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**Knowledge and Engagement of Cryptocurrency in Youth of Quetta****Tahir Mehmood**

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**Abstract**

*Cryptocurrency is latest way to exchange the money for the sake of good and services. Cryptocurrency launched in 2008. Basically, crypto means secret and currency mean medium of exchange. Cryptocurrency is a new kind of electronic currency and this is decentralized digital money in this kind of money no intervention of the government. We have conducted this study to see the knowledge and engagement of cryptocurrency among the youth of Quetta. Because before that no studies have been conducted in Quetta about to see the knowledge and engagement of cryptocurrency. Exploratory research was carried out on 12 participants of both the gender female or male aged between 18to26.by using non probability sampling and convenient technique. The data was collected from student of Baluchistan University of information technology and management science. To assessed the knowledge and engagement of cryptocurrency among the youth of Quetta. We have conducted face to face interviews to explore what level of knowledge and how much they engaged with cryptocurrency. Expected results are the there is lack of knowledge and very few youth is engaged with cryptocurrency. Although number of participants were very few. This research can be considered as a pilot study for future research.*

**Keywords:** Knowledge, Engagement, Cryptocurrency, Youth.

**Introduction**

Cryptocurrency is digital money not physical currency. Cryptocurrency is latest way of money and it is launched in 2008. Basically crypto means secret and currency means medium of exchange. Firstly, digital currency idea is firstly given by David chum. David chaum is a crypto scientist come up with anonymous electronic money which is known E cash. David chaum the first cryptographer created the first cryptographer electronic cash called E cash. cryptocurrency is not regulated by government it introduced cryptographically proven payment system allow parties to transact directly without any intermediary (Arslanian, 2019) . DAVID CHAUM firstly introduced the digital currency but at that time this digital CURRENCY become failed because

people are not very much aware of that type of currency. another reason is also a cause of failure of that digital currency that people of that time not much aware of from the concept of e commerce so it was not possible for David chuuam to make it successful at that time.

The first decentralized currency were introduced in 2009 basically there is no idea who invented this but some unknown person using satoshinakamoto and the firstly decentralized coin is bit coin which is introduced by satoshinakamoto in 2009. To regulate this currency there is no institution is available to control the all the function of this currency. Cryptocurrency is totally decentralized currency there is no intervention of the government. And there after different types of digital currency were introduced in market like ETHEREUM LITECOIN. The working of digital currency is maintained by peer to peer network so many people are maintaining the public ledger.

This is totally decentralized digital currency there is different types of crypto currency like ripple Ethereum litecoin dogecoin and the system of that kind of currency is maintained by peer to peer network in that network so many people are maintaining the public ledger and then the question arises how this system is maintained ? basically the answer is it is maintained by the revolutionary technology block chain (Crosby et al., 2016) all the working of bit coin is depend on block chain. Block chain is a peer to peer distributed ledger technology which is an immutable , decentralized distributed ledger technology and its name come from its structure , in which individual records called block , are linked together in single list called a chain , block chain are used for recording transaction made with crypto currencies such as bit coin and have many other application and the block chain is incredible popular now a days.

The block chain is the chain of block which can exchange information and the block chain is the distributed ledger that is completely open to any one they have interesting property once of them recoded inside the block chain it's become very difficult to change it so how this is work so the each block contain some important data and the of the block and the hash of the previous block the data that is stored inside the block. The bitcoin block contain detailed information regarding the transaction such as information of sender receiver and miners of the coins the block also has hash you can compare a hash to a fingerprint. it identified block and all of its content and it is always unique once the block is created it hash have been calculated changing something inside the block were cause hash to change so in other words hash is very useful when you want to detect changes in the block if the finger print of block changes it is no longer in the same block the third element inside the each block is the hash of the previous block and this effectively creates chain of blocks and this technique that makes the block so secured.

