

ABSTRACT

Title	Exploring Competitive Advantages of Foreign Owned Art Galleries in Chiang Mai Case Study: Suvannabhumi Art Gallery
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Degree	Master of Business Administration (International Business)
Date of complete	August, 2009
Number of pages	109 pages

The objectives of this study are to explore the attitudes and satisfactions of buyers (customers) towards the Suvannabhumi art gallery and to analyze the competitive advantages or forces of Suvannabhumi art gallery by using Porter's Competitive Forces. The research was conducted from April to May 2009 and 82 respondents participated in the study including 5 owners and 10 artists for the in-depth interviews. The convenience sampling technique of non probability was adopted.

Findings highlight that the majority of respondents were Asian (74.4 percent). The skills of Myanmar painters are scored the highest for customers' attitudes and satisfaction towards Suvannabhumi art gallery. A number of strengths were discovered from in-depth interviews. These include skills of Myanmar artists, well-defined renderings of the paintings and regular art exhibition activities. The weaknesses include weak display and layout of the gallery and lack of creativity and ideas in advertising and website.

It is recommend that: (1) The art gallery business should improve the operation of a foreign art gallery business by knowing and understanding the country's rules and regulations relating to art and art business; (2) The foreign art gallery business operating in the foreign country needs to consider the rules and regulations related to the political and economic system of a country for improving the operations of a foreign art gallery business. Moreover, Suvannabhumi art gallery should have more activities such as exhibitions and consider the physical environmental conditions such as space and air ventilation of the gallery. It should also accept assistance willingly provided by the art community; (3) The owner of galleries should have adequate knowledge of arts as well as bringing skillful and talented artists in order to provide the efficient and effective competitive advantage for the gallery business.