# YATIRMCILARIN DIJITAL PARA BIRIMLERINE YATIRIM YAPMA NEDENLERI (KRIPTO PARALAR)[1]

# REASONS FOR INVESTORS TO INVEST IN DIGITAL CURRENCIES (CRYPTOCURRENCIES)

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## Öz

Bu araştırma çalışması,yatırımcıların dijital para birimlerine, genellikle kripto paralar olarak bilinen yatırım yapma kararlarının ardındaki motivasyonları keşfetmeyi ve analiz etmeyi amaçlamaktadır. Dijital para birimlerine artan ilgi, finans alanında önemli bir evrimi yansıtarak, bu yatırımların arkasındaki motivasyonların ve gerekçelerin derinlemesine anlaşılmasının gerekliliğini vurgulamaktadır. Makale, yatırımcıları dijital para birimlerinde yatırım kararları almaya teşvik eden çeşitli motivasyonları incelemekte olup, bu motivasyonlar yatırım portföylerinde çeşitlilik arama ihtiyacından yüksek finansal getiriler arayışına ve vaat eden gelecek büyüme fırsatlarına kadar uzanmaktadır. Makale, dijital para birimlerine yatırım yapmanın beraberinde getirdiği riskleri kapsamlı bir şekilde ele almaktadır, bu riskler arasında önemli fiyat dalgalanmaları ve düzenleyici belirsizlikler bulunmaktadır. Diğer yatırımlara kıyasla yüksek risklerin bulunması nedeniyle, makale yatırımcıların bu yeni tür yatırıma girmeden önce motivasyonlarını ve yatırım kararlarını mantıklı bir şekilde gözden geçirmelerinin önemini vurgulamaktadır.

**Anahtar Kelimeler:** Dijital para birimleri, Yatırım, Bitcoin,Ethereum.

**JEL Sınıflaması:** F21 G20,G21, G1 , D53 .

## Abstract

This article aims to explore and analyze the motivations behind investors' decisions to invest in digital currencies, commonly known as cryptocurrencies. The increasing interest in digital currencies reflects a significant evolution in the financial arena, underscoring the need for a deep understanding of the motivations and rationales behind these investments . The article reviews a variety of motivations that encourage investors to make investment decisions in digital currencies, ranging from the search for diversification in investment portfolios to seeking high financial returns and promising future growth opportunities. The article comprehensively discusses the risks associated with investing in digital currencies, such as significant price fluctuations and regulatory uncertainty. It emphasizes the importance for investors to review their motivations and investment decisions rationally before engaging in this new type of investment due to the high risks compared to other investments.

**Keywords:** Digital currencies, Investment, Bitcoin ,Ethereum.

**JEL Classification:** F21 G20,G21, G1 , D53.

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## 1.Introductıon

Digital currencies are virtual or digital tokens that are created and transferred using cryptography and decentralized ledger technology, such as blockchain. These currencies can be used to buy goods and services just like traditional currencies, but they operate independently of central banks and governments. Bitcoin is the most well-known digital currency, but there are now thousands of other cryptocurrencies, including Ethereum, Ripple, and Litecoin. Each cryptocurrency has its own unique features and functions, but they all operate on a decentralized system that enables users to transact directly with one another without the need for intermediaries such as banks or payment processors.Digital currencies are often praised for their speed, security, and transparency. Transactions are recorded on a public ledger that is accessible to everyone, and the use of encryption ensures that transactions are secure and private. Digital currencies can also be used to facilitate cross-border transactions, as they eliminate the need for currency conversions and can be sent and received anywhere in the world . However, digital currencies also come with some risks and challenges. They can be volatile and subject to speculation, and there have been instances of hacking and fraud within the industry. Additionally, the regulatory landscape surrounding digital currencies is still developing, many countries are still figuring out how to classify and regulate these new financial instruments.

