and had difficulty finding work and income. During the pandemic, the high interest of buyers and sellers on the Facebook marketplace was the beginning of the re-emergence of the trend of buying second-hand clothes that were considered by buyers to be in good condition and branded at a price that was much cheaper than the prices on the market and retail stores or cabo' shops themselves.

Global COVID survey 2020 data states that 4 out of 5 people will turn to thrifting to buy clothes when financial conditions are increasing and two out of three people will sell their used clothes to get extra, more and more online sellers are rising again because addition to being able to minimize expenses, this phenomenon can also be one of the business opportunities with little capital but can get multiple benefits (Apriliana & Fitriawati, 2023). The results of interviews with informants found that the average young entrepreneur started a thrift-selling business via Facebook in 2020 due to the COVID-19 pandemic which had an impact on the economic difficulties faced by the young entrepreneurs.

Informants admitted that the pandemic made them lose their jobs, fresh graduates who had difficulty finding jobs, housewives who wanted to help the family economy during the pandemic, and students who were still actively studying but were interested in this business when they had to learn from home with the trend of selling online and flexible time. According to Apriliana & Fitriawati (2023), reduced mobility during the pandemic and the difficulty in finding work are factors that influence the increase in thrift fashion sellers in Indonesia.

During this COVID pandemic, the informants saw the trend of selling used goods (preloved) initiated by public figures that were in great demand by the public as well as the high interest and demand for imported used clothing (thrift) in e-commerce and Facebook marketplaces which are known for their much cheaper selling prices and affordable starting capital to start a business. The thrift shop trend with online marketing media such as through Facebook is one way to attract buyers and young entrepreneurs, of course.

Apriliana & Fitriawati (2023) found that some Facebook users utilize social media to add to their income, one of which is selling used but still wearable clothes or most people call it Thrifting. In addition to the trends that occur, the informants also see a large number of Facebook users of all ages in Manado City and North Sulawesi compared to social media users such as Instagram and e-commerce such as Shopee and Tokopedia which can be an opportunity to run this business. Saraswati & Atika (2022) mentioned that consistency in the use of social media as a sales promotion medium can expand sales reach, and increase the number of consumers which has a positive impact on increasing sales and introducing products to the wider community.

There are many buying and selling communities and online business user accounts that can promote their products one of which is by uploading in the form of audio-visuals, photos as well as testimonials (Prabaswari et al., 2020). The existence of a practical and easy impression makes the buying and selling community on Facebook increasingly in demand coupled with the latest feature, namely Facebook live streaming, which is two-way and where users can interact directly so that users no longer need to bother downloading additional live streaming applications. This feature is considered suitable for selling through business accounts and buying and selling communities, one of which is Klontong Manado. In addition, Apriliana & Fitriawati (2023) also argue that online sellers more often use Facebook social media because according to informants, Facebook does not need a strong signal, the reach is wider, and it is easy to understand for sellers and buyers when buying and selling online.

The average thrift seller who lives on Facebook and joins Klontong Manado is 18-35 years old, who of course has mastered and is used to using marketplace features and live on Facebook to buy and sell online. Klontong Manado group is one of the most chosen public groups and communities for entrepreneurs to join and sell with the highest number of registered members or accounts in North Sulawesi, namely 462,667 members/accounts consisting of sellers and buyers. Seeing this large number of members, young entrepreneurs who sell thrift choose to join this group because it is considered easier to get an audience when live where the audience and group members will share the live on their homepage and this will invite new viewers including those who are not members of the Manado grocery group.

Scheibe et al. (2016) states that in this live streaming feature, users can also see the number of friends who are watching live broadcasts, and users can share with friends or groups. The wide reach of the audience on Facebook makes this business a lot of enthusiasts and thrift buyers. The informants admitted that they had tried to join and live in groups other than klontong Manado but the number of viewers, feedback, and sales obtained was very low, not comparable to the klontong Manado group.

Apriliana & Fitriawati (2023) in their research explained that the Komla account promotes its products by live streaming and showing their clothing products one by one or the sellers call it "dijembreng" and then provide information on the condition, and size of the thrift clothes they sell and if there are buyers who want clothes that are "dijembreng" the seller will provide a clue for the clothes and the buyer writes the clue in the comments column, thrifting clothes only have 1 model of clothes so the sellers do the system by scrambling or with the term "who is fast he gets". After the buyer gets the clothes he wants, he will usually be asked for a contact person who can be contacted and make transactions.

