IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)
An International Open Access, Peer-reviewed, Refereed Journal

UNDERSTANDING CRYPTOCURRENCY ADOPTION AMONG GENERATION Z: THE ROLE OF DIGITAL MARKETING PLATFORMS, TRUST, AND SOCIAL MEDIA ENGAGEMENT

[1]Dr.V.S.SHALINI, Assistant Professor, Department of Management Science,
Kongu Arts and Science College, Erode.

Abstract: Crypto currency has emerged as one of the most significant financial innovations of the digital era, attracting considerable interest from Generation Z because of its technological orientation and extensive use of digital platforms. Digital marketing channels, including social media, influencer marketing, online communities, and digital advertising, have become important sources of information that shape perceptions and investment intentions toward cryptocurrencies. Despite this growth, the mechanisms through which digital marketing influences crypto currency adoption among Generation Z remain insufficiently understood. This study aims to examine the influence of digital marketing platforms on crypto currency adoption by considering the mediating role of trust and the impact of social media engagement. A quantitative research design is proposed using structured questionnaires administered to Generation Z respondents in India. The collected data will be analysed using Structural Equation Modeling (SEM) through Smart PLS or AMOS. The study is expected to provide insights into the relationship between digital marketing strategies, trust, social media engagement, and crypto currency adoption intentions. The findings will contribute to marketing literature and offer practical recommendations for crypto currency exchanges, fintech companies, and policymakers.

Keywords: Crypto currency, Generation Z, Digital Marketing, Social Media Engagement, Trust, Crypto currency Adoption, FinTech

I. Introduction

The rapid advancement of digital technology has transformed financial services, leading to the emergence of cryptocurrencies as an alternative investment and payment mechanism. Unlike traditional currencies, cryptocurrencies operate on decentralized blockchain technology, offering transparency, security, and global accessibility.

Generation Z, generally defined as individuals born between 1997 and 2012, represents the first generation to grow up entirely in the digital age. Their familiarity with smartphones, social media platforms, digital payments, and online communities makes them a key target segment for cryptocurrency companies.

Digital marketing platforms such as Instagram, YouTube, X (formerly Twitter), Telegram, Reddit, and influencer-led content have become primary sources of cryptocurrency information. These platforms influence awareness, trust, and investment intentions through educational content, advertisements, peer recommendations, and community engagement. At the same time, misinformation, scams, market volatility, and regulatory uncertainty create challenges that may discourage adoption.

Although previous research has investigated technology acceptance, financial literacy, and investment behaviour, relatively few studies have comprehensively examined how digital marketing activities influence cryptocurrency adoption among Generation Z. This study seeks to address this gap by analysing the roles of digital marketing platforms, trust, and social media engagement in shaping cryptocurrency adoption.

1.1 Aim of the Study

To examine the influence of digital marketing platforms on cryptocurrency adoption among Generation Z, with particular emphasis on the roles of trust and social media engagement.

1.2 Objectives of the Study

1. To examine the impact of digital marketing platforms on cryptocurrency adoption among Generation Z.
2. To analyze the influence of social media engagement on cryptocurrency adoption intention.
3. To investigate the effect of trust on cryptocurrency adoption.
4. To examine the mediating role of trust between digital marketing platforms and cryptocurrency adoption.
5. To provide recommendations for improving digital marketing strategies in the cryptocurrency industry.

1.3 Need for the Study

- Cryptocurrency adoption is increasing rapidly among young investors.
- Generation Z primarily relies on digital media for financial information.
- Digital marketing significantly influences investment decisions.
- There is limited research integrating digital marketing, trust, and social media engagement in cryptocurrency adoption.
- The findings can assist cryptocurrency exchanges, fintech firms, regulators, and marketers in designing responsible marketing strategies.
- The study contributes to academic knowledge by extending digital marketing and technology adoption literature.

1.4 Statement of the Problem

Despite the increasing popularity of cryptocurrencies, adoption among Generation Z varies considerably. While digital marketing platforms provide extensive information and promotional content, concerns regarding trust, misinformation, cyber security, market volatility, and regulatory uncertainty influence adoption decisions. Existing studies predominantly focus on financial literacy, investment behaviour, and technology acceptance, with limited attention to the combined influence of digital marketing platforms, trust, and social media engagement. Therefore, there is a need to investigate how these factors collectively influence cryptocurrency adoption among Generation Z.

