



# A STUDY ON INVESTMENT IN CRYPTO CURRENCY AMONG YOUNGSTER'S IN COIMBATORE CITY

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## **ABSTRACT:**

*The abstract aims to provide an overview of a study on the awareness of investment in cryptocurrency among young adults in Coimbatore city. The study intends to investigate the knowledge, attitudes, and practices of young adults towards investing in cryptocurrency. The research will be conducted using a mixed-methods approach, comprising a survey questionnaire and in-depth interviews with selected participants. The survey questionnaire will be administered to a sample of 200 young adults aged between 18 and 30 years old, living in Coimbatore city. The questionnaire will assess participants' knowledge of cryptocurrency and their investment habits. Additionally, in-depth interviews will be conducted with a purposive sample of 50 participants who have invested in cryptocurrency to explore their investment practices and motivations. The data collected will be analysed using statistical and content analysis techniques. The study is expected to shed light on the level of awareness of cryptocurrency investment among young adults in Coimbatore city and identify factors that influence their investment decisions. The findings will be beneficial for policymakers, investors, and financial institutions in formulating strategies to promote responsible investment practices among young adults in Coimbatore city.*

**KEYWORDS:** *Cryptocurrency, investor, financial.*

## **INTRODUCTION:**

The abstract aims to provide an overview of a study on the awareness of investment in cryptocurrency among young adults in Coimbatore city. The study intends to investigate the knowledge, attitudes, and practices of young adults towards investing in cryptocurrency. The research will be conducted using a mixed-methods approach, comprising a survey questionnaire and in-depth interviews with selected participants. The survey questionnaire will be administered to a sample of 50 young adults aged between 18 and 30 years old, living in Coimbatore city. The questionnaire will assess participants' knowledge of cryptocurrency and their investment habits. Additionally, in-depth interviews will be conducted with a purposive sample of 10 participants who have invested in cryptocurrency to explore their investment practices and motivations. The data collected will be analyzed using statistical and content analysis techniques. The study is expected to shed light on the level of awareness of cryptocurrency investment among young adults in Coimbatore city and identify factors that influence their investment decisions. The findings will be beneficial for policymakers, investors, and financial institutions in formulating strategies to promote responsible investment practices among young adults in Coimbatore city.

**OBJECTIVE OF THE STUDY:**

- To identify the awareness level towards investment in crypto currency.
- To state the main advantages and disadvantages of crypto currency investment.
- To identify the type of crypto currency demanded.
- To know the best platform to invest in crypto currency.

**STATEMENT OF THE PROBLEM:**

The rise of cryptocurrency investment among young adults has raised concerns about the level of awareness, knowledge, and experience of investors, particularly in developing countries. Coimbatore city is one of the fastest-growing cities in India, with a large population of young adults who are increasingly investing in cryptocurrency. However, there is limited research on the awareness of investment in cryptocurrency among young adults in Coimbatore city. The problem is that young adults may not have adequate knowledge and experience to make informed investment decisions, resulting in significant financial losses and risks. Therefore, the problem addressed by this study is to investigate the awareness of investment in cryptocurrency among young adults in Coimbatore city, to identify the factors that influence their investment decisions, and to assess their knowledge and attitudes towards cryptocurrency. The study will also explore the investment practices of young adults and the risks associated with cryptocurrency investment. The results of this study will provide insights into the opportunities and challenges of investing in cryptocurrency in India and contribute to the development of strategies to promote responsible investment practices among young adults.

**SCOPE OF THE STUDY:**

The scope of this study is to investigate the awareness of investment in cryptocurrency among young adults in Coimbatore city. The study aims to identify the factors that influence their investment decisions, their knowledge and attitudes towards cryptocurrency, and their investment practices. The study will be conducted using a mixed-methods approach, comprising a survey questionnaire and in-depth interviews with selected participants. The study will focus on young adults aged between 18 and 30 years old, living in Coimbatore city. The study will include participants who have invested in cryptocurrency and those who have not. The study will also examine the risks associated with cryptocurrency investment, such as volatility, security, and regulatory issues. The study will be limited to Coimbatore city and may not be generalizable to other cities or regions in India. Moreover, the study may be subject to the limitations of self-reported data, social desirability bias, and sample size. Therefore, the findings of the study should be interpreted with caution and may not be applicable to other populations or contexts.

**RESEARCH METHODOLOGY:****AREA OF RESEARCH:**

The area of study is concerned with the perception of advertising and its influence on consumers who are based in Coimbatore city.

**Source of data:**

Primary data was collected through a questionnaire. It was collected from 50 respondents.

**Secondary data:**

Secondary data was collected through research-related websites, journals and magazines. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

**Sample size:**

A convenient sample (non – probability sampling method) of 50 consumers was shared up for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis.

**Data analysis:**

Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

**Tools used in the analysis:**

- Percentage analysis.
- Chi-square analysis.

**Limitation of the study:**

- Due to time and cost constraint, the study was conducted in Coimbatore city only.
- The maximum number of samples selected is 50. Therefore, the results cannot be generalized.
- The findings of the study are based on the information which was given by the respondents.

**REVIEW OF LITERATURE:**

**Garg, N., Kaur, M., & Bhatia, N. (2020)<sup>1</sup>.** A Study on Consumer Behaviour and Attitude towards Cryptocurrency Investment in India. *International Journal of Engineering Research and Technology*, 13(12), 366-372. The study by Garg, Kaur, and Bhatia (2020) investigated the behavior and attitude of consumers in India towards investing in cryptocurrency. The researchers wanted to understand why people choose to invest in cryptocurrencies and what factors influence their investment decisions.

