A Study on Public Perception of Cryptocurrency Investments

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Abstract

Cryptocurrencies have emerged as a significant alternative to traditional investments, drawing attention due to their high return potential, decentralization, and innovative blockchain technology. However, public perception toward cryptocurrency investments remains divided. This study explores various factors influencing public sentiment, including trust, risk perception, regulatory concerns, and financial literacy. Using a structured questionnaire administered to 50 participants with diverse educational and investment backgrounds, the study employs descriptive and inferential analysis to assess behavioral trends. Findings indicate a general curiosity and optimism about cryptocurrencies, tempered by concerns over volatility, security risks, and regulatory uncertainty. A significant portion of respondents expressed greater trust in cryptocurrencies if regulated and showed increased confidence in investing with proper education. The study concludes by recommending enhanced education, security, and regulatory measures to promote informed and responsible cryptocurrency adoption.

Keywords: Cryptocurrency, public perception, investment behavior, blockchain, risk perception, financial literacy, regulation, volatility, digital assets, crypto adoption, investor psychology.

1. Introduction

Cryptocurrency has rapidly transformed the financial landscape, emerging as an alternative investment option that challenges traditional asset classes like stocks, bonds, and real estate. Since the introduction of Bitcoin in 2009, the cryptocurrency market has experienced significant growth, attracting individual investors, institutional participants, and regulatory scrutiny. Despite its growing popularity, public perception of cryptocurrency investments remains divided, shaped by factors such as trust, risk perception, regulatory concerns, and technological understanding. While some investors see cryptocurrencies as a lucrative opportunity offering high returns and financial independence, others are wary due to the market's volatility, security risks, and lack of comprehensive regulations.

One of the primary concerns influencing public perception is the high volatility associated with cryptocurrencies. Unlike traditional financial assets, cryptocurrencies experience drastic price fluctuations, often driven by speculation, regulatory developments, and technological advancements. This unpredictability fosters both excitement and hesitation among potential investors. Additionally, security concerns, such as hacking incidents, fraudulent schemes, and cyber threats, further contribute to skepticism. Cases of exchange failures and scams have led to significant financial losses, eroding trust in the digital asset ecosystem.

Regulatory uncertainty is another key factor shaping public perception. Governments and financial institutions worldwide have expressed mixed reactions to cryptocurrencies, with some countries embracing blockchain innovation while others impose strict regulations or outright bans. The lack of a uniform regulatory framework creates uncertainty among investors, who fear sudden policy changes that could impact market stability. Many investors believe that greater regulation would enhance legitimacy and trust in the cryptocurrency market, making it a more viable investment option.

Moreover, demographic factors such as age, financial literacy, and risk tolerance play a significant role in shaping attitudes toward cryptocurrency investments. Younger generations, particularly tech-savvy millennials and Gen Z investors, are more likely to view cryptocurrencies favorably, seeing them as a way to participate in decentralized finance (DeFi) and digital innovation. In contrast, older investors who are accustomed to traditional financial systems may perceive cryptocurrencies as highly speculative and unreliable.

This study aims to explore the public perception of cryptocurrency investments by analyzing key factors such as trust, risk perception, regulatory concerns, and investment behavior. By understanding these perceptions, investors, policymakers, and financial institutions can develop strategies to foster informed decision-making and promote the sustainable growth of the cryptocurrency market.

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Scope and Importance
Scope
This study explores the public perception of cryptocurrency investments, focusing on key factors such as trust, risk perception, regulatory concerns, financial literacy, and investment behavior. The research will analyze how individuals perceive cryptocurrencies in comparison to traditional investments and examine the factors that influence their decision to invest or avoid digital assets. The study will cover:

- **Trust and Adoption:** Understanding how trust in blockchain technology, past experiences, and media narratives affect cryptocurrency investment decisions.
- **Risk Perception:** Examining public concerns regarding volatility, security risks, scams, and fraud associated with cryptocurrencies.
- **Regulatory Impact:** Assessing how government regulations and policy changes shape public confidence and market participation.
- **Demographic Influence:** Analyzing how age, education, financial literacy, and risk tolerance affect attitudes toward cryptocurrency investments.
- **Future Investment Trends:** Identifying potential shifts in public perception that may influence the growth and mainstream adoption of cryptocurrencies.

This study is relevant to individual investors, financial analysts, regulators, and policymakers who seek to understand how cryptocurrencies are perceived and how these perceptions impact their adoption and regulatory frameworks.

Importance
The importance of this study lies in its ability to provide valuable insights into the public's mindset regarding cryptocurrency investments. As digital assets continue to gain traction, understanding public perception is essential for multiple stakeholders, including investors, governments, and financial institutions.

i). Helps Investors Make Informed Decisions
- Understanding the factors influencing public perception allows potential investors to evaluate risks and opportunities before entering the crypto market.
- Identifying psychological barriers and trust issues helps in making strategic investment choices.

ii). Guides Policymakers and Regulators
- Provides insights into how regulatory clarity can improve investor confidence and market stability.
- Helps governments understand public concerns about cryptocurrency security, taxation, and compliance.

iii). Supports Financial Institutions and Businesses
- Banks, fintech companies, and exchanges can use this research to design better products and services that cater to public needs and risk preferences.
- Understanding public perception helps in developing educational campaigns to improve financial literacy and responsible investment in crypto.

iv). Enhances Cryptocurrency Adoption and Innovation
- By addressing concerns about security and volatility, the industry can work toward making digital assets more mainstream.
- Promotes blockchain innovation by encouraging transparency and trust in decentralized finance (DeFi) solutions.

v). Contributes to Academic and Economic Research
- Adds to the growing body of knowledge on digital finance, behavioral economics, and technological disruptions in investment markets.
- Provides a foundation for future research on investor psychology and the evolution of financial technology.

