

## Attitude Of Investors Towards Beldex Coin In Kanniyakumari District

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### ABSTRACT

Beldex coin is one of the crypto investments in the present scenario. It has gained attention among investors due to its focus on privacy, security and long-term technological development. The aim of the study is to identify the factors influencing investors attitude towards Beldex coin, their perception of risk and return and the future investment intentions. A survey-based methodology was employed to collect data from a sample of Beldexinvestors within the district. The finding reveals the technological awareness, perceived utility, and future investment intention are significant factors shaping investor attitudes. The study also indicates that while investors acknowledge the high-risk nature of Beldex coin, the potential for high returns is a compelling motivator. Consequently, a significant proportion of investors express a positive intention to increase their investments in Beldex coin in the future, suggesting a cautiously optimistic outlook. This research provides valuable insights for investors of Beldex coin and marketers in understanding and addressing the specific investor's attitude in Kanyakumari district..

**Keywords:** Beldex Coin, Cryptocurrency, Investor Attitude, Risk and Return, Investment Intention, Kanyakumari District

### INTRODUCTION

Cryptocurrencies have changed the financial world by introducing digital money that is decentralized and secure. Among many cryptocurrencies, Beldex coin is becoming popular because it focuses on privacy and safe transactions. Its unique blockchain structure has attracted users who prioritise anonymity and secure digital interactions. As cryptocurrencies are slowly becoming a common investment option, it is important to understand the changing attitude of investors toward Beldex. Many investors are beginning to include Beldex in their portfolios as a way to diversify their digital assets. Some believe that its focus on privacy may offer long-term growth potential compared to other cryptocurrencies. However, there is very little information about how investors in this region feel about Beldex coin.

### STATEMENT OF THE PROBLEM

The attitude of Beldex coin investors is analysed to understand their perceptions, confidence levels, and behaviour towards investing in a privacy-focused cryptocurrency. Investors attitude plays a significant role in influencing buying and selling decisions, which directly affects price movements and market stability. Such analysis helps in assessing the level of trust investors place in Beldex technology, its future growth potential, and the risks associated with cryptocurrency investments. It also aids in identifying whether investors prefer long-term holding or short-term trading and how they react to market volatility, regulatory changes, and unofficial news. Overall, analysing investors attitude provides valuable insights for informed investment decisions, market prediction, and academic research in behavioural finance.

### REVIEW OF LITERATURE

Aathiga, J. K., & Maruthavijayan, S. (2024) examined investors awareness and attitudes toward Beldex as a digital cryptocurrency. The study found that investors are mainly attracted to Beldex due to expectations of high returns and peer influence. However, it also highlighted limited technical knowledge and inadequate understanding of.

market risks among investors. The research revealed that trust and perceived security play a crucial role in shaping investment decisions. Overall, the study emphasizes the need for increased awareness and investor education to support informed and sustainable investment in Beldex

Chikanal, Sathish & Chandra (2024) explored investor awareness and perceptions of cryptocurrency in a quantitative study, finding that awareness spreads primarily through social networks and online platforms, and that demographic factors influence attitude toward investing in digital currencies. The analysis indicates that while interest in crypto investment is high, depth of understanding varies—an important consideration for localized studies in districts like Kanniyakumari.

**OBJECTIVES**

To analyse the factors influencing the attitude of investors towards Beldex coin.

To assess investors attitudes towards the level of risk and expected return involved in investing in Beldex coin.

To determine the attitude towards future investment intention of investors regarding Beldex coin.

**HYPOTHESES OF THE STUDY**

To study the factors influencing the attitude of investors towards Beldex coin.

**H<sub>0</sub>:** There are no significant factor influencing the attitude of investors towards Beldex coin.

**H<sub>1</sub>:** There are significant factors influencing the attitude of investors towards Beldex coin.

**RESEARCH METHODOLOGY**

The study focuses on the attitudes of investors in Kanyakumari district. Primary data were collected using a structured questionnaire. The questionnaire was distributed both online and offline. It includes personal details of investors, factors influencing the attitude toward Beldex coin, opinion on risk and return, and future investment plans. A convenience sampling method was used to select 150 Beldex investors who invest in Beldex coin.

**TOOLS USED FOR ANALYSIS**

The collected data were analysed by statistical software, with percentage analysis for demographic profile, factor analysis to identify key influencing factors, and the chi-square test to examine the relationship between risk-return attitude and percentage for future investment intention.

**DATA ANALYSIS AND INTERPRETATION**

The data were analysed to understand the demographic profile of Beldex investors and the factors influencing their attitude towards Beldex coin. The analysis also examines investors attitude towards risk and return, as well as their future investment decisions. The results show that demographic factors, awareness, social influence, expected returns, and risk perception significantly affect investors attitudes and investment intention.

**Demographic Profile of Beldex Coin Investors**

This section gathers demographic details of investors, including age, gender, occupation, and education. It helps in understanding the background of Beldex coin investors in Kanyakumari district.

**Table 1**

**Demographic Profile of Beldex Coin Investors**

	Classification	Frequency	Percentage
Age	Below 25	14	9.3
	25 – 35	49	32.7
	35 – 45	53	35.3
	Above 45	34	22.7
Gender	Male	83	55.3
	Female	67	44.7
Occupation	Student	8	5.3
	Private employee	47	31.3
	Government employee	21	14.0
	Business	58	38.7
	Others	16	10.7

Education	School level	19	12.7
	Undergraduate	34	22.7
	Postgraduate	52	34.7
	Professional/Others	45	29.9
Monthly income	Below Rs. 20,000	7	4.7
	Rs. 20,000 – Rs. 40,000	13	8.7
	Rs. 40,000 – Rs. 60,000	54	35.9
	Above Rs. 60,000	76	50.7

**Source: Computed data**

Table 1 shows the demographic profile of the Beldex coin investors. Age wise classification shows that 35.3 percentage of investors are in the age group of 35 – 45. Gender wise classification shows that 55.3 percentage of investors are male. Occupation wise classification shows that 38.7 percentage of investors are business category. Education wise classification shows 34.7 percentage of investors are studied postgraduate level. Monthly income wise classification shows 50.7 percentage of investors are earning above Rs. 60,000.

