



## **Women's Roles in the Household economy: A case study of Female Strollers in the markets of Nakhon Phanom Province**

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### **Abstract**

This article explores women's role in household economy of female strollers in Nakhon Phanom's nine wet and flea markets. The data was gathered through in-depth interview and non-participant observation. The finding reveals that female strollers play a significant role in household economy. They are breadwinner who has authority to make a decision about investment, sources of supplies, marketing strategies, and children's education. Furthermore, female strollers also play a key role in local economy, bridging between modern trade and local market by distributing products from outside to local consumers.

**Keywords:** gender role, entrepreneur, household economy