By shedding light on these aspects, this study aims to bridge the gap between perception and reality in cryptocurrency investments, fostering greater awareness, safer investment practices, and a more informed approach to digital asset adoption.

Objectives
i). To Analyze Public Trust in Cryptocurrency Investments.
ii). To Evaluate Public Perception of Risk Associated with Cryptocurrency Investments.
iii). To Assess the Impact of Regulations and Financial Literacy on Cryptocurrency Adoption.

Review of Literature
Ferguson, Haglin, and Jordan (2024) [2] analyze cryptocurrency investors in the U.S., highlighting economic, political, and personality influences. They find that individuals facing inflation hardships are more likely to invest in cryptocurrencies. Supporters of reduced government spending and those with conspiratorial thinking tendencies also show higher investment interest. Additionally, people open to new experiences are more likely to own cryptocurrencies, while conscientious individuals are less inclined. Their study emphasizes the complex interplay of financial pressures, political beliefs, and personality traits in shaping cryptocurrency investment behavior.

Shuhaiber, Al-Omoush, and Alsmadi (2025) [1] investigate the factors shaping trust and perceived value in cryptocurrencies, focusing on optimism, FinTech literacy, and perceived financial and security risks. Their study finds that perceived risks have a negative impact on both optimism and trust, discouraging investment confidence. However, financial literacy plays a crucial role in reducing perceived risks and enhancing optimism, which in turn improves the perceived value of cryptocurrencies. Additionally, optimism is identified as a key driver, significantly influencing both trust and the overall perception of cryptocurrency value.

Zhang, Naveed, and Qi (2025) [3] analyze cryptocurrency investment behavior among American investors, focusing on investment motivations, confidence, and risk perceptions. Their study finds that strong investment motivations and high confidence levels positively influence cryptocurrency investment decisions. However, high-risk perception serves as a significant deterrent, discouraging both current investment participation and future investment intentions in cryptocurrencies. The research highlights the crucial role of investor psychology in shaping cryptocurrency adoption and market engagement.

McMorrow and Constantin (2021) [4] explore public perception and intention regarding cryptocurrency adoption, emphasizing the impact of performance expectancy and effort expectancy. Their study finds that individuals are more likely to adopt cryptocurrencies when they perceive clear benefits and believe they can use the technology effectively. Performance expectancy, or the anticipated advantages of

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cryptocurrency use, plays a crucial role in influencing adoption decisions. Similarly, effort expectancy, which reflects the perceived ease of use, significantly affects individuals' willingness to invest in and utilize cryptocurrencies.

Auer and Tercero-Lucas (2022) [5] examine the socioeconomic factors influencing cryptocurrency investments in the U.S., focusing on the roles of distrust in traditional financial systems and speculative motives. Their study finds that individuals who lack confidence in conventional banking and financial institutions are more likely to invest in cryptocurrencies as an alternative. Additionally, speculation plays a significant role, with many investors driven by the potential for high returns rather than long-term utility. The research underscores the dual nature of cryptocurrency investment behavior, shaped by both skepticism toward traditional finance and the pursuit of speculative gains.

Ammous (2018) [6], in *The Bitcoin Standard: The Decentralized Alternative to Central Banking*, explores Bitcoin's potential as a decentralized alternative to traditional financial systems. The book argues that Bitcoin serves as a hedge against inefficiencies in central banking, such as inflation and monetary policy manipulation. By emphasizing Bitcoin's fixed supply and decentralized nature, Ammous presents it as a more reliable and transparent financial asset. His work has significantly influenced public perception, positioning Bitcoin as a viable store of value and an alternative to fiat currencies.

Arslanalp, Eichengreen, and Simpson-Bell (2022) analyze the gradual shift from traditional reserve currencies, such as the U.S. dollar, to nontraditional alternatives, including cryptocurrencies. Their study highlights how this transition influences public perception, positioning cryptocurrencies as viable investment assets. As confidence in traditional reserve currencies erodes, investors increasingly view digital assets as a potential store of value and hedge against currency fluctuations.

Aren and Hamamci (2020) [7] examine the impact of personality traits and emotions on investment intentions and choices, particularly in relation to risky assets like cryptocurrencies. Their study finds that individuals with higher risk tolerance and specific personality traits, such as openness and impulsiveness, are more likely to invest in high-volatility assets. Emotional factors, including confidence and fear of missing out, also play a crucial role in shaping investment behavior. This research helps explain why certain individuals are more inclined toward cryptocurrency investments despite their inherent risks.

Arceneaux and Vander Wielen (2013) investigate how cognitive and affective factors shape political evaluations, providing insights into decision-making processes. Their study suggests that individuals with a high need for cognition rely on analytical reasoning, while those with a high need for affect are more influenced by emotions. These findings offer parallels to cryptocurrency perceptions, where rational analysis and emotional responses both play a role in shaping investment decisions and risk assessments.

Ammous (2018) [6] provides an in-depth analysis of Bitcoin's role as a decentralized alternative to traditional banking systems. The book highlights Bitcoin's fixed supply, transparency, and resistance to monetary manipulation, positioning it as a hedge against financial instability. By emphasizing these qualities, Ammous influences public perception, reinforcing the legitimacy of cryptocurrencies as an investment option.

