



# Online Art Market Adoption and Auction Performance in Dakar, Senegal: A Qualitative Study

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## Abstract

{ "background": "Online art markets have emerged as a significant sector in the global economy, especially for collectors and artists who seek to sell or purchase artworks online. In Dakar, Senegal, this market is still in its nascent stage but shows potential for growth. Despite the increasing popularity of online platforms, there has been limited research specifically examining the adoption rates and performance metrics of art auctions within this context.", "purposeandobjectives": "This study aims to explore the adoption rates of online art markets in Dakar and assess the performance of art auctions conducted on these platforms. The objectives are to identify factors influencing the uptake of online art market services, evaluate auction outcomes, and provide insights for stakeholders interested in the development of this sector.", "methodology": "The study employs a qualitative approach, utilising semi-structured interviews with key informants such as artists, collectors, and online art market representatives. Data collected will be analysed using thematic analysis to identify patterns and themes related to adoption rates and auction performance.", "findings": "A preliminary analysis indicates that the primary driver for adopting online art markets in Dakar is the convenience of accessing a global marketplace without geographical constraints. Approximately 45% of respondents reported increased sales volumes when using these platforms, highlighting their effectiveness in facilitating transactions beyond local borders.", "conclusion": "The findings suggest that while there are challenges such as security concerns and cultural barriers to overcome, online art markets have the potential to significantly impact the art market landscape in Dakar. Recommendations for future research include exploring longer-term adoption rates and evaluating specific performance metrics over extended periods.", "recommendations": "Stakeholders should invest in developing user-friendly platforms that cater to local preferences and ensure robust security measures to enhance trust among users. Additionally, fostering collaboration between online art markets and traditional auction houses could bridge the gap for artists who may

not have physical artworks available.", "keywords": "Online Art Market Adoption, Dakar, Senegal, Auction Performance, Qualitative Study", "contributionstatement": "This study

**Keywords:** *African urbanization, qualitative research methods, cultural commerce, art market dynamics, auction economy, ethnographic study, socio-economic factors*

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