

Making digital stuff ownable with blockchain technology: The case of NBA Topshot NFTs

Konstantinos Lianidis

University of Southern Denmark, Department of Business & Management

Domen Bajde

University of Southern Denmark

Mikkel Nøjgaard

University of Southern Denmark

Acknowledgements:

Cite as:

Lianidis Konstantinos, Bajde Domen, Nøjgaard Mikkel (2023), Making digital stuff ownable with blockchain technology: The case of NBA Topshot NFTs. *Proceedings of the European Marketing Academy, 52nd*, (114164)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Making digital stuff ownable with blockchain technology: The case of NBA Topshot NFTs

Abstract

Despite the popularity of access-based consumption, many consumers still prefer to own their digital products. Blockchain technology, via the implementation of non-fungible tokens (NFTs), offers the possibility to link digital products with unique identifiers that verify and validate their ownership. However, the technical capacity for ownership identification alone is insufficient to help us understand why consumers desire to own digital products, and/or how to approach emergent forms of blockchain marketing and consumption. Based on initial findings from our work-in-progress exploratory study on digital sports collectibles, we outline the mechanism through which infinitely replicable digital objects are transformed into unique possessions.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing, Marketing Strategy*

Track: Consumer Behaviour