2. Industry Profile
Types of Blockchain Networks Based on Token Standards
i). Ethereum Network (ERC-20, ERC-721, ERC-1155, etc.)
Ethereum is one of the most widely used blockchain networks, supporting smart contracts and decentralized applications (dApps).
- **Popular Token Standards:**
  - **ERC-20:** Standard for fungible tokens (e.g., USDT, LINK).
  - **ERC-721:** Standard for non-fungible tokens (NFTs) (e.g., CryptoPunks).
  - **ERC-1155:** Multi-token standard (supports both fungible and NFTs).

ii). Binance Smart Chain (BEP-20, BEP-721, BEP-2)
Binance Smart Chain (BSC) is a high-speed, low-cost blockchain network used for decentralized finance (DeFi) and token creation.
- **Popular Token Standards:**
  - **BEP-20:** Equivalent to ERC-20, used for fungible tokens on BSC (e.g., BUSD, CAKE).
  - **BEP-721:** Equivalent to ERC-721, used for NFTs on BSC.
  - **BEP-2:** Standard for Binance Chain tokens (used in Binance DEX).

iii). Solana Network (SPL Tokens)
Solana is a high-performance blockchain designed for scalability, making it ideal for DeFi, NFTs, and gaming applications.
- **Popular Token Standards:**
  - **SPL (Solana Program Library) Tokens:** Used for fungible and non-fungible tokens on the Solana network (e.g., USDC on Solana).

iv). Polygon Network (MATIC, ERC-20 Compatible)
Polygon (formerly Matic) is a Layer 2 scaling solution for Ethereum that enhances speed and reduces transaction costs.
- **Popular Token Standards:**
  - Supports ERC-20, ERC-721, and ERC-1155 tokens.
  - Native token: MATIC.

v). Avalanche Network (ARC-20, X-Chain, P-Chain, C-Chain Tokens)
Avalanche is a fast blockchain with multiple chains supporting different token types and applications.
- **Popular Token Standards:**
  - **ARC-20:** Fungible tokens on Avalanche.
  - **X-Chain Tokens:** Used for digital assets and transfers.
  - **C-Chain Tokens:** Used for smart contracts (compatible with Ethereum's ERC-20).

vi). Tron Network (TRC-20, TRC-721, TRC-10)
Tron is a blockchain focused on high-speed transactions, often used for content sharing and decentralized applications.
- **Popular Token Standards:**
  - **TRC-20:** Similar to ERC-20, used for fungible tokens (e.g., USDT on Tron).

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- **TRC-721:** Used for NFTs on Tron.
- **TRC-10:** Simplified token standard with lower fees.

vii). Cardano Network (ADA, Native Tokens on Cardano)
Cardano is a research-driven blockchain with a strong focus on scalability and sustainability.
- **Popular Token Standards:**
  - Cardano does not use ERC-20-like standards but supports Native Tokens.

viii). Polkadot & Kusama Networks (DOT, KSM, Substrate-based Tokens)
Polkadot and Kusama provide an ecosystem for interoperability between blockchains.
- **Popular Token Standards:**
  - **Substrate-based Tokens:** Used in parachains.
  - **Native Tokens:** DOT (Polkadot), KSM (Kusama).

Types of Cryptocurrency Exchanges
i). Centralized Exchanges (CEXs)
Centralized exchanges are managed by a central authority or organization, acting as intermediaries for users to trade cryptocurrencies. They offer high liquidity, user-friendly interfaces, and additional services like margin trading and staking.
- **Pros:** High liquidity, user-friendly, customer support, fiat-crypto trading.
- **Cons:** Custodial (users don't control private keys), risk of hacking.
- **Examples:** Binance, Coinbase, Kraken, KuCoin, Bitfinex.

ii). Decentralized Exchanges (DEXs)
DEXs operate without intermediaries, allowing peer-to-peer transactions directly on the blockchain using smart contracts. Users retain control of their private keys, reducing security risks associated with centralized platforms.
- **Pros:** Non-custodial, enhanced privacy, lower risk of hacks.
- **Cons:** Lower liquidity, no fiat trading, slower transactions.
- **Examples:** Uniswap, SushiSwap, PancakeSwap, Curve Finance, Balancer.

iii). Hybrid Exchanges
Hybrid exchanges combine the advantages of both centralized and decentralized exchanges. They aim to provide the liquidity and speed of CEXs with the security and privacy of DEXs.
- **Pros:** Better security than CEXs, improved liquidity compared to DEXs.
- **Cons:** Still in development, fewer available platforms.
- **Examples:** Nash, Qurrex, DeversiFi.

iv). Peer-to-Peer (P2P) Exchanges
P2P exchanges connect buyers and sellers directly, allowing them to negotiate and trade without intermediaries. These platforms often provide escrow services to enhance security.
- **Pros:** No third-party control, supports fiat transactions, localized trading.
- **Cons:** Higher risk of scams, lower liquidity.
- **Examples:** LocalBitcoins, Paxful, Binance P2P, Hodl Hodl.

v). Derivatives Exchanges
These platforms specialize in cryptocurrency futures, options, and perpetual contracts, allowing traders to speculate on price movements without owning the underlying asset.
- **Pros:** High leverage, advanced trading features.
- **Cons:** Higher risk, requires advanced knowledge.
- **Examples:** Bybit, BitMEX, Deribit, FTX (before closure).

vi). Instant Swap Exchanges
Instant swap exchanges allow users to quickly exchange one cryptocurrency for another without requiring an account or complex trading procedures.
- **Pros:** Fast transactions, no registration required.
- **Cons:** Higher transaction fees, limited trading options.
- **Examples:** Changelly, SimpleSwap, Shapeshift, ChangeNOW.

