

Opportunities of Crypto (Bitcoin) Among Genz in India- A Literature Review

P Vidya Vaishnavi¹; Dr. Manjunath V²; Dr. V Lakshmi³

¹Assistant Professor at Kishkinda University, Ballari, Karnataka – Department of Commerce and Management.

²Associate Professor at Kishkinda University, Ballari, Karnataka – Department of Commerce and Management.

³Assistant Professor at Kishkinda University, Ballari, Karnataka – Department of Commerce and Management.

Publication Date: 2025/06/27

Abstract: The rise of cryptocurrencies, particularly Bitcoin, has introduced a new dimension to global finance. In India, Generation Z, defined as those born from 1997 to 2012, represents a generation that shows increasing interest in digital currencies, driven via digital tools savviness and a willingness to embrace emerging financial technologies. This study explores the gap between Gen Z's awareness of cryptocurrencies and their actual investment behaviour. Through a review of secondary data and literature, the research identifies key motivators such as perceived returns and ease of digital access, as well as deterrents like low financial literacy, security concerns, and regulatory ambiguity.

Findings reveal that although Gen Z is highly informed through digital platforms, real participation in crypto investment remains low. Social influence plays a lesser role compared to individual perceptions of safety and utility. There is an urgent need for targeted financial education, youth-oriented investment platforms, and clearer regulatory frameworks to convert young people's interest in finance into concrete action. It concludes that with the right ecosystem of support, Gen Z could become a significant driving force in the growth of crypto adoption in India.

How to Cite: P Vidya Vaishnavi; Dr. Manjunath V; Dr. V Lakshmi (2025) Opportunities of Crypto (Bitcoin) Among Genz in India- A Literature Review. *International Journal of Innovative Science and Research Technology*, 10(6), 1947-1950.
<https://doi.org/10.38124/ijisrt/25jun1463>

I. INTRODUCTION

¹Peters, Panayi & Chapelle, 2015 The world of money and finance is changing quickly with the rise of digital currencies called cryptocurrencies. ² Neelesh Mungoli, (2023) Among them, Bitcoin is the most well-known and is often seen as the face of this new kind of money. ³Grasselli & Lipton, (2021) Unlike conventional currency, which is centrally managed or governed, Bitcoin operates on a decentralized, peer-to-peer network, enabling transactions without relying on any central authority like banks or governments. This has made it popular among people who want more control over their finances. As more people learn about cryptocurrencies, they are beginning to explore them as investment options.

⁴Mahek Dugar and Vinodh Madhavan (2023) In India, even though the rules around cryptocurrencies are still not very clear, young people are showing a lot of interest in investing in them. ⁵Pankaj Sharma (2025) One group,

known as **Generation Z**, defined as individuals born between 1997 and 2012 stands out because they are very comfortable with technology and like trying new things. Many of them want to explore different ways of earning money, including investing in digital assets like Bitcoin. They also use smartphones and apps to manage money, making it easier for them to try crypto investments.

This study looks closely at the chances and challenges for Gen Z in India when it comes to investing in Bitcoin and other cryptocurrencies. ⁶Karan Ravani, Harsh Verma, Jignesh Vidani (2024) By doing this, we can learn more about their financial habits and help create better support systems for young investors. The goal is to see how cryptocurrencies might become a regular part of Gen Z's financial future in India.

II. LITERATURE REVIEW

⁷**Gupta et al. (2024)** This study looks at how Gen Z in India is getting involved in cryptocurrency investments. It explores how their tech skills, trust in banks, and social media influence affect their understanding of crypto. The research also checks if knowledge and perception help connect these factors to actual investment behaviour. Data was collected from 876 Gen Z individuals through an online survey. The study used statistical tools to analyse how these factors influence crypto adoption.

⁸**Hashim, H. B. et.al (2024)** This study looks at why Gen Z is interested in investing in cryptocurrencies and whether it's just a trend for them. It focuses on five key factors: financial knowledge, social influence, expected performance, usefulness, and security of crypto platforms. Data was collected from 149 Gen Z individuals using online methods. The results show that financial literacy, expected returns, usefulness, and security strongly influence their decision to invest, while social pressure does not play a major role. The study helps financial experts and educators understand how to better guide Gen Z in making smart crypto investment choices.

