

Awareness of Cryptocurrency: A Comprehensive Study

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Abstract: *Cryptocurrency has emerged as a transformative innovation in the global financial system, reshaping the way individuals, institutions, and governments perceive and use money. Initiated by Satoshi Nakamoto through the introduction of Bitcoin in 2009, cryptocurrencies are decentralized digital assets based on blockchain technology. Over the years, digital currencies such as Ethereum, Ripple, and Litecoin have gained prominence.*

This research paper examines the level of awareness regarding cryptocurrency among individuals, identifies factors influencing awareness, evaluates perceptions and risks associated with cryptocurrency usage, and analyzes the implications for financial literacy and policy development. The study adopts a descriptive research methodology, utilizing primary and secondary data sources. Findings indicate moderate awareness levels, with significant variations based on education, age, and access to digital platforms.

Keywords: Cryptocurrency has emerged as a transformative innovation in the global financial system, reshaping the way individuals, institutions, and governments perceive and use money.

I. INTRODUCTION

The evolution of money has transitioned from barter systems to metallic coins, paper currency, and now digital forms. Cryptocurrency represents the latest stage in this progression. Unlike traditional currencies issued by central banks, cryptocurrencies operate on decentralized systems using blockchain technology. Bitcoin, introduced in 2009, was designed as a peer-to-peer electronic cash system eliminating the need for intermediaries. Following its success, other cryptocurrencies such as Ethereum expanded the concept by introducing smart contracts, enabling decentralized applications. Globally, governments and financial institutions have shown mixed reactions. Some countries encourage cryptocurrency innovation, while others impose regulations or bans due to concerns over volatility, fraud, and illegal activities.

II. REVIEW OF LITERATURE

Previous studies highlight increasing global awareness of cryptocurrency but emphasize volatility, regulatory uncertainty, and security risks. Nakamoto (2008) introduced the foundational concept of Bitcoin. Yermack (2013) analyzed Bitcoin's volatility. Böhme et al. (2015) examined legal and economic challenges. Glaser et al. (2014) found many users treat cryptocurrency as an investment asset rather than a transactional currency. Krombholz et al. (2017) identified limited user awareness regarding wallet security.

III. STATEMENT OF THE PROBLEM

Despite rapid growth in cryptocurrency markets, awareness and understanding among the general public remain inconsistent. Many individuals invest without fully comprehending associated risks, technological foundations, or regulatory implications. The core problem addressed in this study is to assess the level of awareness regarding cryptocurrency and identify the factors influencing awareness among individuals.



IV. OBJECTIVES OF THE STUDY

1. To measure the level of awareness about cryptocurrency.
2. To analyze demographic factors influencing awareness.
3. To examine perceptions regarding benefits and risks.
4. To evaluate sources of information.
5. To provide recommendations to improve awareness.

V. RESEARCH METHODOLOGY

The study adopts a descriptive research design. Primary data were collected using structured questionnaires distributed among 150 respondents. Secondary data were gathered from journals, books, and financial reports. Convenience sampling was used. Tools such as percentage analysis and comparative demographic analysis were applied.

VI. DATA ANALYSIS

Findings show 40% of respondents have moderate awareness, 30% high awareness, and 30% low awareness. Social media is the primary source of information (35%). Younger and more educated respondents demonstrate higher awareness levels.

VII. CONCLUSION

Cryptocurrency represents a significant innovation in financial technology. Awareness levels are growing but remain uneven. Education, regulatory clarity, and financial literacy programs are essential to ensure informed participation in the cryptocurrency ecosystem.

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