Swot Analysis of Cryptocurrency Investments
Strengths
Decentralization: Eliminates the need for intermediaries like banks, reducing transaction costs and improving efficiency.
High Return Potential: Cryptocurrencies have historically shown significant price appreciation, attracting investors.
Transparency & Security: Blockchain technology ensures transparency and security through cryptographic encryption and immutable records.
Accessibility: Cryptocurrencies provide financial access to unbanked populations worldwide.
24/7 Trading: Unlike traditional stock markets, cryptocurrencies can be traded at any time.

Weaknesses
High Volatility: Prices fluctuate dramatically, leading to potential losses.
Regulatory Uncertainty: Governments worldwide have varying and evolving regulations that impact market stability.
Security Concerns: Hacks, scams, and frauds (e.g., exchange hacks, rug pulls) pose risks to investors.
Lack of Awareness & Complexity: Many investors lack sufficient knowledge about cryptocurrency technology and risks.
Scalability Issues: Some blockchains (e.g., Bitcoin, Ethereum) struggle with high transaction fees and slow processing speeds.

Opportunities
Mainstream Adoption: Increasing institutional investments and business integrations (e.g., Tesla, PayPal, Visa).
Regulatory Clarity: Well-defined regulations could boost investor confidence and market stability.
DeFi & NFTs Growth: Decentralized finance (DeFi) and non-fungible tokens (NFTs) expand the use cases of crypto assets.
Technological Advancements: Improvements like Ethereum 2.0 and Layer 2 solutions enhance efficiency.
Global Financial Inclusion: Cryptocurrencies offer banking solutions to underprivileged regions.

Threats
Regulatory Crackdowns: Governments may impose bans or strict regulations, limiting growth.
Market Manipulation: Whales (large holders) and pump-and-dump schemes create an unfair playing field.

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Cybersecurity Risks: Hacking incidents can lead to significant financial losses.
Environmental Concerns: High energy consumption of Proof-of-Work blockchains (e.g., Bitcoin) faces criticism.
Competition from CBDCs: Central Bank Digital Currencies (CBDCs) could reduce demand for private cryptocurrencies.

3. Research Design and Methodology
i). Research Design
This study follows a descriptive and quantitative research design to analyze individuals' perceptions, investment intentions, and concerns regarding cryptocurrencies. The research aims to identify key factors influencing trust, investment behavior, and adoption trends through a structured survey-based approach.

ii). Research Approach
A survey-based cross-sectional study was conducted to gather primary data from individuals with varying educational backgrounds and investment experiences. The responses were analyzed to assess trends, correlations, and underlying factors influencing cryptocurrency adoption.

iii). Data Collection Method
- **Primary Data:** A structured questionnaire was used to collect responses. The survey consisted of both Likert-scale questions and demographic details.
- **Secondary Data:** Literature from academic journals, industry reports, and previous studies on cryptocurrency adoption was reviewed to support the findings.

iv). Sampling Technique
- **Sampling Method:** Convenience and purposive sampling were used to gather responses from individuals familiar with cryptocurrencies or investment decisions.
- **Sample Size:** The survey included responses from 50 participants.
- **Target Population:** Individuals with different levels of education and investment experience, both male and female, participated in the study.

v). Data Analysis Techniques
- **Descriptive Statistics:** Used to summarize responses and identify trends in cryptocurrency perceptions.
- **Correlation Analysis:** Examined relationships between variables such as trust, risk perception, and willingness to invest.
- **Comparative Analysis:** Differences between demographic groups (e.g., gender, education level) were analyzed.
- **Statistical Tools:** Microsoft Excel and SPSS (or similar statistical software) were used for data analysis.

Chi-Square Test Results
- **Chi-Square Value (χ^2):** 5.678
- **p-value:** 0.0585
- **Degrees of Freedom (Dof):** 2
- **Expected Frequencies:**
  - **Agree:** [15.88, 14.12]
  - **Neutral:** [14.29, 12.71]
  - **Disagree:** [14.82, 13.18]

Since the p-value (0.0585) is slightly above 0.05, we do not have strong statistical evidence to reject the null hypothesis, meaning there is no significant association between the variables at the 5% significance level. However, the result is close to the threshold, suggesting a possible weak association.

4. Data Analysis and Interpretation

Table 1: Demographic Distribution

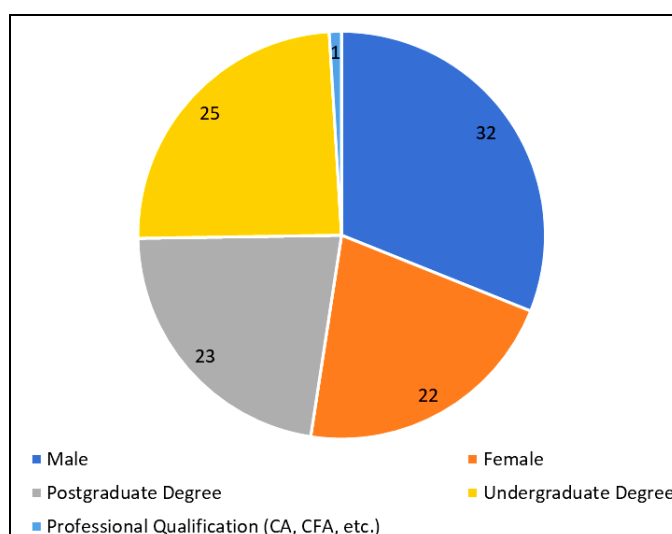| Category	Count	Percentage
Male	32	59.26%
Female	22	40.74%
Postgraduate Degree	23	42.59%
Undergraduate Degree	25	46.30%
Professional Qualification (CA, CFA, etc.)	1	1.85%

Chart 1: Demographic Distribution

Interpretation
The survey sample consists of 59.26% males and 40.74% females, indicating a slight male dominance in responses.

