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## OBSERVATION AND PARTICIPATORY APPROACH TO EXAMINE DETERMINANTS OF FINE ART PRICE

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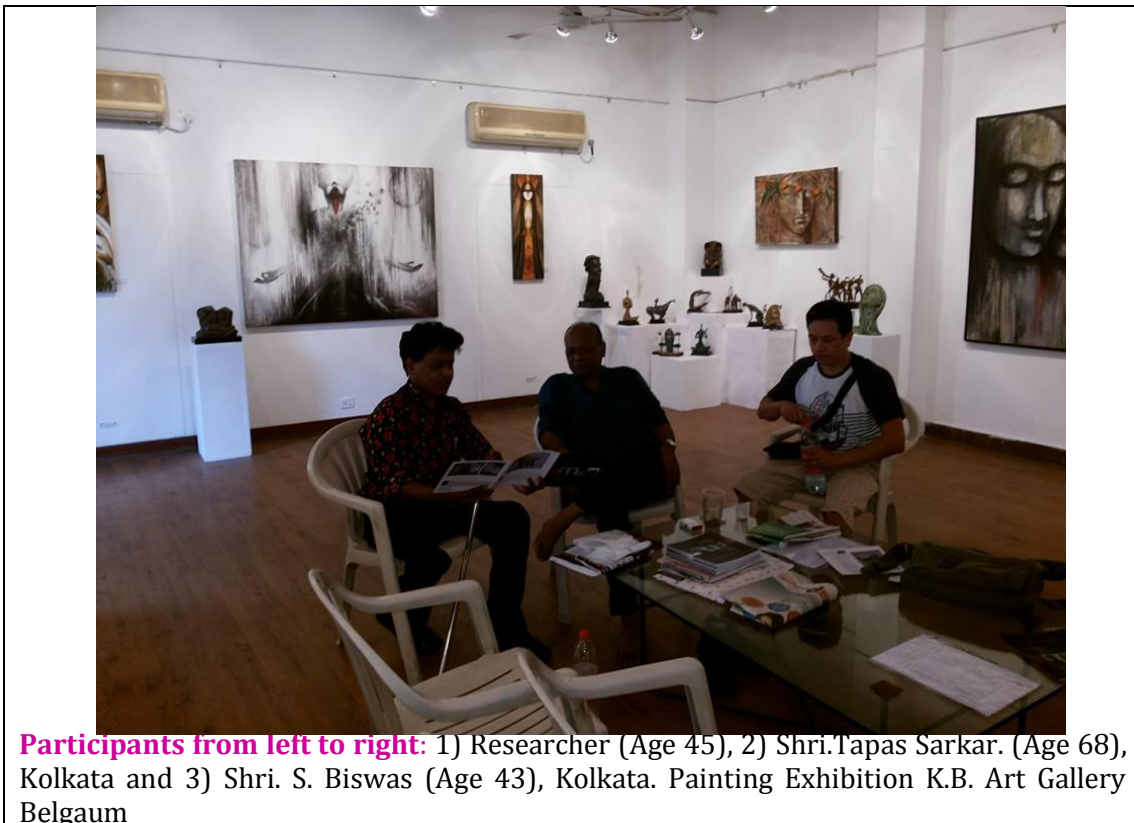
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### ABSTRACT

*"It is examined during the participation that the respondents (artist) share their life sketch in order to reveal the secrets of pricing policy, if the interviewer is an academician or researcher. The participants show less interest in talk other than fine art. The participants observe that the visitor is either art lovers or potential buyers on the basis of visitor's look, attire, body language, and their approach in exhibition. If they conclude that the visitor is potential buyer- then artist adopt individualistic approach to price their paintings. Accordingly, the participants treat the visitors and fixe the deal."*

**KEYWORDS :** pricing policy , attire, body language , approach in exhibition.



**Participants from left to right:** 1) Researcher (Age 45), 2) Shri.Tapas Sarkar. (Age 68), Kolkata and 3) Shri. S. Biswas (Age 43), Kolkata. Painting Exhibition K.B. Art Gallery Belgaum

**Table 5: Decoding the respondents of Group-4**

Sl.No.	Participant's original name	Decodes
1	Self	Researcher
2	Shri. Tapas Sarkar	Respondent No. 1
3	Shri. S. Biswas	Respondent No. 2

Source: The field work

**Researcher,(Question No.1). What amount you have spent on entire education? And do you think that money spent on education will have influence on painting price?**

**Respondent No 2:** "..... I do not remember money spent on my education and I do not think, cost of education influences the painting price. Actually, it is illogical assume so."

**Respondent No 3:** "Yes, I do remember but not the exact amount spent. I must have spent Rs 2, 00,000 to 3, 00,000 on my entire education. I guess, the cost of education has small influence on the painting price."

**Researcher,(Question No.2). How many solo, group and foreign painting exhibitions have you participated so far? Does the number of exhibitions determine painting price?**

**Respondent No1:** ".....even the number of exhibitions, I do not recall. May be more than 100 exhibitions all put gather, but the number exhibitions do not determine painting price. The painting price is governed by many other forces."

**Respondent No 2:** "I agree with Respondent No 2, and I make no comment on it. I have conducted at least 25 exhibitions."

**Researcher, (Question No.3).What is the average cost of a solo exhibition for 7 days in cities like Delhi, Mumbai, Chennai and Kolkata including lodging, boarding and gallery expense? Does the cost of exhibition influence the painting price?**

**Respondent No1:** "Infect, I do not answer so many questions. I fell boredom. The cost of 7 days shows in these cities is too high, you cannot imagine, but I feel the cost of the shows influence the painting price unknowingly."

**Respondent No 2:** "Yes, the cost of show indirectly influences the painting price, I agree with him. The cost of the show is too high in big cities. It will be more than Rs. 2, 00,000 for 7 days."

**Researcher,(Question No.4). How many paintings have you sold so far? What is the total income earned? Does it have an influence on the painting price?**

**Respondent No1:** "I do not answer this question....."

**Respondent No 2:** "..... I must have sold around 140 paintings and must have earned more than Rs.5, 00,000."

**Researcher, (Question No.5).How many paintings have you done so far? Is there any relationship between the number of painting done and its price?**

**Respondent No1:** "..... Nor I can answer this question."

**Respondent No 2:** "Sir....., he is a senior artist. Please, do not ask him irritating questions.....ask him questions on art and life sketch. Ok.... My reply to your question, I have done more than 1700 paintings and it is nothing to do with its price."

**Researcher,(Question No.6). What is the cost and price of a painting of 24" x 24" size? What factors do you consider while fixing the price?**

**Respondent No1:** "..... the cost of the painting, you ask any beginner. There are so many unknown factors which govern the painting price. I cannot spot one of them."

**Respondent No 2:** "The cost of the paintings is Rs.2500 and I price on the basis of the experience in the field."

**OBSERVATIONS:**

This is relatively a small group discussion as compared to the previous groups. One of the major observations is that the senior respondents show less interest in such interactions, it may be due age factor or personal reasons. The group high lights the importance of unknown factors which determine painting price.