The motivation of entrepreneurs in starting a business also affects what type of business to start. The thrift shop is one of the 15 business recommendations that can be

run by novice businessmen or young entrepreneurs (DailySocial, 2022). This is because today many young people have economic demands and prefer to start their own business rather than working for a company. The existence of young people contributes to many innovative ideas in the business world, among the many business opportunities for young people today, online thrift shops are one of the suitable options for new entrepreneurs and young people. Several things are mostly only owned by young entrepreneurs such as better understanding and mastering technology, being more optimistic, having a different dress sense, appreciating work-life balance, understanding marketing better, and being more flexible.

Informants acknowledged that there are similarities experienced and felt by them such as the things mentioned earlier where young entrepreneurs who sell thrift clothing are more aware of technology, they are very familiar with smartphones and actively play social media. Online selling through social media can be understood and applied easily such as having new ideas that are interesting and still rarely used by others, as well as other things related to digital marketing. The next point is that young entrepreneurs are more optimistic and this is evident from the informants' statements where they are more willing to take risks. Likewise with dressing style, usually for the fashion industry included in thrift sales, the dressing style of the seller also affects consumer purchasing decisions, where there are differences between the tastes of young people and the tastes of previous generations. This affects how the thrift clothing can be sold or not.

Young entrepreneurs value work-life balance, where there is a balance between work and non-work matters, this is applied by informants who mostly sell from home so that in between work there can also be time for family and other activities. The last point is more flexible time, as evidenced by the informant's statement that one of the flexible and easy ways to sell is to have a thrift shop because the selling time can be adjusted depending on the entrepreneur himself. In line with Marcello (2023) which sees from the consumer's point of view that a thrift shop online is a business that provides easy access by consumers anywhere and anytime. This means that with this online thrift shop, sellers and buyers can carry out flexible sales and purchasing activities that are not limited by space and time.

3.2 Thrift culture in various regions of Indonesia

This research provides a business perspective on the trend and phenomenon of thrift in Manado City, where people who like fashion both young people and parents, can fulfill their clothing needs with fashion that suits their tastes and affordable prices but this is used as a business opportunity seeing the high interest of people in Manado for this thrift. Most online thrift shop sellers are young people who are tempted by the flexibility, convenience, and income of this business. Although the minimum wage in Manado City is high, people's appetite and interest in thrift remain high. Demand for thrift clothing increases especially during Lebaran and Christmas.

In Yogyakarta, with a large number of students and artists, there are many cultures, one of which is the culture of using second-hand clothes (thrift). Yogyakarta's low minimum wage is also one of the reasons why many people buy second-hand clothes. It is also possible for middle to upper-class people to buy used clothes. Yogyakarta is also known for the culture of people who are easy to "legowo", which means the attitude of accepting the situation patiently, and sincerely. This behavior of patiently accepting the situation if it is said to use used clothes is inherent in the people of Yogyakarta, even some newcomer students have begun to follow the culture. Because the more unique the

display, the more eyes look. This is exactly the case with thrifting, which provides some diverse and innovative clothing models, giving a new look that is different from the usual. Thrifting can easily be found in the corners of Yogyakarta with a wide range of prices. Thrifting also does not present offline sales only, but also online. So it uses social media facilities that are almost used by all circles (Melaneta, 2021).

Fashion thrifting can be said to be a popular culture among students in Bandung because students are famous for liking many ideas and want to look their best but at a fairly cheap price. Fashion thrifting is becoming a world trend and there is the influence of influencers, mass media, and social media in its development. In addition, fashion thrifting can become a popular culture because of the thrift community that makes thrift events and personal branding.

The study uses the Cultural Capital Theory approach proposed by Pierre Bourdieu, where thrifting habits carried out by young people become a new culture as a determinant of identity. Young people's thrifting patterns are influenced by price factors, quality factors, and environmental factors that give value to used clothes. A person, especially a young person, who does thrifting in addition to the basis of need, also has other reasons, namely low prices with good quality, efforts to reduce textile waste, and being accepted in social circles. Now, thrifting has become a new culture that forms a lifestyle. From that lifestyle, it shows how individuals form a self-identity (Dubois, 2011). The millennial generation has now become a generation that implements massive changes and also increases uniformity between communities, as is currently happening, in the fashion phenomenon, namely hyperthrift.

