

Siripun Sangsuk 2010: Factors Affecting the Success of One Tambon One Product Producer Groups Awarded by Provincial Star OTOP Chon Buri Province in 2007. Master of Science (Agricultural Research and Development), Major Field: Agricultural Research and Development, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Supaporn Thaipakdee, Ph.D. 206 pages.

The research objectives were to study: 1) some general background on social and economic of One Tambon One Product producer groups, 2) factors affecting the success of One Tambon One Product producer groups awarded by Provincial Star OTOP Chon Buri Province in 2007, and 3) problems and suggestions toward factors affecting the success of One Tambon One Product producer groups. The sample used in this study was the 65 member of One Tambon One Product producer groups awarded by Provincial Star OTOP Chon Buri Province in 2007. The research instrument was an interview schedule. Statistics used for data analyses were percentage, arithmetic mean, and Pearson Product Moment Correlation Coefficient.

The research findings were the following: 1) a member of the average of age of One Tambon One Product producer groups member was 47.02 years old. Most of them finished elementary education and the average of membership period was 12.89 years with regular income 63,267.69 bath per year from bamboo weaving before awarded and 123,267.69 bath per year after awarded. Product capital of the groups was from ancestor or family. 2) Product's marketing correlated to the success of One Tambon One Product producer groups awarded by Provincial Star OTOP Chon Buri Province in 2007 at the level of .05. For age, education, regular income, membership period, product capital, receiving information about OTOP, the connection with an officer, the understanding about the product's OTOP, the understanding about the administration management on the mechanical marketing of the group, a role of group leader, operating of the group, and products production were not correlated with Factors affecting the success of One Tambon One Product Producer Groups Awarded by Provincial Star OTOP Chon Buri Province in 2007. 3) The problems were the shortage of producers, inability to produce product in different forms, damage and lack of raw materials, limited time for production and lack of quality, order and distribution not correlated and inability to control the production. Suggestions were motivating and recruiting members to the groups, planning and managing time to work effectively, enhancing production knowledge and skills to group members, reservation and storing raw materials appropriately, checking raw materials both before and after production, putting the man on the right job, having a flexible production plan, considering time and capability for production and controlling all production process.

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Student's signature

Thesis Advisor's signature