

ID: 1050

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Title:

An exploration of the factors which determine investment behaviours towards Cryptocurrency

Abstract:

The total Cryptocurrency market capitalisation has reached \$2.10 trillion (Trading View 2021) since Bitcoin's inception in 2009, with 561% of this growth transpiring over the last two years. Despite the Cryptocurrency industry being valued more than the likes of Microsoft, Amazon, and Google; Cryptocurrencies are still a distance away from being utilised as a day-to-day currency. Instead, the majority of individuals who own Cryptocurrency view it as an investment asset, purchasing it with the intention to earn profit as the value increases. Previous research concerning Cryptocurrency focuses on technical development and applications, with little attention given to the investment behaviours of the public. This research subsequently aims to identify the factors which determine an individual's investment behaviour towards Cryptocurrency. Qualitative and quantitative research methods will be adopted in this research and the findings will provide marketers important insights for understanding people's investment behaviours towards Cryptocurrency.

Primary Track:

Marketing and Retail

Please choose your submission type:

Developmental Paper

Keywords:

Consumer behaviour and psychology, Marketing strategy

Keywords (please type any other keywords here):

Cryptocurrency, investment behaviours, influencing factors