

IDENTITY DEVELOPMENT PRODUCTS CREATE CAREERS FOR WIDOWS IN THE SOUTHERN BORDER PROVINCES, THAILAND

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ABSTRACT

This article aims to: 1) create identity products for widows and 2) generate employment and career opportunities through online marketing for widows. The population and key informants consist of 30 widows engaged in hired labor residing in Narathiwat, Pattani, and Yala provinces. Data collection involved relevant research documents and field data gathered through in-depth interviews, observations, and evaluations. The data was analyzed using content analysis through synthesis and interpretation, along with the calculation of means and standard deviations. The research findings indicate that the creation of careers for widows through online marketing reveals that the overall desired occupation among the widows is one that generates sufficient income for living and supporting their families, specifically online business careers. To increase opportunities for success in online businesses, the study promotes skills in using communication devices for online marketing and encourages online marketing efforts among widows. As a result, the widows experienced increased sales of their products, and their products became more well-known, leading to job creation and income generation for the widows.

Keywords: Potential Development, Market Development, Identity Products, Widows, The Three Southern Border Provinces Corporate

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