⁹**Shetty, S. K., Spulbar et.al (2023)** This study focuses on how young people in India view and engage with cryptocurrency investments. It found that while many youths are aware of cryptocurrencies like Bitcoin, most have not actually invested and lack a clear understanding of the risks involved. The aim was to understand their attitudes and level of awareness. Data was collected from over 200 young investors through a questionnaire, along with information from books, articles, and online sources. The study highlights that youth interest in crypto is growing, but knowledge and experience are still limited.

¹⁰**Hariramani, S. G. et.al (2021)** Cryptocurrencies like Bitcoin are digital money recorded on public ledgers. El Salvador was the first country to make Bitcoin legal, followed by others like the US and Canada. This study examines how much people in Ahmedabad know about cryptocurrency, their investment habits, and opinions about its future. Surveys and tests were used to analyse these factors. Results show 38% avoid investing due to lack of knowledge and risk. Most investors have been involved for about a year, attracted by high returns and fast transactions, but concerned about risks and legality. Around 60% are satisfied with their investments, 62% believe cryptocurrencies can help digitalize India, 43% see a positive future, and 68% don't view it as just gambling.

¹¹**Kashyap Hitesh. Kumar Patel et.al (2024)** Cryptocurrencies are growing fast worldwide, but their use varies in different places. This study looks at how cryptocurrencies are accepted and used in India, where traditional finance meets new digital technology. It reviews research, laws, market data, and news to understand the current situation. The study explores what helps or stops people from using cryptocurrencies, such as chances for

financial inclusion and tech growth, along with challenges like unclear rules, security issues, and public opinions. It also discusses the future of cryptocurrencies in India and suggests ways to support their safe and lasting use in the economy.

¹²**Joshi, G., Joshi, M. D et.al (Year 2022)** This study looks at why Generation Z in India wants to invest in cryptocurrency using two technology acceptance models (TAM and UTAUT). Data was collected from 276 students through an online survey. The results show that how useful they think cryptocurrency is has the biggest influence on their intention to invest, while the cost or price has a negative effect.

¹³**Sandi, W. et.al (2022)** Cryptocurrencies are risky investments, but people can choose how much risk they want. This study looks at young people who are very interested in crypto and might use it more in the future. It uses a theory called Push-Pull-Mooring (PPM) to understand why people switch to crypto. The study found that being curious, wanting rewards, and having some knowledge encourage people to try crypto, even if they ignore the risks. Many people focus on trends and potential profits rather than learning about the risks involved in cryptocurrencies.

III. RELEVANCE OF THE STUDY

Gen Z is a growing and tech-savvy group that can significantly shape the future of crypto investments in India.

The study can help design better financial literacy initiatives tailored to Gen Z's needs and preferences.

Insights from this research can guide policymakers and fintech platforms to create secure and youth-friendly crypto investment options.

IV. LIMITATION

This study is confined to the Gen Z and Millennial generations and more focused on Gen Z. No other age groups are included in the research.

V. RESEARCH METHODOLOGY

Since the topic of cryptocurrency investment among Gen Z is broad, The study attempts to build the gap by exploring existing research to understand what has already been studied and what areas still need attention. The study relies on secondary data, as it offers valuable insights. Through reviewing various reports, journals, and articles from the past 3 to 5 years. It is found that while there is a high level of awareness about cryptocurrencies among Gen Z, actual investment participation remains relatively low. Many studies point out that Gen Z is familiar with terms like Bitcoin and blockchain, but their involvement often stops at awareness due to factors such as regulatory uncertainty, lack of financial literacy, and risk aversion.

Articles from sources such as KPMG, and financial publications highlight a consistent trend: although Gen Z is digitally savvy and open to exploring modern financial tools, their adoption of cryptocurrencies as a serious investment option is limited. This hesitation is largely attributed to concerns about safety, unclear regulations in India, and a lack of deep understanding about the market.

VI. ANALYSIS

⁴**Mahek Dugar and Vinodh Madhavan (2023)** The rise of cryptocurrencies, especially Bitcoin, has transformed how people think about money and investment. In India, this trend is slowly gaining traction, particularly among Generation Z—a group known for being digitally savvy, adaptable, and open to alternative financial tools.

➤ *Awareness vs. Action Gap*

Multiple studies and secondary data sources consistently show that Gen Z is aware of cryptocurrencies, with platforms like YouTube, Instagram, and crypto-related apps playing a major role in spreading information. However, awareness doesn't always lead to investment. Reasons include lack of financial literacy, fear of loss due to crypto's volatility, and uncertainty regarding regulations in India. Young people might know about Bitcoin, but understanding its function as an asset class or navigating exchanges and wallets is a different challenge altogether.