Each block having hash and hash of previous block and the chain first block which having the hash number 0000 and this first chain block is called genesis block. For

example hash number or next block previous hash number is different from each other this make all the chain blocks invalid. Other feature of crypto currency which is very famous is P2P network in that network everyone is allow to join the network . firstly we will see what is networking basically in network there is group of interconnected devices that exchange information these devices connected locally by cable or wirelessly with the internet because the peer to peer networking secure the block chain from the hacker or maintain the validity of the block chain distributed.

Peer to peer network is a revolutionary technology in that network there is no client server all the nodes interact with each other directly if they need any file they interact with each other for example in block chain system there are some miners who mines the blocks there are some miner in the block chain. which they have already mine the block and they have already mine the block and they have already the block chain so each miners have their own block chain similarly all the miners have similar block chain basically now we will see how theses block chain are maintained on all the system with the help of distributed P2P network similarly let us consider that A miner and it has mined particular block when A will mine the block then the block will be inserted in that particular chain. then this inserted block will convey relevant information to other block chains mines which are interlink to that particular block e.g., B.E.F.

Similarly this addition in blocks will continue further and each block will insert the particular chains after confirmation either it is valid or not and so on this procedures will continued with other ones .so this how in p2p distributive network how the each chain maintained throughout the whole procedure the importance of P2P distributed network block chain secures from the hackers so that network provide safety to bock chain.

In that digital currency the transaction between buying and selling is done through a system called cryptography. Cryptography is art or science encompassing the principles and methods of transforming an intangible massage into one that is UN intangible and then transforming that massage to its original form.

As the time is become advanced people move towards technology or cryptocurrency is new kind of very unique technology as according to study the cryptocurrency become common from 2009 it become an open source digital currency .Bitcoin become the famous currency in E-money it is also provoked that the release of large number of cryptocurrency based on blockchain technology. Cryptocurrency is extremely volatile currency with large average returns. They are mainly regarded as new class of assets. There are many common risk factor associated with cryptocurrency which is an open challenge for an investor. There are many studies in which we see expected return of financial asset can be modeled as a linear function of various factors. To looking for the average return and evaluate the risk factor different methods are used, CAPM model (Sharpe, 1964) the next model was (Fama & French, 1993) three factor model and so on.

Compared with the abundant researches in the stock market, the study on asset pricing of cryptocurrencies is very limited, stocks and cryptocurrencies on the empirical facts such as heteroscedasticity (Gkillas & Katsiampa, 2018) and long memory (Phillip et al., 2019). Cryptocurrency assets are fundamentally different from the stocks. The difference is that efficient stocks factors are mostly based on the traditional financial theories that suggest stock prices.

A research project that investigate the risk and governance challenges of the market of cryptocurrencies. The research has been commissioned by the Malaysian accountancy research and education foundation (MAREF) as apart of the priority research program. Four categories of risk and corresponding governance challenges were examined during the study period 1; Information asymmetry and knowledge gap risk 2; opaquess and criminal risk 3; technology and security risk 4; speculative value and gambling risk. Risk proposition were tested through an online survey and interviews that involved free stakeholder groups Forexample (AccountantMarkrt participants and Wider stakeholders) 191 survey respondents and 16 interview participants in Malaysia were used for the research (Minhat et al., 2022) cryptocurrency and uncertainty.

As the researcher had elaborated all the main features of crypto currency due to which it has attained a specialized position and some other important features of crypto currency are as following.

- No central authority • Immutable • Anonymous • Cryptography • Block chain

Because of all of the above mentioned features make the crypto currency popular among the people of Pakistan as well worldwide after the revolution of digital currency the first time PAK coin is introduced specially for the people of Pakistan in 2015 the PAK coin is digital currency made specifically for the people of Pakistan hence the name PAK coin is however international community is also welcome to participate and take the benefit from it and this coin having trusted P2P system useful for maintaining direct payment without the need of 3rd party crypto currency is revolutionary and unique technology particularly in Pakistan but the crypto currency in Pakistan people are less engaged with that technology because Pakistan is developing country and as we know developing countries faces to many economic problem and also facing a economic problem related to technology so that's why in Pakistan people having less knowledge regarding the technology.