46.30% hold undergraduate degrees, 42.59% are postgraduates, and 1.85% have professional qualifications, reflecting a well-educated population. The high education

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level suggests financial awareness, while the male dominance aligns with global trends of higher cryptocurrency adoption among men.

Table 2: Understanding of Cryptocurrencies

Response	Count	Percentage
Strongly Agree	0	0%
Agree	22	40.74%
Neutral	10	18.52%
Disagree	14	25.93%
Strongly Disagree	8	14.81%
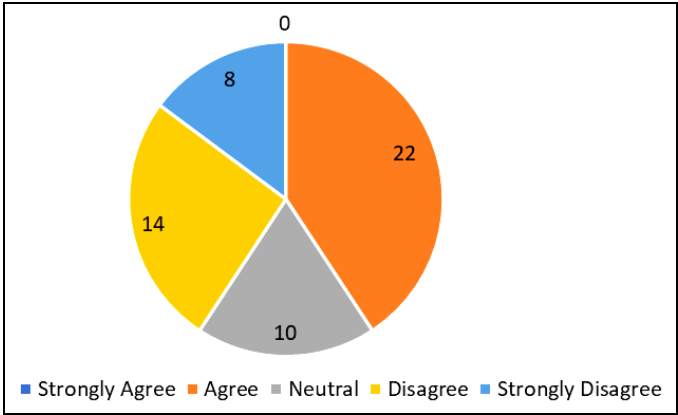
Chart 2: Understanding of crypto

Interpretation

The data shows a mixed understanding of cryptocurrencies, with 42.59% agreeing that they have a clear understanding, while 31.48% remain neutral and 25.93% disagree. This indicates that while a significant portion is informed, a notable percentage still lacks clarity. The findings highlight the need for better awareness and education on cryptocurrency concepts.

Table 3: Following Cryptocurrency News and Market Trends

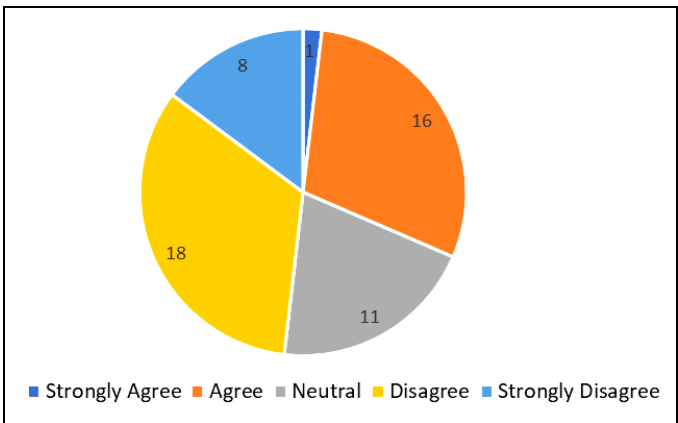| Response	Count	Percentage
Strongly Agree	1	1.85%
Agree	16	29.63%
Neutral	11	20.37%
Disagree	18	33.33%
Strongly Disagree	8	14.81%

Chart 3: Following crypto news

Interpretation

The data reveals that 37.04% of respondents follow cryptocurrency news and market trends, while 31.48% remain neutral and 31.48% disagree. This indicates a fairly balanced distribution of awareness, with a significant portion not actively keeping up with market trends. The findings suggest a need for more accessible and engaging information sources on cryptocurrency updates.

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**Table 4:** Belief in Better Returns Compared to Traditional Investments

Response	Count	Percentage
Strongly Agree	4	7.41%
Agree	17	31.48%
Neutral	13	24.07%
Disagree	11	20.37%
Strongly Disagree	9	16.67%
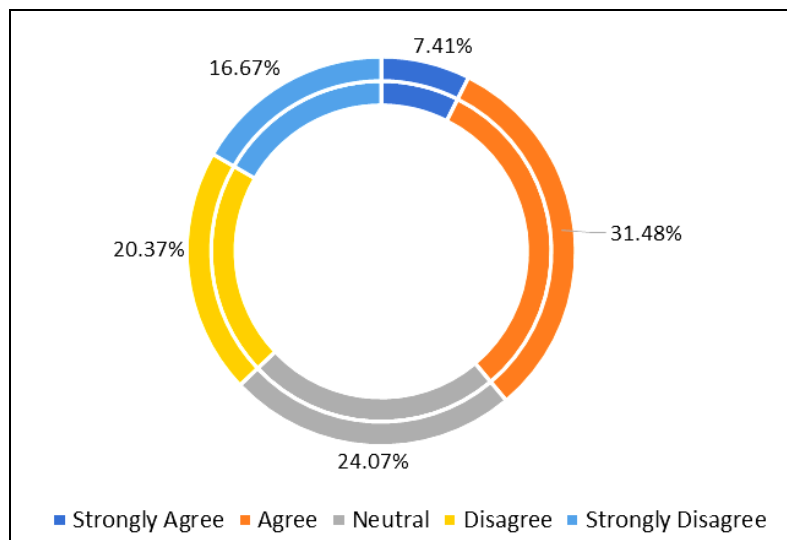
Chart 4: Better returns compared to traditional investments

Interpretation

The data shows that 38.89% of respondents believe cryptocurrency investments offer better returns than traditional assets, while 33.33% remain neutral and 27.78% disagree. This indicates a growing optimism toward cryptocurrencies, though skepticism persists among a significant portion. The neutrality suggests that many individuals may still be evaluating the potential risks and rewards.

