

ผลกระทบของวิกฤติเศรษฐกิจ (Hamburger Crisis)  
ที่มีต่อเศรษฐกิจชุมชน : กรณีโครงการหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP)  
อำเภอเมือง จังหวัดพะเยา

**The Impact of Hamburger Crisis on Community Economy :  
A Case Study of OTOP in the Muang District, Payao Province**

Mr. Worachai Uttamachai\*

### **Executive Summary**

The impact of the Hamburger Crisis has much effect world-wide. Needless to say, its impact on Thailand is evidently observed at the macro-economic level in the manufacturing industries in which many firms have closed down and led to high unemployment. At the same time, the community economies also have been much affected from this “Hamburger Crisis”. This study investigates the impact of the economic crisis on the OTOP projects in Dok Khamtai District in Payao province. It is found that the affected OTOP groups need much support from the government sector in their operations. The sample OTOP business groups in this study are divided into 2 main types : (1) the real business group which are the group of villagers who are members of the group and actually undertake the business activities together; (2) the second type is the disguised business group. These groups is set up by the business entrepreneurs and have their employees as members of the groups so that they meet the required criteria to receive government support, and there are also the SME groups which participate in the OTOP program to seek their marketing channel and business promotion without having to pay on their own budget. This study uses a quantitative approach. The data were collected by a random sampling method from 37 OTOP group in Dok Khamtai District in Payao province. The results of the study can be summarized as follows. The type of business as a factor has a significant relationship with the impact of the crisis which means that being of different types is affected by the crisis is differently. In particular, it is found that the real authentic OTOP business group is more affected by the crisis than the non-real OTOP groups.

On the contrary, type of business does not have any significant difference in term of need for government support. This is sensible however as both group, no matter whether there exists any economic crisis, do need government support.

---

\* Vice Governor, Payao Province