➤ *Influencing Factors*

Several variables influence Gen Z's investment decisions:

- **Technology familiarity:** Gen Z is comfortable using apps and online platforms, making access to crypto easier.
- **Financial literacy:** Studies show that without a clear understanding of markets, returns, and risks, youth are hesitant to invest.
- **Perceived usefulness & performance:** If Gen Z believes crypto will offer strong returns or future utility, they are more likely to invest.
- **Perceived security:** Concerns about scams, hacking, and the safety of digital wallets significantly reduce their willingness to invest.
- **Social influence:** Surprisingly, social pressure and trends play a weaker role in influencing crypto investment compared to factors like expected return and knowledge.

➤ *Regulatory and Structural Challenges*

The regulatory environment in India remains a major barrier. ¹⁴**Bhuvana R., & Aithal, P. S. (2020)** The RBI—India's central bank—and the national government have sent mixed signals over the years—sometimes welcoming blockchain innovation, while at other times discouraging crypto trading. This uncertainty prevents Gen Z from fully trusting the system. ¹⁵**Suganthini, A., & Bhuvaneshwari, G. (2024)** Without clear tax rules, consumer protections, or regulatory frameworks, young investors may choose safer, more traditional investment routes like mutual funds or fixed

deposits.

➤ *Opportunities for Growth*

Despite the challenges, there is a clear opportunity to build crypto adoption among Gen Z:

- Education and awareness programs can bridge the knowledge gap and build trust.
- Fintech platforms can develop youth-friendly apps with simplified processes and gamified learning.
- Regulators and policymakers can promote safe investing practices by introducing crypto-related laws that protect young investors.
- The natural curiosity and entrepreneurial mindset of Gen Z mean that with the right support, they could become a strong driving force in the crypto investment space.

WazirX led India's crypto sector with approximately 15 million registered users, followed closely by CoinSwitch Kuber, which also surpassed the 15 million marks. CoinDCX ranked third with about 14 million users. Trailing behind were ZebPay with around 5 million users and Bitbns with roughly 3 million.

Below, the graph illustrates the growth trajectories of these top five platforms over the past year:

VII. FINDINGS

- **High Awareness but Low Participation:** The study confirms that while Gen Z in India is highly aware of cryptocurrencies like Bitcoin due to digital media exposure, actual investment remains limited due to gaps in financial literacy and regulatory concerns.
- **Motivational and Risk Factors Identified:** Key motivators for investment include perceived returns, usefulness of the technology, and digital familiarity. Major deterrents are lack of proper understanding, fear of loss, and regulatory ambiguity.
- **Social Influence is Minimal:** Unlike in many other financial trends, peer pressure or the role of social persuasion in motivating Gen Z investors is fairly minimal towards crypto investment decisions. Individual perception of utility and safety takes precedence.
- **Regulatory Uncertainty is a Core Barrier:** Unclear and sometimes conflicting government stances have led to hesitancy among potential young investors, who often prefer more regulated options.
- **Need for Targeted Education:** There's a clear demand for structured financial education that addresses digital investments and crypto literacy specifically tailored for Gen Z's learning preferences.

VIII. SUGGESTIONS

➤ *Conduct Crypto Readiness Workshops*

- Organize college workshops with demo trading platforms to offer hands-on crypto learning in a safe environment.
- Collaborate with influencers on YouTube/Instagram to spread clear, hype-free crypto knowledge.

➤ *Create Comparison Dashboards*

- Build interactive dashboards comparing crypto vs traditional investments on risk, return, and regulation.
- Encourage start-ups to include disclaimers and risk indicators on crypto investment apps.

➤ *Encourage Self-Paced Learning*

- Promote short videos, infographics, and podcasts for Gen Z to learn crypto independently.
- Shift focus from FOMO-based marketing to use-case driven communication.

➤ *Push for Youth-Centric Crypto Policy*

- Advocate a unified crypto policy through student bodies addressing tax clarity and investor protection.
- Seek alignment between RBI and SEBI to reduce confusion and build trust among Gen Z.

