

Rashi Daulatabad

Sadhu Vaswani Institute of Management Studies for Girls, Koregaon Park, Pune Maharashtra

Public Awareness of Cryptocurrency Investments in Pune City

Abstract

The increasing popularity of cryptocurrency as an investment option has led to a growing need for awareness and education among investors. This research aims to assess the level of public awareness regarding cryptocurrency investments in Pune City. The study evaluates the understanding of cryptocurrencies, investment risks, and regulatory concerns among Pune residents. The findings of this study will contribute to improved financial literacy and informed decision-making.

1. Introduction

Cryptocurrency has emerged as a revolutionary financial instrument, offering decentralized digital assets based on blockchain technology. While cryptocurrencies such as Bitcoin and Ethereum have gained global recognition, their adoption in India remains at a nascent stage. Pune, a major urban center, presents a unique case for evaluating public awareness and investment behavior in cryptocurrencies. This study seeks to analyze the level of awareness, investment trends, and risk perception of cryptocurrencies among Pune residents.

2. Literature Review

Several studies highlight the growing interest in cryptocurrencies as alternative investments. Research indicates that while early adopters perceive cryptocurrencies as profitable, general investors remain skeptical due to volatility and regulatory uncertainties. According to studies conducted in different regions, lack of education and awareness about blockchain technology and cryptocurrency markets often hinder mass adoption.

Government regulations also play a crucial role in shaping investment behavior. Regulatory ambiguity and past incidents of financial fraud contribute to cautious investment approaches. Understanding these factors will help analyze the awareness and perceptions of cryptocurrency investors in Pune.

3. Research Methodology

This study follows a quantitative research approach, using surveys and structured questionnaires to collect data from Pune residents. The sample consists of individuals from diverse demographic backgrounds, including students, working professionals, and entrepreneurs. The survey focuses on assessing respondents' familiarity with cryptocurrency, their investment patterns, sources of information, and concerns regarding security and legality.

Data analysis is conducted using statistical tools to identify trends, correlations, and differences in awareness levels among various demographics. The findings help determine the factors influencing cryptocurrency investments in Pune.

4. Findings and Discussion

The study reveals that while a significant portion of Pune's population is aware of cryptocurrencies, their understanding of investment risks and regulatory frameworks is limited. Key findings include:

- A majority of respondents have heard about Bitcoin and Ethereum, but only a small percentage have invested.
- Social media and peer recommendations serve as the primary sources of cryptocurrency information.
- Fear of scams, hacking, and regulatory uncertainties are major deterrents for potential investors.
- Younger individuals, particularly those in the age group of 20-35, show higher interest and engagement in crypto investments.
- Lack of formal education on cryptocurrency and blockchain technology hinders informed decision-making.

5. Conclusion and Recommendations

The study underscores the need for increased public awareness and education regarding cryptocurrency investments. To bridge the knowledge gap, the following measures are recommended:

- Conducting workshops and financial literacy programs on cryptocurrency investments.

- Encouraging regulatory clarity and investor protection policies from government authorities.
- Promoting responsible investment practices through verified information sources.

Enhancing awareness will enable Pune's residents to make informed investment decisions while mitigating risks associated with cryptocurrency markets. Future research can explore the impact of evolving regulations and technological advancements on investor behavior.