3.3 Capital, Costs, and Revenue of a Thrift Business

Selling used clothes is a business that has the potential to bring jobs while increasing community income, especially during the pandemic with affordable initial capital, low operating costs, and minimal business risk to a large enough income compared to the capital and costs that must be incurred. Agreed with Apriliana and Hellström & Olsson (2024) who mentioned that thrift shops can be started with minimal capital but can get a large enough profit. This is evident from the statements of several young entrepreneurial informants who own online thrift shops, who mentioned the reasons they started this business including having great opportunities, promising profits, minimal risk, being established with little capital, and selling from home and anytime.

Informants admit that the initial capital required is a minimum of IDR 500,000 to buy small thrift sacks and a maximum of up to IDR 8,500,000 to buy large thrift sacks from distributors. In addition to money capital to buy used clothes, these entrepreneurs also need a smartphone as the most important device used for selling, and of course, the support of an internet network or wifi with a good and stable connection when doing live and communicating with buyers. Entrepreneurs also admit that they need supporting equipment for selling such as hangers, hanger stands, and manikin statues to display the clothes being sold, standing mirrors to support sellers when wearing the clothes being sold, tripods, cellphone holders, and ring lights to support the live selling process. The capital required to purchase this equipment ranges from Rp 300,000 to Rp 1,500,000

Other costs required at the start of the business and operations during selling are allocated to buy internet quota or wifi payments, costs for thrift laundry, and dues to join the Manado grocery group. Marcello (2023) mentions that the needs needed in starting a thrift shop business include laundry, marketing, clothing, packaging tools, and human resources. Nominally, the supporting costs incurred by informants at the beginning of

their business ranged from Rp. 500,000 to Rp. 1,000,000. This cost is a fixed cost incurred by entrepreneurs while selling thrift every month.

The capital and costs that have been incurred by entrepreneurs are expected to generate maximum profits. The informants admitted that they can do live 20-25 times a month, or almost every day selling live on Facebook. The income earned by entrepreneurs with small sack capital ranges from IDR 1,000,000 to IDR 2,000,000, while for large sack capital, it can reach up to IDR 20,000,000 per month. The informant admitted that the profit taken from each item of clothing ranged from IDR 2,000 to IDR 15,000 depending on the type of clothing, the quality of the material, and the condition of the goods. It is not uncommon for the contents of thrift sacks to be clothes that are in very good condition and even branded. This is the advantage of this online thrifting store, which provides quality that meets the needs of consumers at an economical price. The unfair advantage of the products offered is that the clothes are not marketed, by trends and demand (Marcello, 2023). This is what attracts buyers because the informants have known the tastes of their buyers. It is not uncommon for sellers to give discounts to buyers who buy goods in large quantities.

Profit is the ultimate goal of the business process. Profits are obtained from the revenue from the sale of goods minus the costs incurred for business purposes. In accounting, this online thrift shop business is included in the type of business in the retail sector, where thrift items are used as inventory by the seller. The informant mentioned that the initial inventory usually lasts depending on whether the business is running smoothly. According to the statement explained by the informant, their initial inventory only buys 1 sack which contains around 50-200 pcs, usually for a few days or approximately 1 week. The final inventory is usually calculated per week to see the remaining inventory (stock). Young entrepreneurs with many customers and enthusiasts can usually spend 1 sack in a day. But for informants who are just starting this business, there will still be about a dozen pieces of clothing left in stock, and they still buy sacks to increase inventory just in case they run out of inventory in the shop or at the supplier.

To determine the selling price, informants need to find information in the form of the market selling price of similar products, the highest price of similar products, the lowest price of similar products, the price of the nearest competitor's product, and the price of the best-selling competitor's product. As for the results of interviews with informants for the market selling price in the price range of IDR 5,000, - to IDR 100,000, - depending on the type of clothing sold. The highest price from the information provided by informants is 100 thousand for the type of pants, then the lowest price is IDR 5,000 for the type of underwear or the like. Prices from competitors usually only differ by Rp 5,000 to Rp 10,000. As for the price difference and profit-taking, the informant mentioned that the cheapest price with good quality is around Rp 35,000,-

Calculation of sales estimates commonly called turnover calculations can be done by calculating total daily income, then totaling it for 30 days or a month. Based on the information obtained, the average daily income is uncertain, but the average is from IDR 100,000 to IDR 800,000. If you want to know the estimated sales then 800 thousand x 30 days = 24 million rupiah. However, this cannot be generalized, considering that there are several things to consider such as the amount of inventory, loyal customers and thrift market share, and the intensity of selling live some of the things that determine the income per day of an entrepreneur.

