



A STUDY ON CRYPTOCURRENCY INVESTMENT IN COIMBATORE CITY

Mrs. Arut Geevitha¹, A.Samuvel Joshwa², P.Gokulnath²

¹Assistant professor, Department of Commerce, Rathinam College of arts and science, Eachanari Coimbatore - 21

²UG Students, Department of Commerce, B.COM with Computer Application, Rathinam college of arts and science, Eachanari Coimbatore -21

ABSTRACT

Cryptocurrency is an eight-year-old technological know-how that makes use of an encrypted peer-to-peer community to facilitate digital barter. Bitcoin, the first and most well-known cryptocurrency, is disrupting long-standing and unaltered monetary charge structures that have been in place for decades. While cryptocurrencies are now not in all likelihood to trade traditional fiat currency, they would possibly also alter the way Internet-connected world markets interact with one another. removing the constraints imposed by common national currencies and exchange rates Cryptocurrencies have the potential to significantly transform digital exchange markets by offering a fee-free trading system. A SWOT analysis of Bitcoin is offered, illuminating some of the recent events and movements that may have an impact on whether Bitcoin contributes to a shift in monetary paradigms.

Keywords: *Bit coin- Block chain- Awareness*

1. INTRODUCTION

A cryptocurrency is a digital or digital overseas money that is cryptographically protected, making counterfeit tablets and double spending nearly impossible. Many cryptocurrencies are devolved networks primarily based absolutely on blockchain technology, which is a dispensed ledger maintained through capacity of a separate neighborhood of computers. Cryptocurrencies are person by way of truth that these now not usually issued thru a central authority, making them theoretically immune to authorities interference or manipulation.

Objective of the study:

1. To discover investment about cryptocurrency in Coimbatore
2. To find out desire about cryptocurrency their shopping for and promoting preference their favored cryptocurrency
3. To crypto currency willing to invest and downside and necessary records about cryptocurrency in Coimbatore

Scope of the study:

Cryptocurrency first seemed in the form of bitcoins in 2009, and its technological expertise is even older. However, they have grown in cognizance in ultra-modern years. Because cryptocurrency is decentralized, there is no authority in the returned of it. As a output, the government is antagonistic to cryptocurrency. Cryptocurrency has emerged as a promising investment due to the honesty it has analysis that even if world falls apart, cryptocurrency does not. For example, suppose about the international pandemic COVID-19. Today, a regulatory framework that is supported by using each the RBI and the authorities is required. Because cryptocurrency is right here to continue to be for a prolonged time and cannot be sincerely banned. So why no longer legislate it?

Statement of the problem:

Cryptocurrencies are in truth the equal as digital money, such as Web Money or PayPal. As a result, they face the equal troubles as normal e-payment systems. However, the running ideas special to cryptocurrencies can each and every so frequently make problems extra probably and as a result more distressing. Furthermore, the identical standards are to blame for a variety of risks unique to cryptocurrencies.

2. REVIEW OF LITERATURE

1. **PeterDe DeVries** - "An Analysis of Cryptocurrency, Bitcoin and the Future" In this investigation paper, maker has done the SWOT Analysis of Bitcoins close by the other Cryptocurrency and has given end on its future perspective. The entryway should be visible through, by expanding the imaginative advances related with Cryptocurrency like Cryptography and Blockchain to current Banking and Financial System which can be made more secure and decentralized structure.

2. **Shailak Jani** - " The Growth of Cryptocurrency In India:

Its hardships and Potential Impacts on Legislation" In this Research Paper the maker has endeavored to figure out how advancement has provoked the start of Cryptocurrency and its improvement design in overall market as well as its business in Indian market. The paper similarly focusses on the presumptions and con dence of the clients towards cryptographic cash. The paper moreover envisions that how 21 countries of the world have answered towards computerized cash for instance whether all around arranged or unbiased or Hostile situation towards it. The paper in like manner recorded the issues and troubles looked by Cryptocurrency.

Suggestion:

1. Because bitcoin is a decentralized device that is reachable all over the world, it is vital to stop its use in order to keep its demand stable, as it is rather volatile. Its rules is additionally quintessential in decreasing its use via illegal users.
2. Because cryptocurrency intrinsically embodies some of the world's most trendy technologies, outlawing it without a doubt would deprive the millennial technological know-how of the possibility to lookup about and use such modern items. As a result, its law is justified

3. CONCLUSION

The study's intention is to determine the future of cryptocurrency in Coimbatore. The locate out about centered on cryptocurrency awareness, cryptocurrency trustworthiness and legality, cryptocurrency stability, and willingness to use cryptocurrency. According to the survey results, this common degree of recognition is accompanied by means of a barely low degree of trust in cryptocurrency. The GCC populace is sceptical of cryptocurrency's long-term viability. Furthermore, the research sample. It is not confirm about future of cryptocurrency as a world currency. Some of them are superb about cryptocurrency as an worldwide currency, which raises some concerns. However, one crew in the sample is unfavourable to it. The final team has made their decision.

REFERENCE

- [1] Aalborg, H.A., Molnár, P., & de Vries, J.E. (2019).
- [2] What can explain the price, volatility and trading volume of Bitcoin? Finance Research Letters, 29, 255-265. Carstens, A. (2018).
- [3] Money in the digital age: What role for central banks? Lecture at the House of Finance, Goethe University, Frankfurt, 6 February.
- [4] Danuart G.L.N., & Darma, G.S. (2019). Determinants of using go-pay and its impact on net benefits.
- [5] International Journal of Innovative Science and Research Technology, 4(11), 173-182. Darwish, S. (2015). Risk and knowledge in the context of organizational risk management