Some other factors which also effecting the thinking off people toward the adoption of crypto currency like number of socio psychological studies has been stated by experts in regard to the worldwide bit coin phenomena such as the emotion of fear , tendency of greed and various human sentiments structural supports full or partial in the form of country to global situation highly affect bit coin and block chain adoption (Azarian, 2017; Dedeo, 2017; Folkinshteyn & Lennon, 2017) but with the passage of time and involvement of people with technology enhance the awareness and engagement with digital currency yet there are further studies made regarding to

crypto currency through which we are able to know about how much people of Pakistan are aware and engaged with that digital currency. (Böhme et al., 2015) support that the advantage of bit coin in comparison with former cryptographic cash lies in its decentralized core technology. They observe that the decentralized of bit coin is not yet fruitful due to concentration of small intermediaries in the bit coin eco system.

(Baur et al., 2018) document that bit coin is not like other traditional asset. It is believed that it is hybrid between fiat and commodity currency no intrinsic value exist in bit coin and no monetary authority affect its functions. And advantage of crypto currency is frequently viewed as the future of finance due to exceptional peer to peer system given that cash is an critical part of everyone life the thinking of having a gadget where economic transaction can be decentralized and faster than the conventional method used presently makes crypto currency extraordinary captivating to the youthful mind this area of the research intend to delve deeper into this concern and ambitions to be aware of the level of understanding information and hobby of the early life towards crypto currency thus the users understanding of crypto currency dynamic and associated benefits and dangers of the use of it are of utmost significance to shield them this find about pursuits to answer the following question regarding users understanding of crypto currency and engagement.

1: What is the user's knowledge of crypto currency?

2: How they are engaged with crypto currency?

Bit coin first appeared in 2009 quite a few researches have been carried concerning crypto currency and block chain however the pattern of crypto currency utilization and consequently the methods in which block chain traits affects users believe remain understudied several preceding research that aimed toward perception the pattern of crypto currency utilization studied the ways in which of us get to grasp involving bit coin and what's their perception regarding it. Consequently with the advanced technical streams of analysis researchers area unit keener on finding out crypto currency customers characteristics and motivation as an example (Maurer et al., 2013) fashioned partner social sciences examine of crypto currency users opposing the idea that crypto currency are capable of addressing laws privations and equity problems.

(Bohr & Bashir, 2014) studied the tradition of crypto currency users finding that some demographic choices affected the usage patterns of crypto currency similarly (Yelowitz & Wilson, 2015) observed that users who had been curious about crypto currency usage had been moreover curios about programming or black activities Christopher studied the explanations in the back of crypto currency use speculation recursive trust charge energy and concealment had been 4 reasons that intended the people to use crypto currency Christopher argues that charge electricity in crypto currency is said to the deflation thought once the availability of latest bit coin decreases the price of paying power can increases similarly (Khairuddin et al., 2016) found that the elements that have an impact on users motivation are a mission in

financial revolution and users authorisation and perception of real price (Gao et al., 2016) found that some customers misunderstood the \$64000 features of bit coin the study moreover found comparable consequences as in (Khairuddin et al., 2016) concerning consumers motivation (Glaser & Bezenberger, 2015) differed from the other as he john drew interest to the specific use of crypto currency in . Changing currency he discovered that the new users and consequently the well-read ones changed currency to digital forex for speculating payments there are also a new technology which manage the bit coin is bit coin wallet. the bit coin wallet monitor the bit coin addresses in the block chain and updated wrong balance in each transaction.