Despite the challenges, digital currencies continue to gain popularity and adoption around the world. Many businesses and individuals are now accepting cryptocurrencies as a form of payment, some countries are even exploring the possibility of creating their own digital currencies. One of the key benefits of digital currencies is their potential to promote financial inclusion. Digital currencies can be used by anyone with an internet connection, regardless of their location or access to traditional banking services  making them particularly attractive to people in developing. The motives for investing in digital currencies are multifaceted and vary depending on the investor's goals, risk tolerance, and beliefs about the potential benefits of this asset class. For some investors, the potential for high returns is the primary motivator, while others view digital currencies as a hedge against inflation and economic instability. Additionally, belief in the technology behind digital currencies is another important motivator for investment. However, investing in digital currencies is not without risks. Therefore, investors should carefully consider their motives and risk tolerance before investing in digital currencies (Grinberg, 2011, pp. 160-167) .

## 2.Types Of Digital Currencies

There are many digital currencies, we mention the most important ones as follows

### 2.1.  Bitcoin:

Bitcoin is a decentralized digital currency that was invented in 2008 by an unknown person or group of people going by the name of Satoshi Nakamoto. It is a peer-to-peer system that allows for the transfer of funds between individuals without the need for intermediaries such as banks or payment processors. Transactions are verified by network nodes through cryptography and recorded on a public distributed ledger called the blockchain (Tern, 2021, p. 1137). Bitcoin has gained popularity as an alternative to traditional fiat currencies due to its decentralization, security, and potential for anonymity. It operates on an open-source platform and has no central authority, making it resistant to government intervention and manipulation. The security of transactions is maintained through complex cryptography, making it virtually impossible to hack or counterfeit. One of the unique features of Bitcoin is its finite supply. Only 21 million bitcoins will ever be created, and as of January 2023, approximately 18.9 million have already been mined. The limited supply of bitcoin has played a crucial role in boosting its value over the years, culminating in a record peak exceeding $64,000 USD in April 2021 (Risal, 2018, p. 102). Nevertheless, the price of bitcoin is highly volatile and can fluctuate rapidly in response to market conditions and news events.

Despite its growing popularity, Bitcoin faces several concerns. Its potential for anonymity has made it attractive to criminals for use in illegal activities, such as money laundering and drug trafficking. Moreover, there are concerns about the environmental impact of Bitcoin mining, which requires significant amounts of energy and contributes to carbon emissions. The lack of regulation and oversight in the Bitcoin market has also led to worries about investor protection and market manipulation. Given the extreme fluctuations in Bitcoin's value, investors should be fully aware of the associated risks before investing. Despite these concerns, Bitcoin has continued to gain mainstream acceptance as a legitimate form of currency. Several large companies, including Microsoft, AT&T, and Tesla, now accept bitcoin as payment. In addition, the emergence of Bitcoin as a legitimate investment vehicle has led to the development of Bitcoin-based exchange-traded funds (ETFs) and other investment products (Luther , 2016, s. 397).

### 2.2. Ethereum (ETH) :

Ethereum (ETH) is a decentralized platform that enables developers to build decentralized applications (Apps) and smart contracts. It was created in 2015 programmer Vitalik Buterin and has since become one of the most popular and widely used cryptocurrencies in the world. (Kavitha, 2022, p. 19). Unlike Bitcoin, which is primarily used as a digital currency, Ethereum is designed to be a platform for decentralized applications. One of the key features of

Ethereum is its ability to execute smart contracts. Smart contracts are self-executing contracts with the terms of the agreement written into the code. They can be used to automate the execution of complex transactions and eliminate the need for intermediaries like banks and lawyers. Smart contracts are executed on the Ethereum blockchain, which ensures that they are tamper-proof and transparent (Buterin, 2014, p. 15). Ethereum's native cryptocurrency, Ether (ETH), is used to power transactions on the platform and is also traded as a digital currency. It is used to pay for transaction fees and other services on the platform. Ethereum has gained a lot of attention in recent years due to the growth of the DeFi ecosystem. DeFi applications built on Ethereum enable users to access a wide range of financial services without the need for intermediaries like banks. These services include lending and borrowing, trading, and asset management (Tern, 2021, p. 178). Despite its popularity, Ethereum has faced some challenges in recent years, including scalability issues and high transaction fees during periods of high demand. To address these challenges, Ethereum is currently undergoing a major upgrade known as Ethereum 2.0, which aims to improve the platform's scalability, security, and sustainability ( Bogner et al, 2016, p. 178) .