➤ *Integrate Crypto Literacy in Education*

- Include blockchain, crypto tax, and wallet safety in UG commerce and IT syllabi.
- Launch certified micro-courses via fintech's and RBI's DEAF, using real-life case studies for relatability.

IX. CONCLUSION

This study highlights that although Gen Z in India is highly aware of cryptocurrencies, actual investment levels remain low due to limited financial literacy, fear of loss, and ongoing regulatory uncertainty. While Gen Z shows strong digital readiness and interest in alternative investments like crypto, their participation is hindered by risk perceptions and lack of structured education.

To address this gap, targeted interventions such as youth-focused financial education, transparent regulatory frameworks, and accessible learning tools must be implemented. With proper guidance, Gen Z can emerge as a key driver in shaping the future of crypto adoption in India's evolving financial ecosystem.

REFERENCES

- [1]. https://ideas.repec.org/a/ris/jofipe/0089.html?utm_
- [2]. https://arxiv.org/abs/2304.02655?utm_
- [3]. https://arxiv.org/abs/2109.10177?utm_
- [4]. www.fortuneindia.com/personal-finance/how-gen-z-is-transforming-investing-with-purpose-passion-and-digital-power/121629?utm_

- [5]. Mahek Dugar and Vinodh Madhavan (2023). Is Gen Z in India Moving Towards Financial Independence? - A Study of Their Investment Preferences. Journal of student research. Volume 12 Issue 2. ISSN: 2167- 1907
- [6]. Karan Ravani, Harsh Verma, Jignesh Vidani (2024). Comparative Study of Investment Preferences Among Millennial and Gen Z in Ahmedabad. International Journal of Economic, Finance and Business Statistics (IJEFS). Vol. 2, No. 4, 2024: 203-228
- [7]. Gupta, N. R., Chauhan, N., Singh, R., & Stephen, A. (2024). Building a Crypto Future in Bangalore: A Structural Equation Model of Tech-Savvy, Financial Distrust, social media, and Gen Z Adoption. In *Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities: Volume 1* (pp. 1225-1243). Cham: Springer Nature Switzerland.
- [8]. Hashim, H. B., Fern, Y. S., Faizal, U. A. F. B. M., & Lajis, K. N. B. (2024).
- [9]. Factors Influencing Generation Z's Intention to Invest in Cryptocurrency: Is Cryptocurrency a Trend Amongst Gen Z?. *Pakistan Journal of Life & Social Sciences*, 22(2).
- [10]. Shetty, S. K., Spulbar, C., Birau, R., & Simion, M. L. (2023). Perceived Attitude of Youth Towards Cryptocurrency Investment: A Case Study for India. *Economics and Applied Informatics*, (1), 12-25.
- [11]. Hariramani, S. G., & Parekh, M. P. (2021). An Awareness Of Cryptocurrency Among The People Of Ahmedabad City. *A Global Journal of Interdisciplinary Studies*. ISSN – 2581-5628
- [12]. Kashyap Hitesh Kumar Patel, Shobha V. Exploring the Landscape of Cryptocurrency Adoption and Acceptance in India: Opportunities, Challenges, and Future Prospects. *International Journal of Science, Engineering and Management (IJSEM)*. Vol 11, Issue 11. ISSN (Online) 2456 -1304. Nov 2024
- [13]. Dr. Garima Joshi.; Ms. Deeksha Joshi.; Ms. Shagufa Ali.; Mr. Devesh Chand.; Mr. Ankit Aggarwal.; An empirical study on investment intentions towards cryptocurrency by Gen Z individuals. *Journal of Fundamental & Comparative Research*. Vol. VIII, No. 2. ISSN: 2277-7067. July 2023
- [14]. Willy Sandi, Tanty Oktavia. Analysing The Influence Of Cryptocurrency On The Switching Intention Of Gen Z And Millennials To Use Cryptocurrency As An Investment Asset. *Journal of Theoretical and Applied Information Technology*. Vol.100. No 21. ISSN: 1992-8645. November 2022
- [15]. Bhuvana R., & Aithal, P. S. (2020). *RBI Distributed Ledger Technology and Blockchain – A Future of Decentralized India*. *International Journal of Management, Technology and Social Sciences (IJMTS)*, 5(1), 227–237.
- [16]. Suganthini, A., & Bhuvaneshwari, G. (2024). *Guidelines on legal framework for cryptocurrency in India*. *International Journal of Legal Science and Innovation*, 6(5), 251–268.