Calculation of operational costs cannot be underestimated in any business because even though the value is small and not comparable to capital or equipment purchases, a

business cannot run without costs for operations or business support, especially in online thrift shops, usually operational costs are allocated to purchasing equipment such as hangers, ring light, statue/mannequin, including internet and laundry costs (if thrift clothing is sold in dry condition or has been laundered). From the statements given by informants, the average operational costs range from IDR 500,000 to IDR 1,000,000. According to Marcello (2023), the process carried out in the thrift business begins with obtaining used clothes from sellers, cleaning the used clothes, and repackaging the used clothes that have been cleaned, so that they are ready to be resold.

3. 4 Risks and Constraints

Large and promising income does not necessarily come without risks and obstacles faced by entrepreneurs. The risk most often faced is damage to the contents of the sack, where many clothes are damaged or the damage is too great to be suitable for sale. Remember that thrift goods are used goods, with conditions that are not 100% smooth, it is not uncommon to find goods that still look new (Melaneta, 2021) or vice versa, namely goods that are defective or damaged. This is the risk most feared by entrepreneurs because the contents of the sack cannot be selected and seen directly. So the possible risk of clothes being defective and unfit for sale is around 20-40%. This will be a loss and entrepreneurs lose profits from this.

The risk of damage to the contents of the sack which is an item that will be sold by this online thrift shop entrepreneur if studied based on fiqh contains elements of gharar. In fiqh terms, gharar is a matter of ignorance of a matter, event, or event in a trade or buying and selling transaction, the ambiguity between good and bad. In economic or business transactions, gharar can be interpreted as any form of buying and selling in which there are elements of obscurity, betting, or gambling. According to the Shafi'i madhhab, gharar is anything whose consequences are hidden from view and something that can have unexpected consequences.

Thrift clothes purchased by sellers from thrift distributors or suppliers are packaged in a sack commonly known as a Ball with a large amount following the size of the ball. The informant receives the sack in a bound and sealed form regardless of the condition and amount of contents in the sack during the payment process to the distributor or supplier. The condition or quality of the goods in the sack will only be known when the informant opens the sack in his shop or house. In other words, distributors or suppliers are no longer responsible for damage to goods in sacks. Thrift sack buyers also cannot select the contents in the sack.

Businesses such as the purchase of thrift sacks are gharar because these businesses do not fulfill agreements, cannot be trusted, and have unknown goods in sacks, condition, or quality of goods. Furthermore, this condition is classified as a fahish gharar which is prohibited because it contains high dissatisfaction. It is emphasized by Ibn Rushd that gharar comes from ignorance and lack of information regarding the nature and attributes of an object, and doubts over its quantity and quality (Mihajat, 2016). As a result, gharar fahish in the thrift business is that entrepreneurs must experience material losses due to the contents of sacks that are not of clear quality, it cannot be known whether the contents in the sacks are goods that are worth selling or defective and not worth selling.

Another risk is that prospective buyers who have ordered clothes during Live but when confirmed for payment, the prospective buyer does not respond and do not pay for the order. It is not uncommon for informants to admit this happens, and can suffer losses

if there is a hit-and-run buyer. Buying and selling through e-commerce platforms involves two parties, namely the seller of goods or services (Merchant) and buyers. In practice, security in the implementation of buying and selling on e-commerce platforms is a factor in losses by one party that harms consumers and businessmen. This happens because there is no good faith made by consumers to business actors which is often referred to as hit and run by buyers who make buying and selling transactions using a pre-order system (Kurniawati, 2022). But hit and run also applies to purchases with a ready stock system.

There are consumers who neglect to take orders, even though these consumers have ordered goods and know that the ordered goods are ready to be sent to the consumer's place, consumers are indifferent to their orders even if called by the seller to make a transfer, these consumers prefer to leave without caring about the phone call. Hit and run itself means the behavior of consumers who order goods but these consumers do not make transfers or payments without having a prior explanation. Due to the actions of some consumers who do not fulfill their obligations in the agreement. Consumers do not have good faith in unilateral cancellations or hit-and-runs. Unilateral cancellation or hit-and-run is unfair to businesses (Landry, 2016).