**Table 1**. differences between Bitcoin, Ethereum

| Currency | Bitcoin | Ethereum |
|---|---|---|
| Legal status | Some countries like | Some countries like |
| minor | Yes (ASIC) | Yes (GPUs) |
| Scalability | Low | Low |
| Data Confidentiality | No | No |
| Applications | Only cryptocurrency (financial) | Smart contract Cryptocurrency |
| Programming Language | C++ | Solidity |
| User authentication | Digital signature (public+ private keys) | Digital signature (public + private) |
| Future research opportunities | Low | High |

**Source:** (Sabry et al, 2019: 1829-1830).

## 2.3. Binance Coin (BNB) :

Binance Coin (BNB) is a cryptocurrency created in 2017 by the cryptocurrency exchange platform Binance. It is used on the Binance platform to pay trading fees, transaction fees, listing fees, and other charges. In 2019, a new currency was created on the Binance platform, the Binance USD (BUSD), a stablecoin pegged to the value of the US dollar. BUSD was created by Binance in partnership with Paxos Trust Company. The primary purpose of BUSD is to provide users with a stable, reliable, and transparent digital asset that can be used for trading and other activities on the Binance platform. As of January 2023, Binance Coin (BNB) had a market value of over $90 billion, making it the third-largest cryptocurrency by market value, while BUSD alone had a market value of over $9 billion, making it one of the most used stablecoins in the cryptocurrency marke ([www.binance.com](www.binance.com)).

## 2.4. Dogecoin (DOGE) :

Dogecoin is a digital currency that originated in 2013 as a type of joke but quickly became one of the most popular and widely used digital currencies in the world. It was created by software engineers Billy Markus and Jackson Palmer, who named it after the famous internet meme featuring the Shiba Inu dog. Dogecoin is known for its fast generation time and low transaction fees, making it popular among users for small online payments. As of January 2023, Dogecoin had a market value of over $17 billion, making it the tenth-largest cryptocurrency by market value (Narayanan et al, 2016, p. 272).

## 2.5. USDT:

USDT, or "USD Tether," is a type of cryptocurrency known as a stablecoin. It is designed to maintain a stable value relative to the US dollar, with each USDT token being backed by one US dollar held in reserve. This design aims to provide traders and investors with a cryptocurrency that has a more stable value compared to other, more volatile cryptocurrencies. USDT was first issued in 2014 by Tether Limited, a company that claims to hold the corresponding US dollar reserves for each USDT token in circulation. However, the transparency and legitimacy of Tether's reserves have been the subject of controversy, with some critics questioning whether the company holds sufficient reserves to fully back all USDT tokens. Despite these concerns, USDT has become one of the most widely used cryptocurrencies, particularly on cryptocurrency exchanges. Its stable value makes it a popular choice for traders who wish to move funds between different cryptocurrencies without first converting them to fiat currency, such as the US dollar(Abdulhakeem & Qiuling , 2021, p. 9).

## 2.6. Advantages and Disadvantages of digital currencies:

In recent times, digital currencies such as Bitcoin and Ethereum have experienced an unprecedented surge in interest and widespread adoption. These groundbreaking forms of currency present a multitude of advantages; nevertheless, they are not devoid of certain limitations., we mention the most important ones as follows

### 2.6.1.Advantages of digital currencies:

Easy conversion: it is easier to transfer funds between two parties in a transaction (Thakur & G, 2018, p. 39).
Decentralization: Digital currencies operate on decentralized networks, which means they are not controlled by a single entity or government. This makes digital currencies more secure and less prone to manipulation (DeVries, 2016, p. 8).
Accessibility: Digital currencies can be accessed by anyone with an internet connection, making them available to a wider range of people than traditional financial services.
Lower transaction fees: Digital currencies generally have lower transaction fees compared to traditional payment methods such as credit cards or bank transfers (Vandervort, 2014, p. 35)
Faster transactions: Transactions with digital currencies can be processed much faster than traditional payment methods, with some digital currencies able to process transactions in seconds.
Increased privacy: Digital currencies provide a high level of privacy, with transactions and identities often being unknown, and without requiring the disclosure of personal information (Chea et al, 2015, p. 34)..
Security: Digital currencies employ encryption techniques and various security protocols to deter fraudulent activities and safeguard the confidentiality of users' personal and financial data (Dulupcu et al, 2017, p. 2255) .
Transparency: Transactions involving digital currencies are documented on a publicly accessible ledger, ensuring transparency and traceability (Kavitha, 2022, p. 25).
Increased Privacy:
Digital currencies offer a certain level of privacy. Transactions are often anonymous and do not require the disclosure of personal information.
Security:Digital currencies use encryption and other security measures to prevent fraud and protect users' personal and financial information (Dulupcu et al. 2017, p. 2255).
Transparency:
Transactions with digital currencies are recorded on a public ledger, providing transparency and accountability (Kavitha 2022, p. 25).