II Conceptual Framework

2.1 Independent Variables

- Digital Marketing Platforms
    - Social Media Marketing
    - Influencer Marketing
    - Digital Advertising
    - Content Quality

2.2 Mediating Variable

- Trust

2.3 Moderating Variable (optional)

- Social Media Engagement

2.4 Dependent Variable

- Cryptocurrency Adoption Intention

III Research Hypotheses

H1: Digital marketing platforms positively influence cryptocurrency adoption among Generation Z.
H2: Social media engagement positively influences cryptocurrency adoption intention.
H3: Digital marketing platforms positively influence trust.
H4: Trust positively influences cryptocurrency adoption.
H5: Trust mediates the relationship between digital marketing platforms and cryptocurrency adoption.
H6: Social media engagement strengthens the relationship between digital marketing platforms and cryptocurrency adoption.

Table 1. Demographic Profile of Respondents (N = 400)

Variable	Category	Frequency	Percentage (%)
Gender	Male	220	55.0
	Female	170	42.5
	Other	10	2.5
Age	18–20	120	30.0
	21–23	180	45.0
	24–26	100	25.0
Education	Undergraduate	230	57.5
	Postgraduate	140	35.0
	Others	30	7.5
Cryptocurrency Experience	Yes	250	62.5
	No	150	37.5

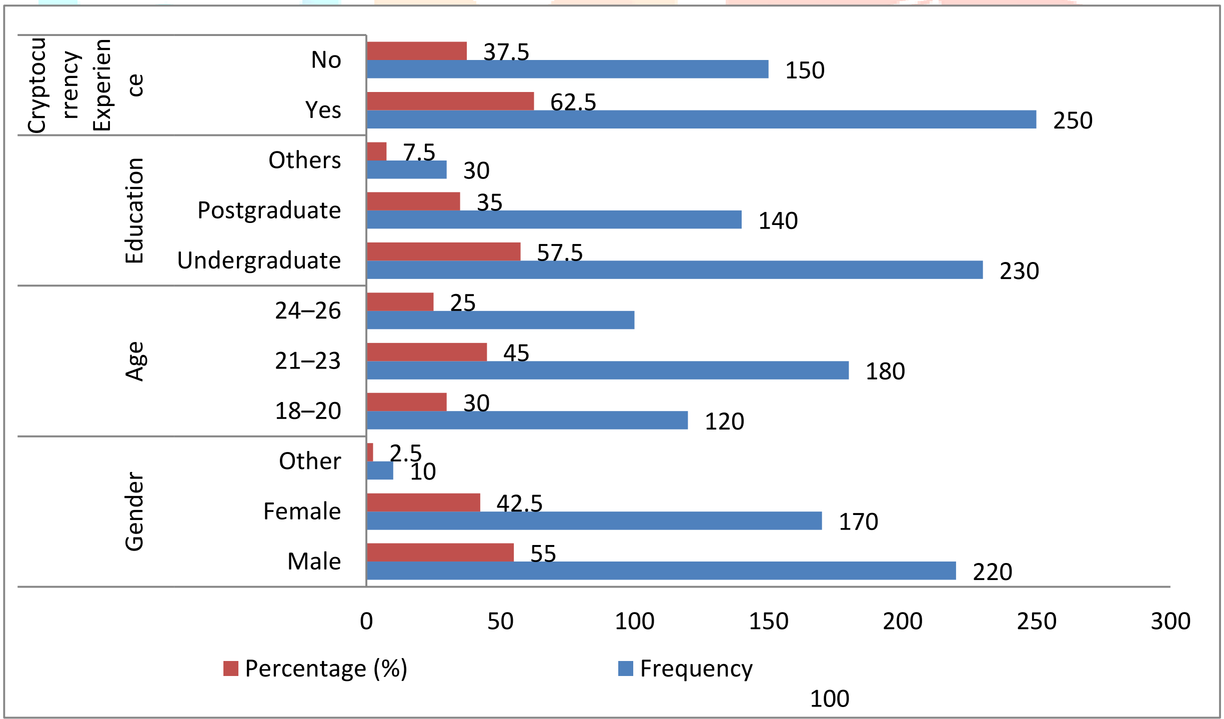


Table 2. Descriptive Statistics

Variable	Mean	Standard Deviation
Digital Marketing Platforms	4.18	0.72
Trust	3.92	0.68
Social Media Engagement	4.10	0.75
Cryptocurrency Adoption	4.05	0.70

