

Abstract

Non-fungible tokens raised a lot of attention in the year 2020 to 2021 especially in the art market through unprecedented sale events in auction houses and art galleries. This pure digital asset could shape the constraints in the art market, revolutionize art investments and offer new possibilities for artists and investors.

This thesis will investigate the literature surrounding the influence of NFTs on investment choices in the art market. Further, an online survey tested the connection between the interest and willingness to invest in both markets and follows a quantitative approach. The researcher managed to collect responses from 81 participants. The data outcome showed that NFTs have an impact on investment choices regarding successful NFT traders who also invest their money into physical artwork. Moreover, the data outcome revealed that there is no statistical significance between the interest and investment choices between the NFT and art market in general. Furthermore, the study found that gender has no influence in regard to NFT trading and that NFT traders do not prefer to purchase art through online institutions rather than physical institutions.