

## “A Deeply Study on Perception and Awareness Level of Doge Coin Crypto Currency-With Special Reference to Youth People of Gujarat in Jamnagar City”

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### Abstract

Crypto currency founder by first time in 2009 by Japan. It is very useful and digital assets of any kind of digital transaction way sources. It is exchangeable and very useful to users. Trusted level day by day increased to them people also crypto currency used as a investment tool and got the highest return. India also finally accepted for tool of an investment level, and mostly people invest the money many kind of crypto currency. but knowledge also very useful to more and more profit earn but some risk also found to them in this side like, i.e. theft, loss, fraud, properly investment knowledge, cybercrime, etc. many other some matter affect to them in this side but India still RBI as per norms and rules regulation very strong build in this side. finally users easily investment done on directly crypto currency side 2018 norms RBI mostly said that crypto currency very helpful to developed the nation. So many crypto currency available to them but Doge-COIN mostly very important helpful to transaction and done easily. It is a virtual digital assets.

**Keywords:** Crypto currency-digital assets, doge coin-powerful currency, RBI-2018 circular, youth generation, awareness/perception level about crypto currency

### 1. Introduction

The any kind of Economic activity very powerful important part of the any organization/institution/corporate business. Monetary system crypto currency also drop out this limitation because it is digital currency and operate online. People also trusted to this currency, Doge Coin its strong network around the world because mostly people also used this currency any time any Kind where (24x7) it is emerged which is being used in transactions for various purposes, known as Crypto currency. Crypto currency is a digital currency which is created for the purpose of transactions as a normal currency its exchanges and this network also very strong all about the world. 2020 RBI circular some limit also decreased and fully finally it is trustable used for as a digital transaction said about the RBI.

### 2 Literature Review

Deep Vyas (2017) [2]. 68 respondents covered to them in this study male respondents highest majority given to use as a crypto currency as a tool of investment 56% respondents crypto currency use as a store, 36.5% respondents say that bit coin as a perfect investment tool compared to other crypto currency. Chi square and ANOVA test result arrived in this side NULL hypothesis rejected and Alternative hypothesis accepted.

Joseph & ytvini (2018) [5]. This paper worked out prepare on risk management system but some regulation are also very effect to the security and some other factors also very helpful to done the digital transaction.

Frenzel *et al.* (2019) [3]. Majority also 66% of the respondents have at least a rough idea of what crypto currencies are. And highest majority given to 90% of the respondents have heard of Lite-coin. Deutsche Post-bank.

Ante *et al.* (2020). Sample size 3846 respondents statement it is a positive instrument of as a investment of crypto currency. It is more successful impact on the peroxide the self-knowledge ratio it is a perfect role play to the level of knowledge about the crypto currency.

Saad Alaklabi1, and Kyeong Kang1 (2021) [1]. Perceptions towards Crypto currency Adoption: A case of Saudi Arabian Citizens “The global financial market is influenced by relatively new technologies such as crypto currencies; namely Doge COIN, Ethereum, Lit coin, and others. Crypto currencies are a challenging area in finance that requires additional attention from the academic community as they can have a potentially large impact on society and the economy.

Rickard & Grassman & Vanessa & Bracamonte & Matthew Davis & Maki Sato (2021). In this research paper related to attitude of crypto currency with comparative between Sweden vs Japan. Totally about the implication a new era also mostly used a crypto currency culturally situated for significance.

Gaurav Sahu &

Harsh Jain (2022) [3]. This research paper theatrical background clearly show that technological/internet activities online plat form in this developed technology change the scenario networked based crypto currency also valuable for the online transaction. It is virtual currency mostly popularity increased to them in 21st century. Mainly focus to how to

work and what about the crypto currency pattern it is mostly affect to technical environment/network. Indian government recently concern to regarding the crypto currency and developed to growth with respective crypto currency like. Bit coin, block chain, ripple, lite coin etc.

### 3. Research Methodology

- i) **Statement of Problem:** “A deeply study on perception and awareness level of doge coin crypto currency-with special reference to youth people of Gujarat in Jamnagar city ”
- ii) **Objectives of the Study:** To study of the awareness level and perception level of doge coin among youth people in Jamnagar city. To understand the awareness and perception about doge coin among the youth people of Jamnagar city.

- iii) **Need/importance of the Study:** Crypto currency totally new currency in new market. It is based on technology with government rules and regulations, so youth people also highest used and mostly awareness and perception about the crypto currency.
- iv) **Scope of the Study:** The study is going to be conducted for awareness and perception about doge coin with special reference to youth people in Jamnagar city of Gujarat.
- v) **Sample Units of the Study:** 50 Respondents statement, covered
- vi) **Type of the Study:** Survey research
- vii) **Sources:** Primary data i.e. questionnaire
- viii) **Sampling Technique:** Convenience sampling
- ix) **Universe of the Study:** Youth generation/people in Jamnagar city.
- x) **Tools and Technique:** Percentage analysis

