



Study on Investor's Perception and Awareness of Currency Trading Special Reference to Crypto Currency

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ABSTRACT

This is study about perception and awareness of currency trading special reference to Cryptocurrency. This study helps to understand perception of the investors towards cryptocurrency. Different perceptions of investors were analysed and awareness of people about cryptocurrency was measured. Questionnaires were circulated as a part of survey and study was done to understand the investors. By studying the perception of sample factors affecting the decision for investments, percentage of investment, how the information about cryptocurrency gathered and type of investment people usually preferred is analyzed. The result of analysis will be useful to know the investors perception towards cryptocurrency, investors' satisfaction towards cryptocurrency purpose of investment.

Keywords: Cryptocurrency, Value, Application and Benefits

1. Introduction

Cryptocurrencies are entirely digital. No cryptocurrency prints money or mints coins. Everything is done online. Cryptocurrencies do not rely on either of these institutions. Instead, cryptocurrency is decentralized. In other words, it is created, exchanged and regulated by its users. Cryptocurrencies are digitally mined.

1.1. Value

In banking, this is done with ledgers which track the flow of money through accounts. With cryptocurrency, the task is undertaken with blockchain using a form of maths called cryptography. Blockchain is a secure record of every single transaction made using a cryptocurrency. Verified transactions are added to the blockchain as part of the mining process. Mining is therefore not just about creating new money but also validating transactions.

1.2. Application

Cryptocurrency could transform the way we do transactions. The so-called distributed ledger technology behind blockchain can be integrated into all sorts of business processes that require trust among multiple parties. That's because blockchains store information that are both secure and transparent.

1.3. Benefits

The defining benefit of cryptocurrency is that it is not governed by any central authority or financial institution, rendering them immune to government interference or manipulation. This is called having a decentralized system. In a decentralized economic system, the supply and value of virtual currencies are controlled by the users themselves, through highly complex protocols using peer-to-peer network.

2. Review papers

World Crypto Index (Cryptocurrency Guide, News and Reviews) This platform is available online which provides all the basic as well as extensive knowledge about cryptocurrency and daily updates of the Cryptocurrency. It also keeps track records of cryptocurrency market where all the cryptocurrencies are being traded. The cryptography technology is very well explained here and how this technology makes cryptocurrencies the most secure form of transaction system all across globe. Further, it has been explained that how Cryptography technology can change the future of Central Banking and Financial Institutions Safety and Security system.

ShailakJani- “The Growth of Cryptocurrency In India: Its Challenges & Potential Impacts on Legislation”

In this Research Paper the author has tried to explain how technology has led to the origin of Cryptocurrency and its growth trend in global market as well as its business in Indian market. The paper also focusses on the expectations and confidence of the users towards cryptocurrency. The paper also envisages that how 21 countries of the world have reacted towards cryptocurrency i.e. whether Friendly or Neutral or Hostile stance towards it. The paper also listed the issues and challenges faced by Cryptocurrency.

“Bitcoin is exciting because it shows how cheap it can be. Bitcoin is better than currency in that you don’t have to be physically in the same place and, of course, for large transactions, currency can get pretty inconvenient.” – Bill Gates

3. Research Methodology

Descriptive research design was used in this research which clearly indicates that the study is all about a certain characteristics of individual towards investment. Convenience sampling technique was used for data collection. Response was taken from 100 sample size over Gujaratstate. Questioners were circulated over the targeted sample and response was taken for data analysis. Here are the questions and responses received for that.

TABLE 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Mutual fund	32	32.0	32.0	32.0
Real estate/gold	31	31.0	31.0	63.0
Equity	27	27.0	27.0	90.0
Currency	5	5.0	5.0	95.0
Debt	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Which one is your favorite investment tool in financial market?
100 responses

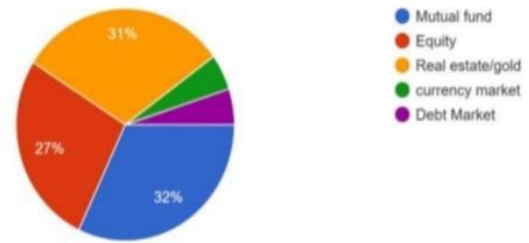


TABLE 2

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	85	85.0	85.0	85.0
no	11	11.0	11.0	96.0
not sure	4	4.0	4.0	100.0
Total	100	100.0	100.0	

ARE YOU AWARE OF FINANCIAL INSTRUMENT

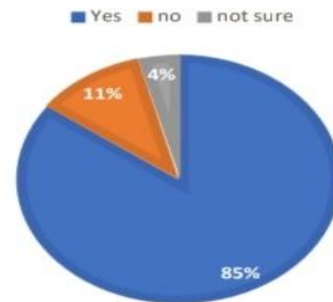


TABLE: 3

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	84	84.0	84.0	84.0
no	9	9.0	9.0	93.0
not sure	7	7.0	7.0	100.0
Total	100	100.0	100.0	

