

A Study on Awareness of Cryptocurrency among College Students

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Abstract: *Cryptocurrencies have emerged as a novel form of digital asset, sparking interest and debate globally. This study investigates the awareness of cryptocurrency among college students in Ernakulam district, India. It aims to assess the level of knowledge students possess regarding cryptocurrencies, including their understanding of concepts like blockchain technology. The research explores factors influencing student awareness, such as their exposure to financial literacy programs and media coverage. The study employs surveys or interviews (method to be specified) to gather data from a representative sample of college students. By analyzing the findings, the research seeks to identify areas of knowledge gaps and shed light on students' perceptions towards cryptocurrency investment. This exploration can contribute valuable insights for policymakers, educators, and financial institutions to develop targeted initiatives that enhance financial literacy and responsible investment practices among young adults in India's evolving financial landscape.*

Keywords: Cryptocurrency, Blockchain, Digital Asset, Financial literacy

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