### 2.6.2. Disadvantages of digital currencies:

Volatility: Price instability is a notable characteristic of digital currencies, often leading to rapid and substantial fluctuations. This inherent volatility renders them as risky investment options, potentially resulting in substantial financial losses for investors (Thakur & G, 2018, p. 39).
Absence of regulatory frameworks: Digital currencies currently operate without the same level of regulatory scrutiny applied to conventional currencies. This regulatory void can facilitate the illicit utilization of digital currencies by criminals for activities like money laundering. (Zhang et al, 2020, p. 32).
Technical complexity: Digital currencies and the underlying blockchain technology can be complex and difficult for some people to understand and use (Presthus & O'Malley, 2017, p. 92).
Limited recognition: Despite the increasing adoption of digital currencies, they have yet to attain universal acknowledgment as a mainstream currency. This lack of widespread acceptance can pose challenges when attempting to utilize them in specific transactions or convert them into other forms of currency. (Nakamoto, 2008, p. 2).
Technical hurdles Using digital currencies often requires a certain level of technical expertise, creating a barrier for some people. Additionally, digital currency transactions can be irreversible, which can be problematic if a mistake is made (Kavitha, 2022, p. 25).

## 3. Empirical Analysis

This section describes the study procedures and methods, including study tool preparation, data processing, and statistical analysis.

### 3.1. Methodology - Sampling and Data Collection Tool

This study aims to examine the factors influencing individual investors' investment decisions in digital currencies. The population studied consisted of investors involved in trading and investment activities in digital currencies through online trading platforms in the United Arab Emirates (as of 15.4.2023). The survey questionnaire was distributed to 201 randomly selected investors who met the eligibility criteria, and the data collected were analyzed using SPSS software.

Section 1: Demographic data for researchers.

Section 2: Five main themes of the study, As follows:

Topic1: Factors influencing the investment decision in digital currency( cryptocurrencies)

Topic 2: The type of digital currency( cryptocurrencies) you invest in

Topic 3: Investment and trading platform.

Topic 4: The reasons why we chose to invest through this platform from other platforms

Topic 5: The goal of investing in digital currency (cryptocurrencies)

## 3.2. Reliability and Stability Tests

### 3.2.1. Cronbach's Alpha:

The researcher calculated the stability factor of the scale used in the resolution by a factor method (Cronbach's Alpha), to see if the questionnaire was redistributed at the same level and circumstances on the sample more than once, the results would be the same. The following table shows Cronbach's Alpha values coefficient:

**Table 2**. Measure questionnaire stability by Cronbach's Alpha factor

| Technical Analysis Questionnaire | Value of Cronbach's Alpha |
|---|---|
| Factors influencing the investment decision in digital currency | 0.916 |
| The type of digital currency you invest in | 0.817 |
| Investment and trading platform. | 0.941 |
| The reasons why we chose to invest through this platform from other platforms | 0.821 |
| The goal of investing in digital currency | 0.921 |

The results shown in the previous table show that the value of Cronbach's Alpha was high per point and ranged from (0.817-0.947), meaning that the stability factor is high at the tool level as a whole.

### 3.2.2. Spearman Brown:

**Table 3.** Measure questionnaire stability by Spearman Brown

| Technical Analysis Questionnaire | Value of Sperman Brown |
|---|---|
| Factors influencing the investment decision in digital currency | 0.881 |
| The type of digital currency you invest in | 0.719 |
| Investment and trading platform. | 0.901 |
| The reasons why we chose to invest through this platform from other platforms | 0.769 |
| The goal of investing in digital currency | 0.895 |

The results shown in the previous table show that the value of Spearman Brown was high per point and ranged from (0.881-0.895), meaning that the stability factor is high at the tool level as a whole.