Selling online and live on Facebook does not always go smoothly. Informants often encounter internet network problems that are problematic and do not support going live. The internet network is not smooth and unstable causing buyer and viewer comments not to enter the seller's comment column, sounds that are not heard by the audience, and videos that do not move on the screen. This is detrimental to sellers because they lose potential buyers. So the internet network is one of the main factors in the success of getting buyers.

E-commerce business activities in Indonesia have existed for quite a long time, but there are still some shortcomings encountered in practice, such as the availability of infrastructure and information technology as well as inadequate internet networks (Huber et al., 2020). One of the obstacles encountered is an unstable internet connection, so in implementing digital marketing, this is very influential in improving marketing. Even with the presence of the internet, it has the potential to change the efficiency and effectiveness of marketing (Park et al., 2020; Scheibe et al., 2016). This is following research (Donovan, 2015) which states that the ability of service quality and internet network in Indonesia is still low so it has an impact on the continuity of digital marketing implementation in several regions.

3.5 Thrift Shop Business Orientation is influenced by Manado City's Cultural Values and Local Preferences

The phenomenon of the rise of thrift shop business among young entrepreneurs in Manado City cannot be separated from the digital marketing trend that facilitates the expansion of this small-scale business. However, in-depth interviews revealed that the preferences and behaviors of thrift shop businesses and consumers are also influenced by their respective cultural backgrounds.

Minahasa ethnic informants who are indigenous people tend to sell more casual clothes and streetwear following the fashion tastes of young people in Manado City. In contrast to the Gorontalo ethnicity which prioritizes hijab and Muslim clothing in line with the demand of the local community. This pattern shows how local people's dress preferences also influence the curation of used clothing types by thrift shop businesses.

The difference in cultural background is also reflected in the digital marketing strategy adopted. Gorontalo ethnic informants are more intense in utilizing live streaming

and social commerce to penetrate a wider cross-cultural market share in Manado City. While Minahasa and Manado ethnic business people still rely on network-based marketing of relatives and their communities first.

These patterns indicate the influence of diverse cultural backgrounds on entrepreneurial orientation in the context of thrift shops. Therefore, market penetration in efforts to develop the thrift shop ecosystem in the future needs to consider the specific values and tastes of each ethnic community so that the approach taken is more inclusive and sustainable.

For example, the preferences of ethnic Chinese who tend to like used branded clothes are certainly different from the tastes of Manadonese people who prioritize comfort and fashion flexibility. Similarly, consumption patterns and typical responses of original consumers with entrants are also thought to have variations that business people need to understand for the efficiency of marketing thrift shop products.

The aspect of generational differences between thrift shop actors and consumers also deserves to be explored more deeply. As is known, currently the thrift shop trend is driven by millennials and Gen Z. However, the adoption rate and consumption patterns among the elderly are thought to be different. For example, older people tend to be more skeptical and hesitant to buy used clothes because they are worried about quality and cleanliness.

Therefore, in addition to the factors of differences in cultural and ethnic backgrounds, this aspect of generational differences is also important to consider to formulate a more inclusive marketing strategy and thrift shop business model. For example, by providing quality choices and product guarantees, or educating potential older generation consumers about the process of sorting and sanitizing used clothes before being marketed. A more holistic approach by considering these various dimensions is expected to support the development of a more sustainable thrift shop ecosystem.

4. CONCLUSION

Overall, the study found that the trend of online thrift shops in Manado City is driven more by the profit potential and business flexibility for young entrepreneurs, rather than ecological awareness. However, product preferences for marketing strategies of business actors are also influenced by the cultural background and values adopted by local communities. For example, the Minahasa ethnicity sells more casual fashion, in contrast to the Gorontalo ethnicity which prioritizes Muslim clothing. Similarly, marketing behavior, where ethnic immigrants more intensely utilize social commerce and live streaming, compared to ethnic Manado who still rely on community-based marketing.

Specific patterns due to the diversity of cultural backgrounds need to be considered to formulate a more inclusive and sustainable approach to developing the Manado City thrift shop ecosystem. For example, by providing a wide selection of thrift products that suit the tastes of various ethnic groups, as well as marketing strategies that are contextual to the traditional values adopted by each community. Understanding this multicultural perspective is expected to support efforts to revitalize the thrift shop phenomenon in Manado City.

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