INTERESTED IN INVESTMENT

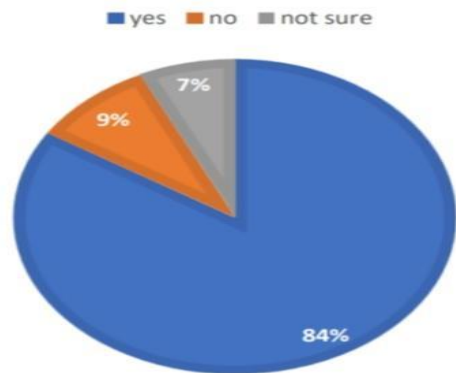


TABLE: 4

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	33	33.0	33.0	33.0
no	65	65.0	65.0	98.0
not sure	2	2.0	2.0	100.0
Total	100	100.0	100.0	

HAVE YOU TRADED IN CURRENCY MARKET

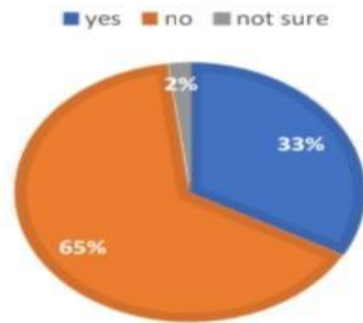


TABLE: 5

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	34	34.0	34.0	34.0
no	39	39.0	39.0	73.0
not sure	27	27.0	27.0	100.0
Total	100	100.0	100.0	

LIKE TO INVEST IN CRYPTOCURRENCY

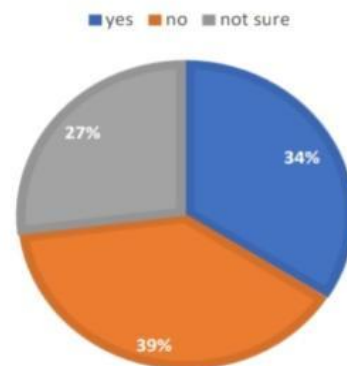


TABLE: 6

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	63	63.0	63.0	63.0
no	25	25.0	25.0	88.0
not sure	12	12.0	12.0	100.0
Total	100	100.0	100.0	

HAVE IDEA ABOUT CRYPTOCURRENCY

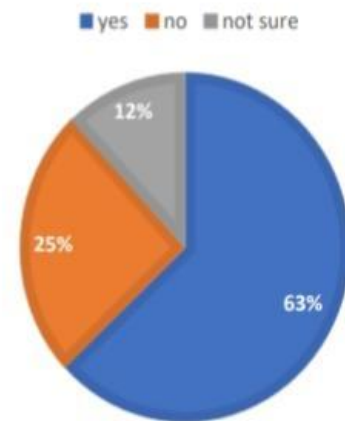


TABLE: 7

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	43	43.0	43.0	43.0
no	34	34.0	34.0	77.0
not sure	23	23.0	23.0	100.0
Total	100	100.0	100.0	

INTERESTED IN HIGH RISK AND HIGH RETURN

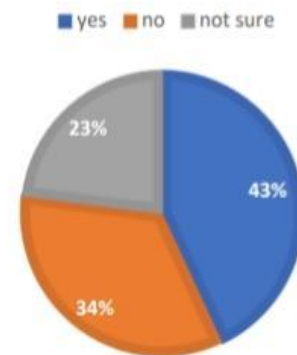


TABLE: 8

	Frequency	Percent	Valid Percent	Cumulative Percent
high	18	18.0	18.0	18.0
newton	51	51.0	51.0	69.0
low	31	31.0	31.0	100.0
Total	100	100.0	100.0	

LIKE TO INVEST IN FUTURE

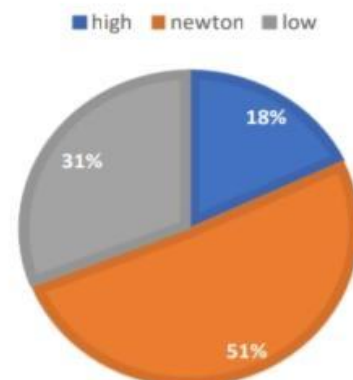


TABLE: 9

	Frequency	Percent	Valid Percent	Cumulative Percent
high	49	49.0	49.0	49.0
newton	46	46.0	46.0	95.0
low	5	5.0	5.0	100.0
Total	100	100.0	100.0	

RETURN ON CRYPTOCURRENCY

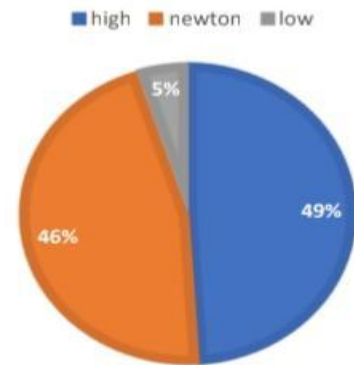


TABLE: 10

	Frequency	Percent	Valid Percent	Cumulative Percent
high	63	63.0	63.0	63.0
newton	35	35.0	35.0	98.0
low	2	2.0	2.0	100.0
Total	100	100.0	100.0	