## 3.3. Finding And Discussion

**Table 4.** Demographic Characteristics of Respondents

| Statistical description of study points | | Number | Percentage % |
|---|---|---|---|
| 1- Gender | Male | 159 | 79.1 |
| | Female | 24 | 20.9 |
| 2- Age | Less than 25 years | 60 | 29.8 |
| | Less than 30 years | 65 | 32.4 |
| | Less than 35 years | 45 | 22.4 |
| | 35 years and above | 31 | 15.4 |
| 3- Education: | know how to read and write | 28 | 13.9 |
| | Secondary | 45 | 22.4 |
| | Bachelor | 72 | 35.8 |
| | Postgraduate (Master's-PhD ) | 56 | 27.9 |

| | | | |
|---|---|---|---|
| | 1 Years to 2 Years | 55 | 27.4 |
| | Years3 | 67 | 33.3 |
| | More than 4 Years | 79 | 39.3 |
| Total | | 201 | 100.0 |

Table 4 shows that the study sample has the following characteristic:

The study sample population included 159 male and 24 female persons; 79.1% and 20.9% of the total sample respectively . The study sample included the two types (male-female). The percentage of those under 30 years of age represented 32.4% of the total sample. The percentage of those in the under 25 age group was approximately 29.8% .The under 35 years age group had the majority of sample members, accounting for approximately 22.4% of the total sample. This indicates that more than 15.4% of digital platform customers are over the age of 35. University graduates were the dominant percentage at 35.8%, followed by postgraduates at 27.9%. Secondary school was (22.4%), close to that of those who Know How to Read and Write, with 13.9% of the total sample. Investors utilizing digital platforms for more than four years were the dominant percentage of the study sample with a percentage exceeding 39.3%. This meant that those experienced investment and trading processes in the digital platforms were the majority and their opinions would be statistically significant and reliable., while the percentage of investors for three years(33.3%). The percentage of those in the group a Trading History of Less Than Three Years in the Digital Platforms was approximately 27.4%.

**Table 5.** Factors Influencing the Investment Decision in Digital Currency (cryptocurrencies)

| NO | Technical Analysis Questionnaire | Rank | Average | Standard deviation | average percentage | Semantic |
|---|---|---|---|---|---|---|
| 1 | Advice of dailies/periodicals | 8 | 2.97 | 1.36 | 59% | Agree |
| 2 | Advice of websites | 6 | 3.03 | 1.06 | 61% | Agree |
| 3 | Advice of brokers | 1 | 3.87 | 1.15 | 77% | Agree |
| 4 | High rate of earning | 2 | 3.73 | 1.36 | 75% | Agree |
| 5 | Advice from friends | 5 | 3.07 | 1.24 | 62% | Agree |
| 6 | Advice from family and relatives | 7 | 3.01 | 1.25 | 60% | Agree |
| 7 | Ease of investment and freedom of entry and exit from the market | 3 | 3.66 | 1.26 | 73% | Agree |
| 8 | Lower risk ratios | 4 | 3.38 | 1.07 | 68% | Agree |
| Overall average | | | 3.34 | 0.313 | 67% | Agree |

Table 5 shows the following:

The question of Factors Influencing the Investment Decision in Digital Currency (cryptocurrencies), obtained a degree (Agree) from the point of view of the study sample members, where the average arithmetic (3.34) and the approval rate (67%). Factor number 3 of the Technical Analysis Questionnaire, "Advice of Brokers", ranked first among all points, with an average of. 3.87, standard deviation of 1.15, approval rate of 77%, and a verbal indication level (Agree), with a to a high degree of significance. importance, This may be due to the fact that brokers play a vital role in currency investment decisions by providing essential advice, a critical factor in the investment landscape. The lowest scoring Factor was "Advice of dailies/periodicals". Results were an average of 2.97, standard deviation of 1.36, average ration of 59%, and a verbal indication level of Agree. This could be attributed to the fact that investment decisions or currency purchases are not based on advice from daily newspapers/magazines when making investment decisions, as they are considered speculative and hold no substantial value. The remaining Factors point resultants were a verbal indication level of "Agree" with a calculated average range from 3.01 to 3.73 and an average ration of 60%-75%.