Table 5: Willingness to Invest in Cryptocurrencies in the Next 12 Months

Response	Count	Percentage
Strongly Agree	6	11.11%
Agree	14	25.93%
Neutral	14	25.93%
Disagree	11	20.37%
Strongly Disagree	7	12.96%
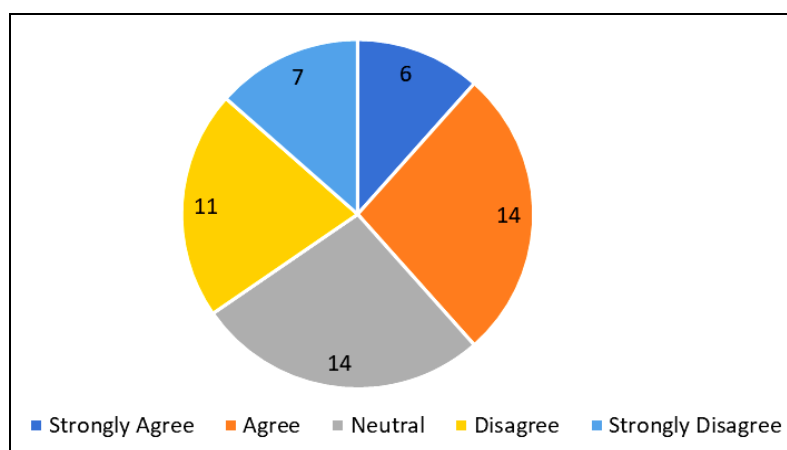
Chart 5: Willingness to invest in the next 12 months

Interpretation

The data shows that 33.33% of respondents are willing to invest in cryptocurrencies in the next 12 months, while 29.63% are neutral and 37.04% are unwilling. This indicates a cautious approach, with a significant portion still undecided. The findings suggest that concerns like volatility and regulation may influence investment decisions.

Table 6: Cryptocurrency as a Good Long-Term Investment

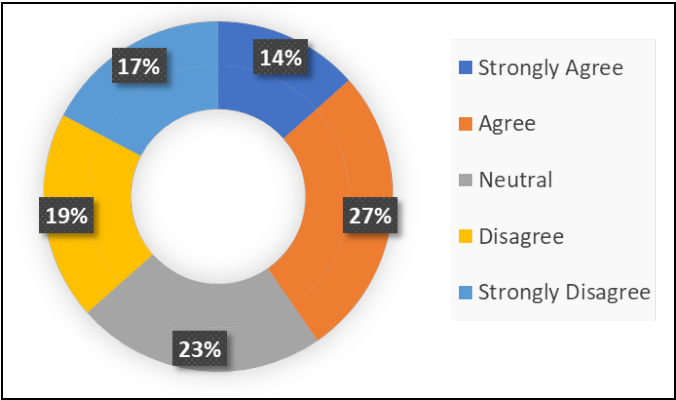| Response	Count	Percentage
Strongly Agree	7	12.96%
Agree	14	25.93%
Neutral	12	22.22%
Disagree	10	18.52%
Strongly Disagree	9	16.67%

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Chart 6: Crypto as a good long term investment

Interpretation

The data shows that 40.74% of respondents consider cryptocurrency a good long-term investment, while 29.63% remain neutral and 29.63% disagree. This indicates a divided perception, with a slight preference toward optimism about crypto's long-term potential. The neutrality suggests uncertainty, possibly due to market volatility and regulatory concerns.

Table 7: Concerns About Hacking and Fraud in Cryptocurrency

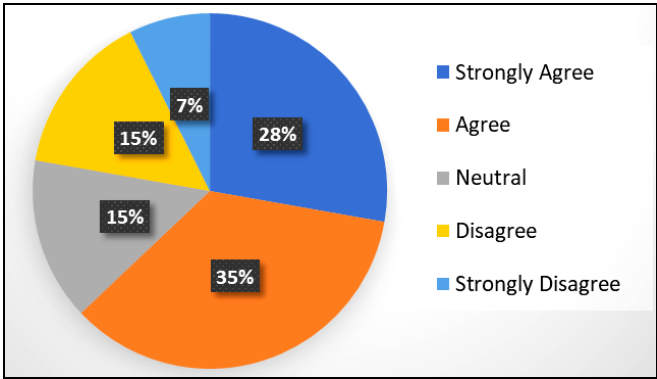| Response	Count	Percentage
Strongly Agree	15	27.78%
Agree	19	35.19%
Neutral	8	14.81%
Disagree	8	14.81%
Strongly Disagree	4	7.41%

Chart 7: Concern about hacking fraud in crypto

Interpretation

The data shows that 61.11% of respondents are concerned about hacking and fraud in cryptocurrency, while 22.22% remain neutral and 16.67% disagree. This indicates that security risks are a major deterrent for potential investors. Strengthening regulatory measures and cybersecurity could help build trust in the market.