The price of bit coin is not stable there are different elements in the economy which effects the price of bit coin like macroeconomics indicator and attractiveness (Wijk, 2013) the researcher tries to find out that which element affecting the price of digital currency. Through this study we know that there are eight elements determine the price of digital currency. For example MT GOX , DOW JONES , INDEX FISE 100 INDEX , NIKKEI 225 INDEX , BRENT OIL PRICE , WTI OIL PRICE , CMCT OIL , US/FUR AND US/YER . Through this study we know that the elements which effecting the price of digital currency in long run are the essential three variables DOW JONES INDEX, US EUR EXCHANGE, WIT OIL PRICE. (Sovbetov, 2018) in this study the researcher also determine the price of different crypto currencies like dash coin , bit coin , Ethereum , Moreno and using ARDL technique to determine the price of crypto currency.

The price of crypto currency is volatile. (Katsiampa, 2017) determine uncertainty of bit coin through the help of GARCH model. This model is especially useful because with help of this model the researcher analyses and forecast the volatility. Volatility means risk and return of the asset. It is as a base of asset pricing model to the performance of different portfolio. Through the help of GARCH model we can know the volatility to forecast the future value of the crypto currencies using GARCH model. (Böhme, 2016) in this study the researcher found that the people are scared to invest in bit coin due to volatility and unstable price of bit coin and hacking by the third person this factors lose the confidence of people to invest in bit coin . Digital asset like bit coin is unregistered with the regulatory authorities promise substantial returns however the asset are neither registered nor securitized by any firm , here the absence of a registered prospectus not certifying the security , no management system to inform any type of fraud this lack the customer confidence . (P. Esmaeilzadeh, 2019) give the qualitative model by extending utility theory and unified theory of acceptance (UTAUT) and use of technology model was designed by (Venkatesh et al., 2003) and basically this model was used to determine the adoption of technology (Lee et al., 2019) when using the UTAUT model then he find out that northeast people in whom IT professional and youth are the people who firstly accepted the advanced block chain technology .

In this study the researcher try to give the reasons of adoption of crypto currency by the people (Cohen, 2017; Dierksmeier & Seele, 2018; Dodgson et al., 2015) because the digital currency is unique form of currency its transaction cost are very low in foreign exchange and the transaction is done between people by the help of peer to peer network and no middle man is involved and this type of currency is more secured. Since its inspection 2009 crypto currency as an open source digital currency. The crypto currency is shown to be extremely volatile with large average of returns (Brauneis & Mestel, 2018). For finding returns the arbitrage principle theory (APT) in which we expect the returns of the asset. There are huge amount of literature focusing on effective factors of stock markets. For example : the market excess return is the first factor that forms the CAPM model (Sharpe, 1964) the size and value factors are proposed in (Fama & French, 1993) Crypto currency make use of this technology as a new asset class for investors worldwide . crypto currency are being used by companies to raise capital via initial offering (ico). Given the value that entrepreneurship can generate for economies and societies (Ahlstrom, 2010) it is crucial that these financial innovations are better understood so as to facilitate their regulation and development (Crafts, 2006; Spulber, 2008) in the spring of 2016 an entity called the decentralized autonomous organization DAO became one of the most successful crowd funded entities in history with an ICO that raised over us \$150 million worth of enter a crypto currency in less then thirty days (Popper, 2016) A number of sociopsychological studies has been conducted by experts in regard to the world wide bit coin phenomena such as (a) the emotion of fear , tendency of greed and various human sentiments structural support, full or partial in the form of country to global situation highly affect bit coin / block chain adoption (Azarian, 2017; Dedeo, 2017; Folkinshteyn & Lennon, 2017) . There are some risk which are related to crypto currency (1) market returns (2) market size (3) momentum of crypto currency .