**Table 6.** The Type of Digital Currency( cryptocurrencies) You Invest In

| NO | Technical Analysis Questionnaire | Rank | Average | Standard deviation | average percentage | Semantic |
|---|---|---|---|---|---|---|
| 1 | Bitcoin(BTC) | 1 | 3.93 | 1.69 | 79% | Agree |
| 2 | Ethereum(ETH) | 2 | 3.90 | 1.43 | 78% | Agree |
| 3 | Litecoin (LTC) | 6 | 3.56 | 1.19 | 71% | Agree |
| 4 | Binance Coin ( BNB/BUSD) | 5 | 3.67 | 1.41 | 73% | Agree |
| 5 | DOGECOIN (DOGE) | 4 | 3.69 | 1.21 | 74% | Agree |

| 6 | USDT | 3 | 3.87 | 1.67 | 75% | Agree |
|---|---|---|---|---|---|---|
| 7 | Cronos (CRO) | 7 | 3.51 | 1.02 | 70% | Agree |
| 8 | Monero (XMR) | 8 | 3.12 | 1.04 | 62% | Agree |
| Overall average | | | 3.50 | 0.236 | 73% | Agree |

Table 6 shows the following:

The question, The Type of Digital Currency (cryptocurrencies) You Invest In, obtained a degree (Agree) from the point of view of the members of the sample study, where the average calculation (3.50), and the approval rate (73%), The first point, which states " Bitcoin(BTC)," was the first order between points, with an average of 3.93, a standard deviation of 1.69, an approval rate (79%) and a verbal indication (Agree), and a high degree of significance. This may be due to the following:

Decentralization: Bitcoin operates on a decentralized network, which means that it is not controlled by any central authority or government.

Limited Supply: Bitcoin has a limited supply of 21 million coins, which means that it as demand for Bitcoin increases, its price is likely to go up, making it an attractive investment option.

High Liquidity: Bitcoin is highly liquid, meaning that it can be easily bought and sold in the market. This makes it a popular investment option for traders who are looking for short-term gains.

The eighth point, "Monero (XMR)" ranked last among all points, coming in with an average of (3.12), a standard deviation (1.04), an average ratio (62%) and a verbal indication level (somewhat Agree).This may be attributed to the fact that either investing in currency Monero (XMR) is not profitable, or there is insufficient information available about it, or it is a new currency entering the market. Therefore, it is more preferable to invest in other currencies such as Bitcoin and Ethereum.

The rest of the other points in this axis fall within the level of verbal significance (somewhat Agree) and (Agree) from the point of view of the study sample members, where the arithmetic average ranged from (3.51 - 3.90) and an average ratio of (70%-78%).

**Table 7.** Investment and trading platform

| NO | Technical Analysis Questionnaire | Rank | Average | Standard deviation | average percentage | Semantic |
|---|---|---|---|---|---|---|
| 1 | Binance | 1 | 3.92 | 1.46 | 78% | Agree |
| 2 | Expert option | 3 | 3.73 | 1.36 | 75% | Agree |
| 3 | Crypto.com | 2 | 3.87 | 1.15 | 77% | Agree |
| 4 | NSFX | 7 | 3.59 | 1.12 | 72% | Agree |
| 5 | Huobi Global | 5 | 3.64 | 1.46 | 73% | Agree |
| 6 | Voyager | 6 | 3.61 | 1.19 | 72% | Agree |
| 7 | Capital.com | 4 | 3.73 | 1.26 | 75% | Agree |
| 8 | TGMFX | 8 | 3.16 | 1.15 | 63% | Agree |
| Overall average | | | 3.66 | 0.191 | 70% | Agree |

Table 7 shows the following:

The question, Investment and Trading Platform, obtained a degree (Agree) from the point of view of the members of the sample study, where the average calculation (3.66), and the approval rate (70%), The first point, which states " Binance," was the first order between points, with an average of 3.92, a standard deviation of 1.46, an approval rate (78%), a verbal indication (Agree), and a high degree of significance This could be attributed to the profitability and security of investing on the Binance platform, which leads investors to consider it as the most dependable and favored platform for investment. It stands out as the top choice among all available platforms. The eighth point was the last ranking between the points, " TGMFX ", where it came with an average of (3.16), a standard deviation (1.15), an average ratio (63%), and a verbal indication level (somewhat Agree). This may be due to the fact that either investing in the TGMFX platform is unprofitable, or there is insufficient information available about it, or it is a new digital investment platform entering the market. Therefore, investors tend to favor investing in other platforms such as Binance and Expert option, etc. The rest of the other paragraphs in this axis fall within the level of verbal significance (somewhat Agree) and (Agree) from the point of view of the study sample members, where the arithmetic average ranged from (3.59 - 3.87) to an average ratio of (72%-77%).

**Table 8.** The reasons why we chose to invest through this platform from other platforms

| NO | Technical Analysis Questionnaire | Rank | Average | Standard deviation | average percentage | Semantic |
|---|---|---|---|---|---|---|
| 1 | It's a global trading platform. | 2 | 3.90 | 1.55 | 78% | Agree |
| 2 | Low transfer costs to and from the platform | 4 | 3.87 | 1.15 | 77% | Agree |
| 3 | Ease of investment | 7 | 3.69 | 1.16 | 74% | Agree |
| 4 | The ability to freely enter or exit the market at any given time. (The liberty or right to enter or exit a market without any hindrance or restriction) | 6 | 3.73 | 1.26 | 75% | Agree |
| 5 | The platform doesn't need much to start the investment process. | 8 | 3.68 | 1.23 | 74% | Agree |
| 6 | When my money goes to the podium, no one can tax me or cut off any of my profits. | 5 | 3.74 | 1.12 | 75% | Agree |
| 7 | The platform has a good connection to national banks, so my money can be transferred to the platform easily and at the lowest cost. | 1 | 3.92 | 1.49 | 79% | Agree |
| 8 | The platform gives me many privileges and offers me free courses on the platform to learn how to trade and invest in a safe way | 3 | 3.78 | 1.09 | 76% | Agree |
| Overall average | | | 3.79 | 0.85 | 76% | Agree |

Table 8 shows the following:

The question, The Reasons Why We Chose to Invest Through This Platform From Other Platforms, resulted in an average calculation of (3.79), and an approval rate of (76%). The first point, "The platform has a good connection to national banks, so my money can be transferred to the platform easily and at the lowest cost.", was the seventh order between points, with an average of 3.92, a standard deviation of 1.46, an approval rate of (79%), a verbal indication of (Agree), and a high degree of significance. This may be due to the fact that having a good connection to national banks can certainly be an important feature for a digital currency trading platform, as it can make it easier and more cost effective for customers to fund their accounts and engage in trading activities. When a digital currency trading platform has a good connection to national banks, customers can typically transfer funds directly from their bank accounts to their trading accounts with ease, and may incur lower transaction fees than they would with other payment methods. Therefore, it is always a good idea to do your one's own research and carefully evaluate a digital currency trading platform's funding options and policies before deciding to use it. The fifth point, "The platform doesn't need much to start the investment process.", ranked last between the points.coming in with an average of (3.68), a standard deviation (1.23), an average ratio (74%) and a verbal indication level (Agree). The rest of the other points in this axis fall within the level of verbal significance (somewhat Agree) and (Agree) from the point of view of the study sample members, where the arithmetic average ranged from (3. 69 - 3.90) to an average ratio of (74%-78%).

**Table 9**. The goal of investing in  digital currency (cryptocurrencies)

| NO | Technical Analysis Questionnaire | Rank | Average | Standard deviation | average percentage | Semantic |
|---|---|---|---|---|---|---|
| 1 | Future security | 1 | 3.90 | 1.55 | 78% | Agree |
| 2 | Expected return | 5 | 3.69 | 1.16 | 74% | Agree |
| 3 | Liquidity | 8 | 3.54 | 1.15 | 71% | Agree |
| 4 | Capital gain | 4 | 3.69 | 1.09 | 74% | Agree |
| 5 | Reduced risk | 7 | 3.58 | 1.21 | 72% | Agree |
| 6 | High rate of earning | 6 | 3.61 | 1.19 | 72% | Agree |
| 7 | Get rid of the local currency | 3 | 3.74 | 1.12 | 75% | Agree |
| 8 | Transfer of funds to global markets | 2 | 3.75 | 1.03 | 75% | Agree |
| Overall average | | | 3.69 | 0.10025 | 73% | Agree |