Table 8: Impact of Cryptocurrency Volatility on Investment Decision

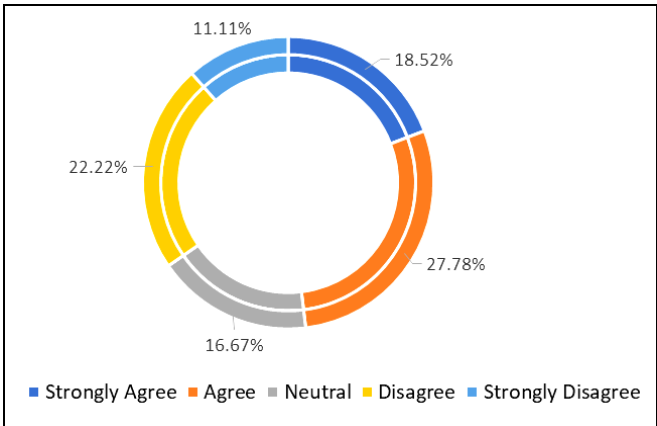| Response	Count	Percentage
Strongly Agree	10	18.52%
Agree	15	27.78%
Neutral	9	16.67%
Disagree	12	22.22%
Strongly Disagree	6	11.11%

Chart 8: Impact of crypto volatility on investment decision

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Interpretation

The data shows that 40.74% of respondents are discouraged by cryptocurrency volatility, while 35.19% remain neutral and 24.07% disagree. This indicates that price fluctuations significantly impact investment decisions for many individuals. Educating investors on risk management strategies could help mitigate concerns about volatility.

Table 9: Comfort in Using Cryptocurrency for Daily Transactions

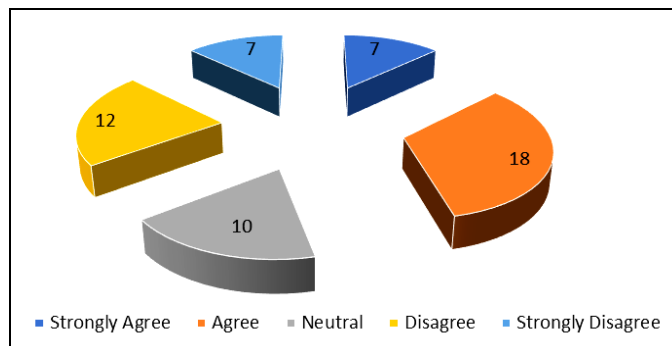| Response	Count	Percentage
Strongly Agree	7	12.96%
Agree	18	33.33%
Neutral	10	18.52%
Disagree	12	22.22%
Strongly Disagree	7	12.96%

Chart 9: Comfort in using crypto for daily transactions

Interpretation

The data shows that 33.33% of respondents are comfortable using cryptocurrency for daily transactions, while 38.89% are not, and 27.78% remain neutral. This indicates a cautious approach, with many hesitant due to factors like volatility and security concerns. Increased awareness and regulatory support could improve adoption for everyday transactions.

Table 10: Belief in Cryptocurrency Adoption within 5 Years

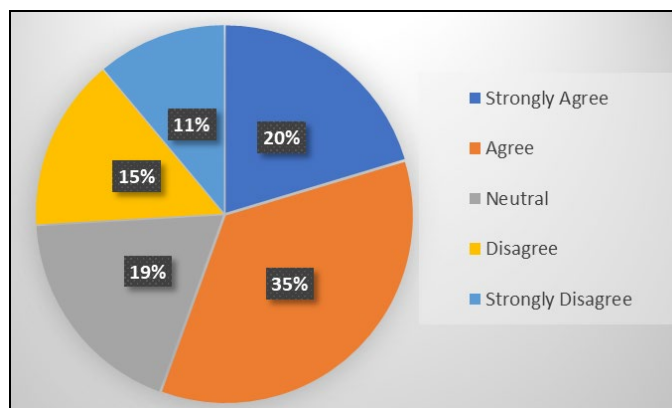| Response	Count	Percentage
Strongly Agree	11	20.37%
Agree	19	35.19%
Neutral	10	18.52%
Disagree	8	14.81%
Strongly Disagree	6	11.11%

Chart 10: Belief in crypto adoption within 5 years

Interpretation

The data shows that 53.70% of respondents believe cryptocurrency will be widely accepted within the next five years, while 31.48% remain neutral and 14.82% disagree. This suggests a generally optimistic outlook on crypto adoption, though some skepticism persists. The findings highlight the importance of regulatory clarity and mainstream adoption efforts.

Table 11: Trust in Cryptocurrency if Regulated by the Government

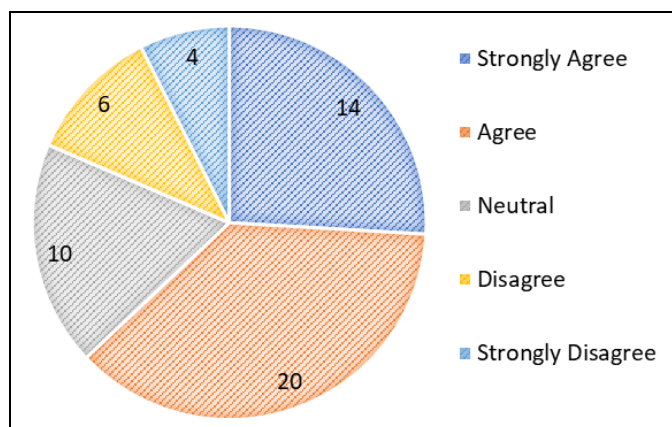| Response	Count	Percentage
Strongly Agree	14	25.93%
Agree	20	37.04%
Neutral	10	18.52%
Disagree	6	11.11%
Strongly Disagree	4	7.41%

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Chart 11: Trust in crypto if regulated by the government

Interpretation

The data shows that 59.26% of respondents would trust cryptocurrency more if it were regulated by the government, while 22.22% remain neutral and 18.52% disagree. This indicates that government regulation could play a crucial role in boosting confidence in cryptocurrencies. A significant portion of respondents still have reservations, highlighting the need for clear regulatory frameworks.

