Investors awareness and perception towards cryptocurrency in Hubli-Dharwad

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Abstract:

Cryptocurrency refers to digital or virtual currencies that use cryptography for security and operate on decentralized networks, typically based on blockchain technology. Unlike traditional currencies issued by governments (fiat currencies), cryptocurrencies exist solely in digital form and utilize cryptographic techniques to secure transactions and control the creation of new units.

Some of the most well-known cryptocurrencies include Bitcoin (BTC), Ethereum (ETH), Ripple (XRP), Litecoin (LTC), and many others, each with its unique features, use cases, and underlying technology. "Investors Awareness and Perception towards Crypto Currency" is the project. The main objective of this project is knowing the perception of investors while and after investing their Digital Currency in Crypto. In this project Judgmental sampling method is used to collect the data. For these 164 respondents were taken from Hubli-Dharwad city who have already invested or thinking to invest in Crypto. A structured questionnaire was both open ended and close ended questions.

The first part is introductory in nature and deals with history of crypto currency, its structure, advantages and limitations and then types in crypto, evolution of crypto in India with information about block chain, nodes, time stamping mining, wallets and other factors., The second part deals with company history, awards of the company and the head positions of the company. The third part deals with literature review, objectives and research methodology which have been used for survey. The next part deals with data analysis of respondents of Hubli city and perception of investors towards Crypto. The findings is based on study and it is given by me and conclusion is based on report.

It is inferred that most of respondents are aware about Crypto. Many of them are owning, the most of respondents are preferring crypto as medium of exchange and the main factor influencing the pattern are high returns, safety, liquidity, diversification of risk, market trend, and choice of scion, reliability and affordability. The main factors influencing the selection of Crypto coins in Hubli

are high returns, tax benefits and market trends. Qualified people use internet for getting the information about Crypto. 71% respondents own crypto. It has worthiness in future. It is mostly popular among respondents.

Keywords:

Cryptocurrency, cryptography, central bank digital currency, Bitcoin, denominations