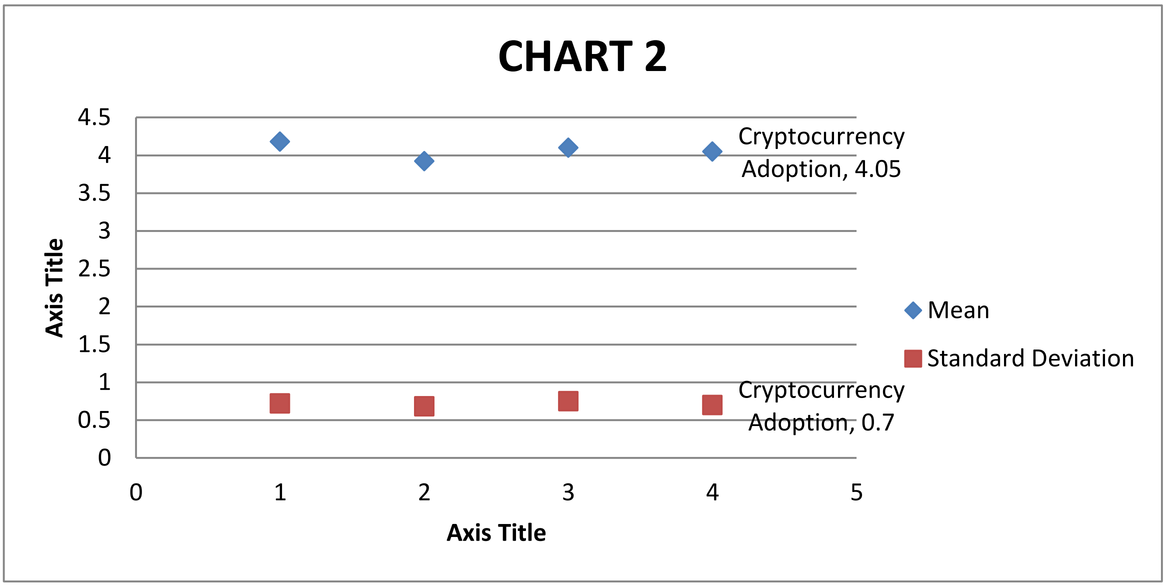


Table 3. Correlation Matrix

Variables	DMP	Trust	SME	CA
Digital Marketing Platforms (DMP)	1.000			
Trust	0.712	1.000		
Social Media Engagement (SME)	0.684	0.653	1.000	
Cryptocurrency Adoption (CA)	0.758	0.734	0.702	1.000

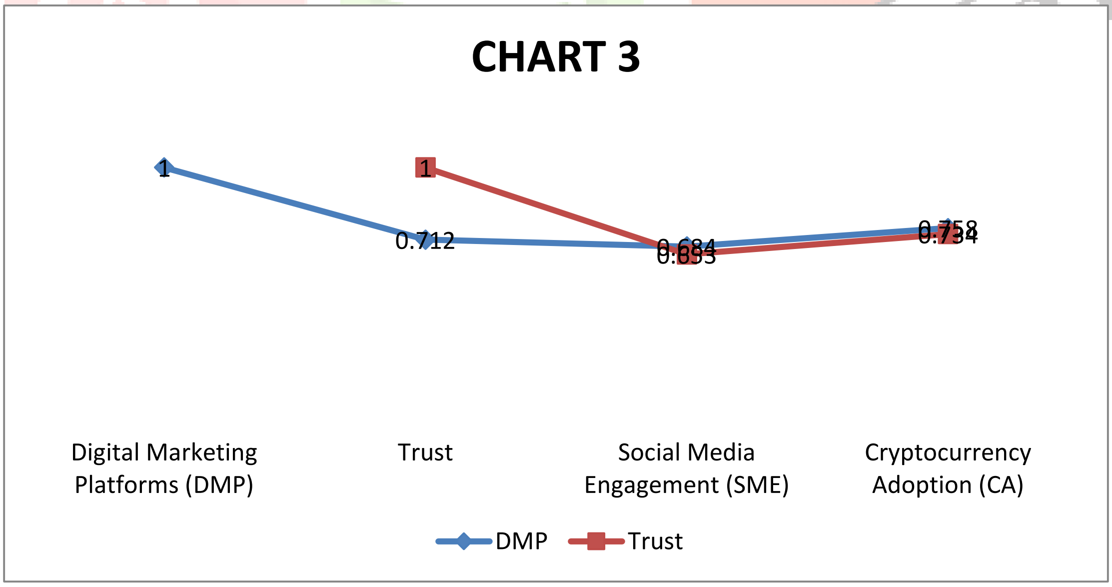
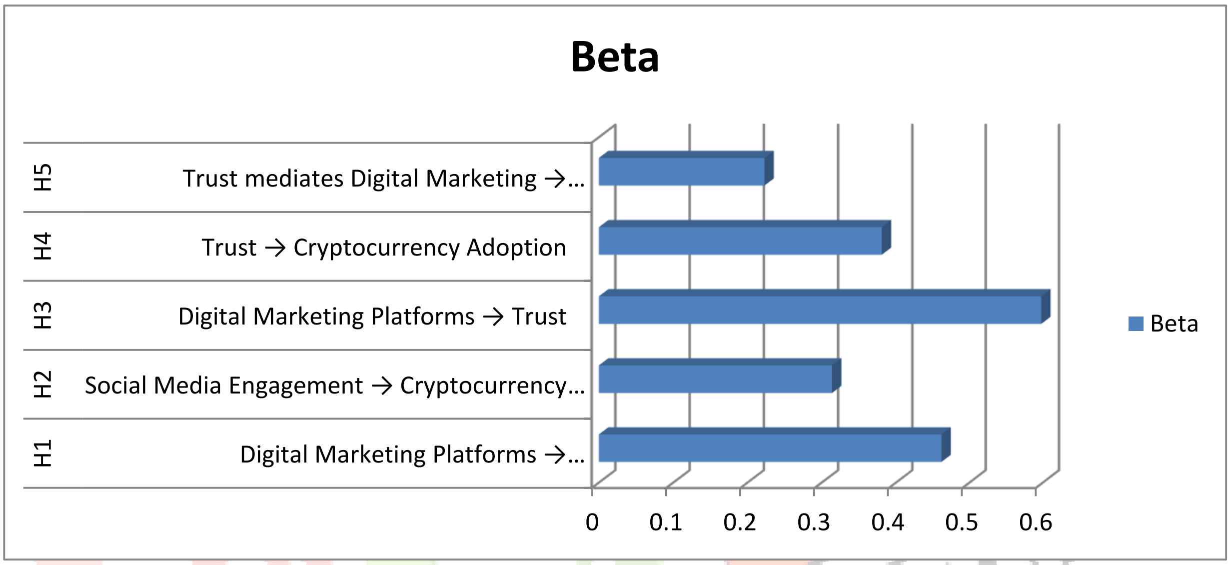