Table 12: Influence of Friends and Family on Cryptocurrency Investment

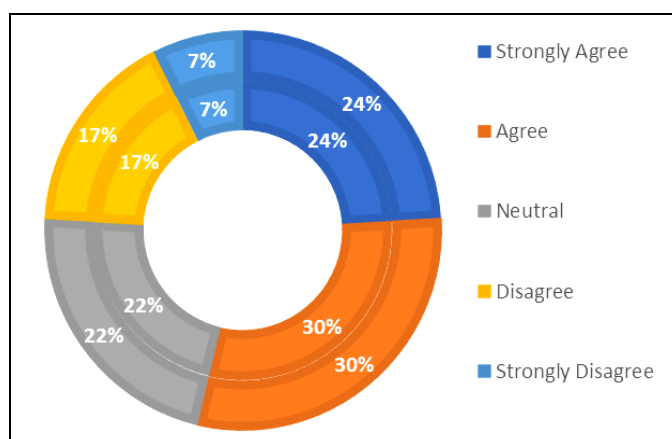| Response	Count	Percentage
Strongly Agree	13	24.07%
Agree	16	29.63%
Neutral	12	22.22%
Disagree	9	16.67%
Strongly Disagree	4	7.41%

Chart 12: Influence of friends and family on crypto investments

Interpretation

The data shows that 38.89% of respondents disagree that friends and family influence their cryptocurrency investment decisions, while 29.63% agree and 31.48% remain neutral. This suggests that personal research and independent judgment play a more significant role in investment choices. However, a considerable portion still considers social influence when making investment decisions.

Table 13: Confidence in Investing if Formal Education is provided.

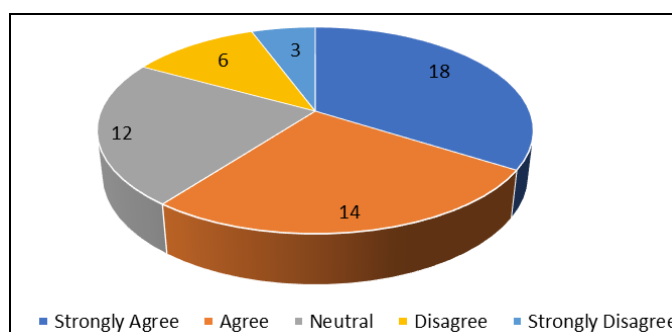| Response	Count	Percentage
Strongly Agree	18	33.33%
Agree	14	25.93%
Neutral	12	22.22%
Disagree	6	11.11%
Strongly Disagree	3	5.56%

Chart 13: Confidence in investing if formal education is provided

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Interpretation
The data shows that 66.67% of respondents would be more confident in investing if formal cryptocurrency education programs were available, while 33.33% remain neutral or disagree. This highlights the importance of structured learning in boosting investor confidence and participation in the crypto market.

5. Summary of Findings, Conclusion and Recommendations

Summary of the Study
This study explores public perception of cryptocurrency investments, analyzing factors such as understanding, trust, willingness to invest, and concerns like volatility and security. The findings indicate that while many respondents acknowledge the potential of cryptocurrencies, concerns about hacking, fraud, and price volatility discourage investment. Regulatory backing and formal education programs significantly influence trust and confidence in investing. Additionally, media exposure and social influence play a role in shaping investment decisions. The study highlights the need for better awareness, security measures, and government regulations to enhance public confidence in cryptocurrency adoption.

Recommendations
i).   **Enhance Cryptocurrency Education:** Implement structured education programs to improve public understanding and confidence in cryptocurrency investments.
ii). **Strengthen Security Measures:** Introduce better fraud prevention strategies and awareness campaigns to address concerns about hacking and scams.
iii). **Encourage Regulatory Frameworks:** Advocate for government regulations to enhance trust and stability in the cryptocurrency market.
iv). **Reduce Volatility Risks:** Develop financial instruments like stablecoins or insurance-backed investments to mitigate volatility concerns.
v).   **Promote Mass Adoption:** Encourage businesses and service providers to accept cryptocurrency, fostering mainstream usage and acceptance.
vi). **Leverage Social Influence:** Utilize trusted financial advisors and influencers to create awareness and educate potential investors.
vii). **Improve Accessibility & Usability:** Develop user-friendly platforms that simplify cryptocurrency transactions and investment processes.

Conclusion
The study reveals a diverse perception of cryptocurrency investments among the respondents. While a significant portion believes in the long-term potential of cryptocurrencies, concerns over hacking, fraud, and volatility discourage many from investing. The majority agree that government regulation and formal education programs could enhance trust and confidence in the crypto market. Regular followers of cryptocurrency news tend to have a more optimistic view of its future adoption and investment potential. However, many remain hesitant due to price fluctuations and security threats. The willingness to use cryptocurrencies for daily transactions is still limited, indicating a gap in practical adoption. Peer influence also plays a role in shaping investment decisions, though not as strongly as regulation and education. The findings suggest that addressing security issues and providing clearer regulatory guidelines can promote broader adoption. Strengthening investor knowledge through structured learning programs can also help mitigate fear and uncertainty. Overall, the future of cryptocurrency adoption depends on balancing its risks and opportunities while fostering trust and awareness among the public.

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