Table 9 shows the following:

The question, Goal of Investing in Digital Currency (cryptocurrencies), obtained a degree (Agree) from the point of view of the members of the sample study, with an average calculation of (3.69), and the approval rate (73%). The first

point "Future security," ranked first among points, with an average of 3.90, a standard deviation of 1.55, an approval rate (78%), a verbal indication (Agree), and a high degree of significance. This may be due to the fact that investing in digital currencies can have several reasons and purposes, security of the future can certainly be one of them. Many investors see digital currencies as a way to hedge against inflation and potential economic instability, as digital currencies are not tied to any central authority and can offer a degree of protection against traditional financial markets. Furthermore, some investors may view digital currencies as a long-term investment opportunity, hoping to benefit from potential future growth in the market. Therefore, investors should always conduct their own research and carefully evaluate their risk tolerance before investing in digital currencies. The third point was the last ranking between the points. "Liquidity", came in with an average of (354), a standard deviation (1.15), an average ratio (71%) and a verbal indication level (Agree). This could be attributable to the fact that Liquidity is an important consideration for investors when it comes to digital currencies. In general, liquidity refers to the ease with which an asset can be bought or sold on the market, without causing significant price movements. Having a liquid market can be important for investors who wish to enter or exit positions quickly and efficiently, or who wish to trade frequently. That being said, while liquidity may not necessarily be the primary purpose of investing in digital currencies, it is often an important consideration for investors when evaluating potential investment opportunities. Ultimately, the purpose of investing in digital currencies will vary depending on the individual investor's goals and risk tolerance. The remainder of the other points in this axis fall within the level of verbal significance (Agree) from the point of view of the study sample members, where the arithmetic average ranged from (3.58 - 3.75) to an average ratio of (72%-75%).

## 4. Conclusion

Based on the findings of the study, the researcher concludes:

The investor considers technical analysis important in making the investment decision, so his/her decision is positively influenced by technical analysis.1. Based on the findings, it can be concluded that brokers play a vital role in investment decisions, and their advice is highly valued. On the other hand, advice from daily newspapers/magazines is not considered significant in making investment decisions. Therefore, it is recommended that investors seek advice from reputable brokers and avoid relying solely on media sources. Moreover, brokers must guarantee the delivery of dependable and precise guidance to uphold trust and confidence among investors.

Based on the empirical findings of the survey, a significant proportion of respondents expressed a propensity towards investing in digital currencies, notably favoring Bitcoin. being the most preferred option due to its decentralization, limited supply, and high liquidity, making it an attractive investment option for short-term gains. As a recommendation, investors should consider diversifying their portfolio by investing in other cryptocurrencies with potential for long-term growth, while keeping in mind the associated risks and volatility of the market.

The results of the study indicate that Binance is the most favored investment and trading platform among the respondents due to its profitability and security. On the other hand, TGMFX was ranked last and received a lower approval rate, possibly due to its lack of profitability, insufficient information, or being a new platform. Based on these findings, it is recommended that investors consider Binance as their primary platform for investment and conduct thorough research before investing in other platforms. According to the study, having a good connection to national banks is an important feature for a digital currency trading platform. It makes it easier and more cost-effective for customers to fund their accounts and engage in trading activities. Customers can typically transfer funds directly from their bank accounts to their trading accounts with ease and may incur lower transaction fees. Therefore, it is recommended that customers carefully evaluate a digital currency trading platform's funding options and policies, including their connection to national banks, before deciding to use it. Investors prioritize future security as a critical factor when investing in digital currencies as it can provide protection against inflation and economic instability. Digital currencies offer an added advantage of being independent of central authority, thereby providing a level of protection against traditional financial markets. Additionally, some investors view digital currencies as a potential long-term investment opportunity. However, before investing in digital currencies, it is essential for investors to conduct thorough research and assess their risk tolerance.

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