### 4. Figures and Tables

**Table 1:** Personal Demographic Profile/Factor of the Respondents.

Respondents (Age)	No. of (Respondents)	Percentage (%)
20-30	18	36%
31-40	18	36%
41-50	09	18%
Above 50	05	10%
Total	50	100%
Respondents (Marital status)	No. of (Respondents)	Percentage (%)
Married	24	48%
Unmarried	26	52%
Total	50	100%
Respondents(Occupation)	No. of (Respondents)	Percentage (%)
Professional	12	24%
Business	20	40%
Employee	10	20%
Others	08	16%
Total	50	100%
Respondents (Annual Income)	No. of (Respondents)	Percentage (%)
Below 10,000Rs	15	30%
10,001 Rs-25,000 Rs	14	28%
25,001 Rs-50,000 Rs	10	20%
Above 50,000 Rs	11	22%
Total	50	100%
(Gender) of Respondents	No. of (Respondents)	Percentage (%)
Male	27	54%
Female	23	46%
Total	50	100%
Respondents (Education Qualification)	No. of (Respondents)	Percentage (%)
Ssc	10	20%
Hsc	13	26%
Graduate	13	26%
Post Graduate	14	28%
Other	00	00%
Total	50	100%

(Source: Primary Data Survey)

#### Interpretation

Above table-1 show as the personally demographic profile of respondents, so it is Described on the clearly show that 54%

were respondents male and 46% were female, next one Age classification clearly show that highest majority given to age between 20-30, and 31-40 years age group with 36% and 36%

respectively then next classification about marital status-48% respondents were married and only 52% respondents were unmarried., next one classification show about that business man of respondents highest majority given to 40% it is other level person given to low score in percentage. Next classification clearly show that 20% respondents were income were 25,001-50,000 and only 22% respondent's income above 50,000. One more classification also show that education qualification of respondents highest majority also given to 28% post graduate and low majority given to other With 0%.

**Table 2:** Awareness/Perception about Crypto Currency-Doge Coin

Particular	No. of (Respondents)	Percentage (%)
Yes	42	84%
No	08	16%
Total	50	100%

(Source: Primary Data Survey)

### Interpretation

Above Table NO.-2 clearly show that 84% respondents were awareness/perception status say yes and only 16% respondents were awareness/perception status say no.

**Table 3:** (Choose crypto currency Doge COIN as)

Particular	No. of (Respondents)	Percentage (%)
Currency	28	56%
Investment Tool	22	44%
Total	50	100%

(Source: Primary Data Survey)

### Interpretation

Above Table No.-3 clearly show that 56% respondents were use as currency and LOW majority given to 44% investment tool.

**Table 4:** (Doge COIN Risky or Not)

Particular	No. of (Respondents)	Percentage (%)
Yes	42	84%
No	08	16%
Total	50	100%

(Source: Primary Data Survey)

### Interpretation

Above Table No.-4 clearly show that 84% respondents say yes and ONLY 16% respondents say No

**Table 5:** (ROI IN Doge COIN)

Particular	No. of (Respondents)	Percentage
Highest	40	80%
Middle	05	10%
Lowest	05	010%
Total	50	100%

(Source: Primary Data Survey)

### Interpretation

Above table No.-5 Described shown that level of Doge COIN as a tool of investment highest majority given to 80% high return, 10% middle, only 10% lowest return on in ROI of Doge Coin.

**Table 6:** Dominant as the future currency in doge coin

Particular	No. of (Respondents)	Percentage
Yes	44	88%
No	06	12%
Total	50	100%

(Source: Primary Data Survey)

### Interpretation

Above table No.-6 Described shown that Dominant As the Future Currency level of Doge COIN, 88% respondents chosen as dominant future currency and only 12% respondents were not chosen as the dominant as the future currency.

### 5. Suggestions

- i) Strong Rules and Regulation very low its need to firstly make perfect.
- ii) Some others factors also need to improvement development.
- iii) Legalization factor
- iv) Some others factors needs.

### 6. Main Findings

- i) The personally demographic profile of respondents, so it is Described on the clearly show that 54% were respondents male and 46% were female, next one Age classification clearly show that highest majority given to age between 20-30, and 31-40 years age group with 36% and 36% respectively then next classification about marital status-48% respondents were married and only 52% respondents were unmarried., next one classification show about that business man of respondents highest majority given to 40% it is other other level person given to low score in percentage next classification clearly show that 20% respondents were income were 25,001-50,000 and only 22% respondents income above 50,000. One more classification also show that education qualification of respondents highest majority also given to 28% post graduate and low majority given to other With 0%.
- ii) Clearly show that 84% respondents were awareness/perception status say yes and only 16% respondents were awareness/perception status say No.
- iii) Clearly show that 56% respondents were use as currency and LOW majority given to 44% investment tool.
- iv) Clearly show that 84% respondents say yes and ONLY 16% respondents say No
- v) Described shown that level of Doge COIN as a tool of investment highest majority given to 80% high return, 10% middle, only 10% lowest return on in ROI of Doge COIN.
- vi) Described shown that Dominant As the Future Currency level of Doge COIN, 88% respondents chosen as dominant future currency and only 12% respondents were not chosen as the dominant as the future currency.

### 7. Limitations

- i) This study conduct only of Jamnagar city of Gujarat (Doge-coins)
- ii) Primary Data covered
- iii) Time Consuming
- iv) Very costly
- v) Limited Sample Size
- vi) limited Demographic factor

vii) Youth people

### **8. Future Scope**

- i) Other District/City wise
- ii) National/International Level
- iii) Other Demographic Factors wise
- iv) Other Currency Wise

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