FUTURE GROWTH OF CRYPTOCURRENCY

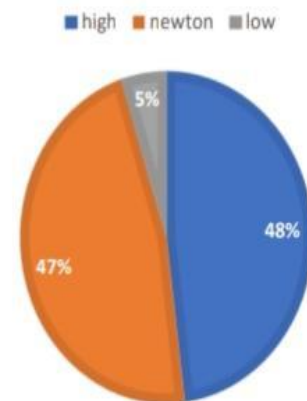


TABLE: 11

	Frequency	Percent	Valid Percent	Cumulative Percent
high	48	48.0	48.0	48.0
newton	47	47.0	47.0	95.0
low	5	5.0	5.0	100.0
Total	100	100.0	100.0	

RISK ON CRYPTOCURRENCY

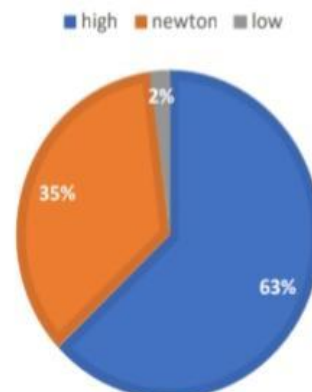


TABLE: 12

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	54	54.0	54.0	54.0
no	17	17.0	17.0	71.0
maybe	29	29.0	29.0	100.0
Total	100	100.0	100.0	

If cryptocurrency is legal in your country then you will like to invest in it
100 responses

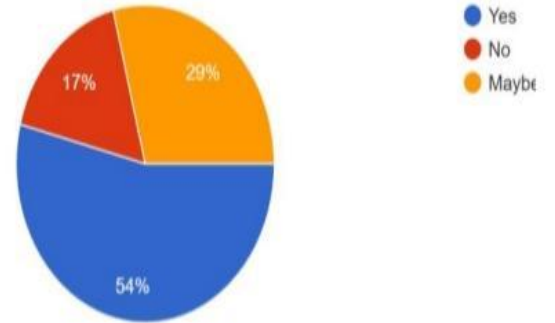


TABLE: 13

	Frequency	Percent	Valid Percent	Cumulative Percent
bitcoin	49	49.0	49.0	49.0
litecoin	8	8.0	8.0	57.0
Dogecoin	6	6.0	6.0	63.0
cardano	2	2.0	2.0	65.0
other	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Which of the following is your preferable cryptocurrency?
100 responses

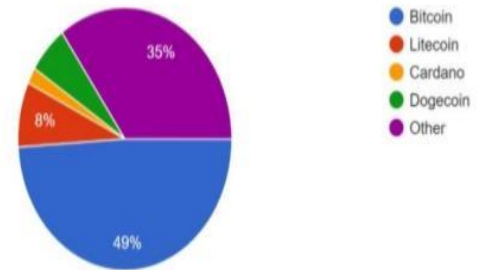
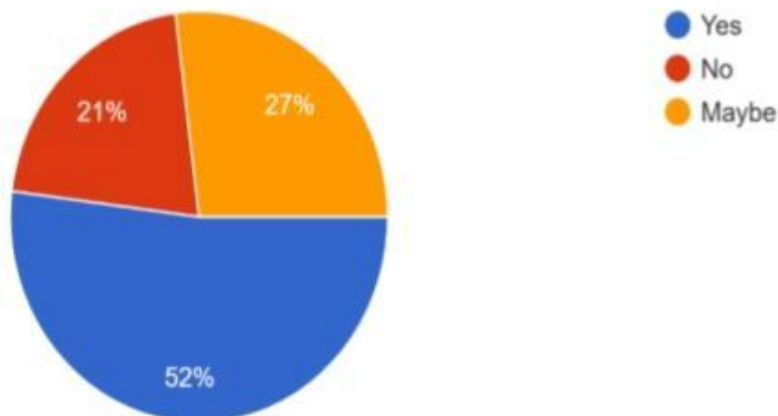


TABLE: 14

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	52	52.0	52.0	52.0
no	21	21.0	21.0	73.0
maybe	27	27.0	27.0	100.0
Total	100	100.0	100.0	

If authentic mediator or broker is there for your guidance, then you will will invest in cryptocurrency ?

100 responses



4. Findings and conclusion

Findings:

1. Majority of the respondents are Male.
2. Most of the respondents fall in the age category of 30-40 years.
3. Among all respondents, majority of the respondents are well aware about their finance, banking and investment area.
4. Mutual Funds are the most favourite investment tool for majority of the respondents followed by Gold/Real Estate.
5. Around 75% of the respondents are aware about the Cryptocurrency.

Conclusion:

From the above findings, it can be concluded that people in general are aware of the Cryptocurrency and they would like to see it as part of their investment portfolio as it provides good return. But they are not willing to invest in Cryptocurrency due to lack of regulation from Government and regulatory authorities. Government of India and its regulatory authorities will come forward to regulate its use and transaction in financial market, it can play a major role in entire investment portfolio.

As it is well known that Cryptocurrency is the product of all new age innovative technologies, and many countries of the world have already regulated its use in day to day business and many countries are coming forward to regulate its transaction in financial market. So, Indian Government and its regulatory authority should come forward and take steps to regulate the transactions of Cryptocurrency as investment option.

5. Reference

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