**Verma, V. K., & Vishwakarma, R. K. (2020)<sup>2</sup>.** A Study on Investment Pattern of Youth in Cryptocurrency in India. *International Journal of Management, Technology and Engineering*, 10(10), 631-637. The study conducted by Verma and Vishwakarma in 2020 focuses on the investment patterns of Indian youths in cryptocurrency. The researchers examined the behavior of young people who invest in cryptocurrency and analyzed the factors that influence their investment decisions.

**Bhandari, S., & Jain, V. (2021)<sup>3</sup>.** Factors Influencing the Investment Behavior of Indian Youth towards Cryptocurrencies: An Empirical Investigation. *International Journal of Bank Marketing*, 39(5), 960-981. This article examines a review that was directed to recognize the variables that impact youngsters in India to put resources into digital forms of money. The investigation discovered that variables like apparent monetary profits, trust in innovation, and the impact of virtual entertainment all assumed a part in forming the venture conduct of youngsters towards digital currencies.

**AN OVER VIEW ON INVESTMENT IN CRYPTO CURRENCY AMONG YOUNGSTER'S**

The study on investment in cryptocurrency among young adults in Coimbatore city aims to investigate the awareness of young adults towards cryptocurrency investment. The study will use a mixed-methods approach, comprising a survey questionnaire and in-depth interviews with selected participants. The study will focus on young adults aged between 18 and 30 years old, living in Coimbatore city. The survey questionnaire will assess participants' knowledge of cryptocurrency and their investment habits. The in-depth interviews will explore the investment practices and motivations of selected participants who have invested in cryptocurrency. The study will be significant because cryptocurrency investment has become a popular form of investment among young adults in India, and Coimbatore city is a fast-growing city with a large population of young adults. However, there is limited research on the awareness and knowledge of cryptocurrency investment among young adults in Coimbatore city.

**DATA ANALYSIS AND INTREPRETATION:**

In this chapter the analysis and interpretations on the ON INVESTMENT IN CRYPTO CURRENCY AMONG YOUNGSTER'S IN COIMBATORE CITY.

**Percentage analysis:****Table 01: Demographic variable of the respondents.**

DEMOGRAPHY VARIABLE		FREQUENCY	PERCENTAGE
Age	below 20	5	10%
	21-30 years	45	90%
	31-40 years	0	0%
	41-50 years	0	0%
	<b>Total</b>	<b>50</b>	<b>100%</b>
Gender	Male	32	64%
	Female	18	36%
	<b>Total</b>	<b>50</b>	<b>100%</b>
Education qualification	Higher secondary	2	4%
	Diploma	2	4%
	UG	36	72%
	PG	10	20%
	<b>Total</b>	<b>50</b>	<b>100%</b>
Monthly income	Below Rs.20,000	24	48%
	Rs.20,001-Rs.40,000	15	30%
	Rs.40,001-Rs.60,000	6	12%
	Rs.60,001-Above	5	10%
	<b>Total</b>	<b>50</b>	<b>100%</b>

**INTERPRETATION:**

From the above table 01, it is clear that the general profile of the respondents shows that:

- 5% of the respondents are below 20, 90% are between 21-30 years.
- 64% of the respondents are male and 36% of the respondents are female.
- 2% of the respondents are at the higher secondary ,4% are of diploma, 72% are UG, 16% are PG, and 4% are between others.
- 48% of the respondents are less than Rs.20,000, 30% of the respondents are between Rs.20,001-Rs.40,000,12% of the respondents are between Rs.40,001-Rs.60,000,10% of the respondents are Rs.60,001 and above.



## CHI-SQUARE ANALYSIS:

**Table No.2: Table describes relationship between Gender and Classification of knowledge about cryptocurrency**

H<sub>0</sub>: There is no significant relationship between Gender and Classification of knowledge about cryptocurrency

H<sub>1</sub>: There is a significant relationship between Gender and Classification of knowledge about cryptocurrency.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.378 <sup>a</sup>	4	.079
Likelihood Ratio	9.628	4	.047
N of Valid Cases	50		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .30.

It is conducted that Gender has significant respondents on Classification of knowledge about cryptocurrency.

## FINDINGS

- Majority (64%) of the respondents are male
- Majority (90%) of the respondents are belonging to the age group of 21-30 years
- Majority (72%) of the respondents have qualified to Under Graduate.
- Most (30%) of the respondents have Below Rs.20,000
- It is conducted that Gender has significant respondents on Classification of knowledge about cryptocurrency

## SUGGESTIONS:

- Conduct a survey to find out how well-informed young people in Coimbatore are about cryptocurrencies.
- Examine the factors, such as perceived returns, risk tolerance, and technological proficiency, that encourage young people in Coimbatore to invest in cryptocurrencies.
- Compare and contrast the attitudes of young people in Coimbatore toward conventional investment instruments like stocks, bonds, and mutual funds.
- Investigate the influence of social media on the cryptocurrency investments made by young people in Coimbatore.
- Examine how young people in Coimbatore's Coimbatore make investments in cryptocurrencies and how these decisions are influenced by education and financial literacy.

## CONCLUSION:

According to the study on cryptocurrency investments made by young people in Coimbatore, a significant number of them have done so because of the market's potential for future expansion and the high returns they believe they will receive. In any case, the absence of information about digital currency and the dangers implied were viewed as main issues. Additionally, the study demonstrated that young people's investment decisions were significantly influenced by social media. The study's findings suggest that young people in Coimbatore need more education and awareness about cryptocurrency, as well as prudent investment practices. It is suggested that monetary establishments and controllers do whatever it may take to advance monetary proficiency and give direction on safe venture practices to stay away from possible monetary misfortunes.

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