**Factors Influencing Investors Attitude towards Beldex Coin**

Factor analysis was used to identify the main factors influencing investors attitudes toward Beldex coin. Seven statements related to awareness, information sources, social influence, ease of use, and technological features were analysed and grouped into meaningful factors. The collected data was suitable for factor analysis, supported by a KMO value of 0.742 and a significant Bartlett’s Test ( $p < 0.01$ ). Three key factors influencing investors’ attitudes toward Beldex coin were identified: (1) Awareness and Information Influence, showing that media, social platforms, and market updates shape investor confidence; (2) Social Influence and Ease of Use, indicating that support from friends and family and easy usability encourage positive attitudes; and (3) Technology and Security Features, the most important factor, highlighting that investors are strongly driven by advanced, secure technological features.

**Table: 2**

**Factor Analysis Results for Factors Influencing Investors’ Attitude Toward Beldex Coin**

No.	Factor	Eigenvalue	% of Variance Explained	Cumulative % of Variance
1	Awareness & Information	2.48	35.40%	35.40%
2	Social Influence & Ease of Use	1.62	23.20%	58.60%
3	Technology & Security Features	1.12	16.00%	74.60%

**Source: Computed Data**

Table 2 shows that three important factors were found to influence investors’ attitudes toward Beldex coin. The first factor explains the most variation (35.40%), followed by the second factor (23.20%) and the third factor (16.00%). Together, they explain 74.60% of the total variation, which means these factors are meaningful and important. Since the factor analysis clearly identified significant factors influencing investor attitudes.

**Investors Attitude towards Risk & Return in Beldex Coin**

The Chi-square test was applied to examine whether investor’s attitudes towards the level of risk and expected return in Beldex coin differ significantly. This test helps to understand whether investors show a clear preference for a particular risk–return level.

**Table 3**

**Chi-Square Test Results**

Test	X <sup>2</sup> Value	Df	Sig. Value
Pearson Chi-Square	4.37	2	0.113

**Source: Computed Data**

Table 3 shows that the significance value ( $p = 0.113$ ) is greater than 0.05, indicating that investors attitudes towards risk and return in Beldex coin do not differ significantly. This shows that investor’s preferences

are fairly evenly distributed, with a slight inclination towards moderate risk and moderate return. Although no statistically significant difference was found, descriptive analysis shows a slight preference for moderate risk and moderate return.

### Future Investment Intention

Future investment intention analyses the investors willingness to invest in Beldex coin in the future. It helps to understand whether investors have a positive, neutral, or negative intention towards continued investment.

**Table 4**

Future Investment Intention		
Future Investment Intention	Frequency	Percentage
Will invest	65	43.3%
Not sure	48	32.0%
Will not invest	37	24.7%
<b>Total</b>	<b>150</b>	<b>100%</b>

### Source: Computed Data

Table 4 shows that majority of investors (43.3%) are willing to invest in Beldex coin in the future. This indicates a generally positive future investment intention, though a considerable number of investors remain uncertain.

### SUMMARY OF FINDINGS

Age wise classification shows 35.3% belong to the age group of 35–45 years.

Gender wise classification shows 55.3% of the investors are male.

Occupation wise classification shows 38.7% of the investors from business category.

Educational wise classification shows 34.7% of the investors are studied postgraduate level.

Monthly income wise classification shows 50.7% of the investors earn above Rs.60,000.

Factor analysis identified three key factors influencing investors attitudes toward Beldex coin, with the data found to be suitable for analysis. The key factors are Technology and security features are the strongest influences, followed by awareness and information sources, while social influence and ease of use have a lesser impact.

The significance value ( $p = 0.113$ ) shows that there is no significant difference in investors attitudes towards risk and return in Beldex coin.

Investors preferences are fairly evenly distributed, with a slight preference for moderate risk and moderate return.

The findings show that most investors are willing to invest in Beldex coin in the future, indicating a generally positive investment intention.

### SUGGESTIONS

Organizations and platforms associated with Beldex coin should strongly emphasize the coin's technology and security features, as these significantly influence investor attitudes.

Increasing awareness through reliable and clear information on social media and digital channels can further enhance investor confidence.

Reserve Bank of India (RBI) should consider formally recognizing cryptocurrency.

Investment in cryptocurrency should be encouraged to be made directly by investors, without intermediaries or brokers.

The tax rate on cryptocurrency investments should be lowered to make it more investor-friendly and support wider adoption.

Transparent communication and trust-building measures can reduce uncertainty among hesitant investors.

### CONCLUSION

Investors' attitudes toward Beldex coin are shaped by multiple factors, with technology and security being the most important. Their approach to risk and return is generally balanced. Many investors also believe that privacy-focused crypto currencies like Beldex may offer long-term value in the evolving digital market. There is also a growing awareness of the need for clear information and guidance to support confident investment decisions. Most investors show a positive outlook toward future investment. Overall, there is a favorable sentiment toward investing in Beldex coin. The study highlights the potential for continued investor interest in the cryptocurrency.

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