First factor is defined value weight crypto currencies portfolio which is based on the CAMP model and the second factor is size factor specific to the crypto currencies defined by the returns on a diversified portfolio of small crypto currencies minus the retuns on a diversified portfolio of big crypto currencies. The third factor can be related to the momentum effect of crypto currency market (Bhambhwani et al., 2019; Grobys & Sapkota, 2019; Liu & Tsyvinski, 2018) momentum of effect can be defined as the winner tertile minus the loser tertile . over the past year average show the return of 10.94 % .Cryptocurrency is a unique type of technology in E-Commerce. The world is rapidly growing towards technology so the technological developments replace the fiat money in to digital currency. The technology and crypto architecture decentralize existing monetary systems and make it possible for transacting parties to exchange value and money independently. So the reason behind to do research on the engagement and awareness in Quetta youth. The purpose behind is to know how the youth is aware from the new technology.

The research is conducted in BALOCHISTAN UNIVERSITY OF INFORMATION TECHNOLOGY ENGINEERING AND MANAGEMENT SCIENCES (BUITEMS). Balochistan is somehow a backward area the literacy rate among people of balochistan is very less. The research is conducted in Quetta for the very first time. The interviews we conducted here a small ratio of people know about the digital currency and a large part of the population have no or very less knowledge about it. Through this research we check the awareness and engagement.

### **Research Objective**

Our research objective is to explore the knowledge and engagement of crypto currency among the youth of Quetta city.

### **Research Question**

- 1: do you have any technological background about crypto currency?
- 2: how do you classify your knowledge about crypto currency?
- 3: have you ever participated in any crypto currency activities? If yes then name them?
- 4: do you own crypto currency?
- 5: Are you currently invested in any crypto currency?
- 6: how familiar are you with crypto currency like bit coin and Block chain?
- 7: I recognize that crypto currency can be used as a medium of exchange. Share your opinion?

### **Literature Review**

This study was conducted by Ayesha Afzal and Aiman Asif at the Lahore journal of economics the purpose of that study how the block chain works. Crypto currency have become the popular mode of payment because their low cost, high speed transferability and decentralized tracking network and this currency also gaining popularity in Pakistan. This study also conclude that the interest pf Pakistani in crypto currency. In the rapidly growing digitalized world, organizations need to keep up with the increased efficiency and productivity provided by highly advanced technologies. This study father information from the previous articles. The increasing popularity of crypto currencies is an indicator of inability of the global financial system to cater to people need and concern crypto currencies has numerous uses that could reap multiple long term benefits. Block chain market is predicted to grow from.

This study was conducted by Ahmed shauqizubar, Nuraishahawi, azwadi Ali, safiekmokhils, farizahsulung at 9 may 2020 in international journal of management and humanities (IJMH) in this study researcher find out the awareness of crypto currency. And they are using dichotomous scale (yes or no) for different question they asked like

- 1: Have you heard of crypto currency like Bit coin and ripple?
- 2: do you currently have or own any crypto currency like Bit coin and ripple?
- 3: have you owned or used a crypto currency like Bit coin and ripple?
- 4: how many crypto currency like Bit coin and ripple?



5: reason not own (if no please State your main reason for not owing any crypto currency like Bit coin and ripple?)

6: preferred payment (what is you preferred method of payment for making purchases online)?

With the help if above questions the researcher will find out that how many person aware about the crypto currency. In their study try take 400 respondent to check the awareness among the people. But during the survey they concluded that no one is engaged with crypto currency during the time of survey. They also saw that only 7% respondent are engaged with crypto currency and 40 % respondents not even have knowledge about the crypto currency. And 0% people are using preferred crypto currency as a payment for online. During the survey they concluded that the person who only heard about the crypto currency are 297 which is 74.25% and people who are not aware about the crypto currency which said no are 103 which is 25.75% and they also concluded that only 28 respondent are engaged with crypto currency and 372 are not using that currency and in their study the researcher saw the awareness among people demographically like gender, age, ethnicity, education, occupation, residency. From the survey they concluded that age, ethnicity, occupation, highly effect the awareness and they also saw that youth is more aware about the crypto currency as compared to old people and they saw that the age is also important element which effect the awareness.

