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## **Conceptual Frame Work on Impact of Quality of Life on Usage of Digital Currency Among People of Trichy Region**

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### **ABSTRACT**

This study intends to evaluate the impact of quality of life on the usage of digital currency. A person's overall well-being and level of happiness in different facets of life are reflected by the compound construct known as quality of life. In recent years, interest in digital currency, a relatively new kind of money that only exists digitally, has grown. A sample of users of digital currency will get a survey questionnaire as part of the study.

**Keywords-** Quality of life, Digital currency.

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### **Introduction**

#### **Quality of life**

Quality of life refers to the overall well-being and satisfaction of an individual or community in various aspects of life, including physical, psychological, social, and environment factors it reflects the level of happiness, health, and fulfilment that a person experiences in their daily life, as well as their access to resources and opportunities that can enhance their well-being. Quality of life is a multidimensional concept that can be influenced by various factors such as income, education, healthcare, social support, and cultural norms. It is often measured through self-reported assessments and objectives indicators of well-being.

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#### **Digital currency**

Digital currency offers new opportunities for financial transaction and investment, potentially increasing access to financial services and improving financial inclusion. It also presents new challenges, such as security and regulatory concerns.

Digital currencies can be used for a variety of purposes, including buying goods and services, investing, and transferring money across borders with lower fees and faster processing times compared to traditional banking methods. The emergence of digital currencies has opened up new possibilities for financial transactions and has challenged the traditional financial system.

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#### **Objectives of the study**

To identify the variables determining quality of life.

To measure the quality of life.

To measure the perception towards uses of digital currency.

To analyse the impact of quality of life on usage of digital currency.

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#### **Variables of the study**

##### **Subjective – Quality of life**

A person's total assessment and perception of their life based on their own individual, subjective experiences, feelings, and perceptions is referred to as their subjective quality of life. It is a purely arbitrary way of measuring happiness that takes into consideration each person's unique goals, values, expectations, and experiences. It includes a number of areas, including life satisfaction, emotional well-being, social connections, health-related quality of life, financial well-being, and more.

### Objective – Quality of life

The term "objective quality of life" describes the evaluation of a person's quality of life based on external, observable elements that can be measured and evaluated objectively. This covers things like factors like money, wealth, and material belongings as well as objective markers like access to resources like housing, work, healthcare, education, and other services.

### Perceived benefits

Perceived benefits in digital currency refer to the advantages or positive outcomes that individuals associate with using digital currencies.

### Security and control

Security and control in digital currency refers to the measures and mechanisms put in place to protect digital currency transactions and assets from theft, fraud and other security risks.

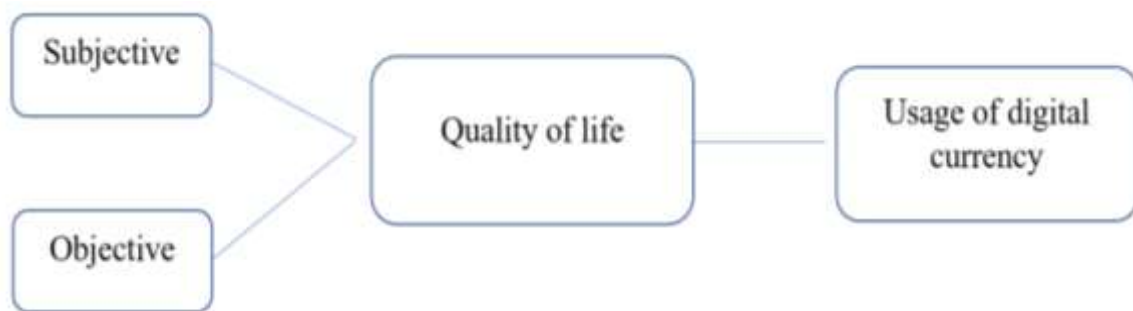
### Perceived ease of use

Perceived ease of use in digital currency refers to the subjective perception of the ease or difficulty of using digital currency technology, such as digital wallets or exchanges, to conduct transactions or manage digital assets. It reflects the user's perception of how easy it is to learn, operate, and navigate through the digital currency platform.

### Usage behaviour

Usage behaviour in digital currency refers to the actions, habits, and patterns of behaviour exhibited by individuals when using digital currency technology, such as digital wallets or exchanges. This includes the frequency of transactions, the types of transactions made, the amount of digital currency exchanged, and the duration and intensity of usage over time.

## Frame work



### Hypothesis

H0: There is no impact on quality of life on usage of digital currency, meaning that individuals with higher standard of quality of life are more likely to adopt and use digital currency than those with lower quality of life.

H1: There is an impact on quality of life on usage of digital currency.

## Research methodology

The proposed research study is of descriptive in nature. Digital currency users will be surveyed using a structured questionnaire. Their quality of life will also be evaluated using subjective and objective variables. Finally, the study is planned to analyse the impact of quality on usage of digital currency. In this study, snowball sampling techniques, is planned to be implemented using to reference given by each of the digital currency, Respondents will be surveyed.

### Proposed work

After collecting the primary data from the respondents, it will be analysed with the help of the Regression.

## Conclusion

The results of this study will reveal the level of impact of quality of life factors on the adoption and usage of digital currency. The study indicates that quality of life aspects plays a crucial role in the acceptance and utilization of digital currency.

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