Table.4 Hypothesis Testing (SEM Results)

Hypothesis	Relationship	Beta	t-value	p-value	Decision
H1	Digital Marketing Platforms → Cryptocurrency Adoption	0.462	7.85	<0.001	Supported
H2	Social Media Engagement → Cryptocurrency Adoption	0.314	5.62	<0.001	Supported
H3	Digital Marketing Platforms → Trust	0.598	9.42	<0.001	Supported
H4	Trust → Cryptocurrency Adoption	0.381	6.74	<0.001	Supported
H5	Trust mediates Digital Marketing → Cryptocurrency Adoption	0.223	4.91	<0.001	Supported



IV Recommendations

1. Cryptocurrency companies should provide transparent and educational marketing content.
2. Financial literacy campaigns should accompany promotional activities to help users understand both opportunities and risks.
3. Influencer partnerships should prioritize credibility and disclose sponsored content.
4. Social media communities should be actively moderated to reduce misinformation.
5. Marketers should use personalized digital campaigns while respecting user privacy.
6. Policymakers should develop clear guidelines for cryptocurrency advertising to protect consumers.
7. Universities and educational institutions should introduce financial technology and cryptocurrency awareness programs for Generation Z

Conclusion

Digital marketing platforms have become central to shaping Generation Z's awareness, perceptions, and adoption of cryptocurrencies. However, marketing effectiveness depends not only on visibility but also on building trust, encouraging meaningful social media engagement, and providing reliable educational content. This study proposes that trust acts as a critical mechanism through which digital marketing influences adoption intentions. By integrating digital marketing constructs with trust and social media engagement, the study offers a broader understanding of cryptocurrency adoption behaviour among

Generation Z. The findings can support marketers in designing more effective campaigns, assist fintech organizations in improving customer engagement, and help policymakers encourage informed participation in the cryptocurrency ecosystem while reducing the risks associated with misinformation.

Reference Books

1. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.
2. Kotler, P., & Keller, K. L. (2022). Marketing Management (16th ed.). Pearson.
3. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing (8th ed.). Pearson.
4. Tuten, T. L., & Solomon, M. R. (2024). Social Media Marketing. Sage.
5. Tapscott, D., & Tapscott, A. (2018). Blockchain Revolution. Portfolio.
6. Narayanan, A., Bonneau, J., Felten, E., Miller, A., & Goldfeder, S. (2016). Bitcoin and Cryptocurrency Technologies. Princeton University Press.
7. Antonopoulos, A. M. (2017). Mastering Bitcoin (2nd ed.). O'Reilly Media.
8. Rogers, E. M. (2003). Diffusion of Innovations (5th ed.). Free Press.