This study was conducted by sabeen sikandar nawaz Ahmad in this study the researcher saw the volatility of the Bit coin by the help different model. For the further research the researcher was collected the data from the secondary data through the help of website WWW. Business INS ider.com. Basically this website is very helpful to get the information because this website contain all the near data of financial. And this data was analyzed by using E Views 9 portable version. Bit coin is more volatile currency and in this study the researcher also measured the volatility of the Bit coin. During their study they concluded that Bit coin is highly volatile currency that was too challenging task for the investors to saw how the Bit coin behave.

Pakistani stock market is one of the largest stock market. During their study they concluded that the higher the asset in volatile higher the risk was involved. And in this study they had compared the Bit coin with PSX to observe that which is more volatile. After loaded data into E view 9 they get the results that PSX is more beneficial with 0.09 return and Bit coin due to high volatility with 0.02 return is less beneficial in their study they concluded that Bit coin is highly volatile and PSX is less volatile which is helpful for the investors to take decision about their investment in different instrument. And due to high volatility in Bit coin Pakistani investor avoiding to invest in crypto currency and they are more interested to invest in PSX.

This study is conducted by saherzeast ,humaayub , abidaellahi and mahnoorsaleem at 10 February 2022 human behavior and emerging technology to find which factors effecting to influencing intention to adopt crypto currency among the university

student of Pakistan they used quantitative based research methodology to achieve their target . They target the population of Pakistan from the university and they focused on current generation of Pakistan. they selected 365 respondent and they collect response where 6 being removed from the data incomplete information crypto currency is not common in Pakistan and specially among the people of Pakistan because they don't have enough awareness regarding to crypto currency so researcher before collecting data from the respondent they firstly show them a video on the crypto currency this method is helpful for them to get the response from the respondent during their study they conclude that total sample size was 365 in which 197 respondent are male which are 56.3% of the total population where females participants are 53 43.7% and the respondents aged is between 20 to 25 to in courage this study by addressing benefits and show the benefits to respondent and try to make the policy regarding to adoption of technology which is helpful to increase the awareness among the people . Limitation of this study was that they only focused only on the students that may limit the generalization of findings.

This study is conducted by zakiakhurshid, Rashid mehmood , ayazulhaq , junaidahmadkayani , anumrasihd at department of management sciences comsats university Islamabad Pakistan in 2021 this study aim was to know the awareness and adoption of block chain customers intention to use bit coin this study try to investigate the awareness and adoption of bit coin and to see the intention of peoples towards the technology and the targeted population of this research is residents of Pakistan both the male and females and their sample size was 200 respondents who ate the residents of Islamabad and Rawalpindi . And they used convenience sample and they directly collect the data from the consumers.

The data was collected with the help of questionnaire they check the awareness of bit coin among the customers and they conclude from the research that the awareness of bit coin among the female and male and they find that 67% Pakistani aware of bit coin in which they conclude that male are more aware about the crypto currency as compare to females and when they checked the awareness they find that 67.1% male and 32.9%female are aware about the bit coin. and when the check the awareness among the different age groups they conclude that the people from the age of 25 -29 are more aware about the bit coin 38.5% and the people from the age is between 30 to 34 are aware about bit coin is approximately 21.7% and they also check the awareness of bit coin among different qualification level the take 200 respondent in which they see that 56 .5% master's degree holders having more awareness regarding the crypto currency. And they also see bit coin awareness in different professionals in which 29.2% self-employed people are aware about the bit coin.

Bit coin awareness among different income people in which from the research they conclude that 54.7% household Pakistani are aware about the bit coin. And in the last they see the awareness of bit coin among the technological expertise 37. 9%

technological expertise aware about the bit coin. they also see the adoption of crypto currency among the people of Pakistan in which they see that 84.3 %males are engaged with bit coin and where 15.7 % female are engaged with bit coin and adoption of bit coin in different age groups in which the people from the age of 30 to 34 highest level of adoption in bit coin. And the adoption of bit coin in qualified people in which 55.4% graduates student are highly engaged with bit coin. and the adoption of bit coin among the professional status 54.2% government employees are engaged with bit coin .and the people whose income are between 50k-69k reported that 75.9 % are engaged with bit coin .and 34.9 % technological experts are engaged with bit coin. The aim of this study was to show the awareness and adoption of bit coin and the customers intention towards the bit coin with the help of this study we conclude that males are more aware about the crypto currency as compare to females and limitation of this study was that they focuses only two cities of Pakistan and the sample size of their research is also small.

This study was conducted by Dr Ghulam Mustafa, hafiz ammad, Dr Naveed jhamat. The study aim to explore crypto currency investment experiences from an emergency market context. This study investigate the lived experiences. Experience crypto currency investors. The potential risks this study intends to adopt a qualitative study and used interview method as a Data collection tool. The interviews were terminated at The point of saturation where a Total of twelve crypto currency investors participated in the survey. This allow researchers to seek people's stories from their lived experiences. This study aimed to adopt a qualitative research approach to address the research questions developed for the study. Qualitative research is most adaptable unique approach as it holistically help researchers understand the intentions and context of the consumers live experience.it provide a universal in-depth understanding of the investor's perception. Inspiration and fundamental motive behind their market place engagement. The qualitative approach allow researchers to understand the constructed meaning of people live experience how they perceive world and how they describe their live experience (Merriam2009) qualitative methodology is inductive and highly descriptive. Purposive sampling technique was adopted to discover and recruit the respondent of the study. Since the aim of this study was to reveal crucial fact about crypto currency investment, experienced participants with prior experience with crypto currency investment.

Further More respondent were contacted online and interview were conducted online utilizing electronic communication media given the current pandemic and important of social distancing. In this regards different communication medians were used for conducting interviews. The data collection method was purposive sampling. The author's contacted the participants to conduct an in-depth interview on the study's phenomenon which was based on the research questions. Respondents were asked open ended questions proposed in this study. Additionally the author's prepared audio recording of each session keeping the identity of participants

confidential. The results of the qualitative analysis revealed that crypto currency is the among the fastest growing digital currency. It is playing a vital role in the digital economy and provide descriptive payment method.

Mazhiev, Mayrbek (2020) the study was conducted to see the level of financial literacy of young people in crypto currency. Purpose of work was to reveal the main problems connected with low growth of activity of youth in the market of crypto voltaic currency. Identification and comparison of the risks and opportunities on the crypto currency market are defined as priorities. In this study the methods of interrogation, the comparative analysis, deductive and inductive conclusions are resulted, and also construction of theoretical model of the relation of a society of the crypto currency by means of writing of conclusions and recommendations to this question is made. Conclusion was that the low level of financial literacy of young people in the crypto currency is mainly because of the government's passive policy in this direction, as well as the myths and illusions surrounding the crypto currency. There is direct connection between the levels of readiness of people to invest their money in crypto currency and the level of innovation of the state economy.

Alqarbyouti, Omar & Siyam, Nur& Alkashri, Zainab& Shaalan, Khaled (2020) Studied Crypto currency is decentralized digital currency stored in an online form that does not fall under governments and banks control. The study focuses at understanding user's knowledge and their motivation on using crypto currency using structured interviews. Data was collected through in-person interviews with three participants. The analysis of the interviews indicated that most participants have good understanding of crypto currency. Most of them were able to explain technical aspects such as mining and market cap. The benefits of crypto currency are decentralization, security, anonymity, ease of use, and low fees. The perceived disadvantages were crypto currency not being recognized everywhere. Although the number of participants was small, this research can be considered as a pilot study for future research aims to understand the behavior of crypto currency user.

Sabarwal, Ishita (2022) this research examine the attitude youth towards the futuristic form of currency, crypto currency. This research paper uses primary and secondary methods of research. Firstly, it talks about crypto currency in general, its advantages and disadvantages and the factors affecting the prices of crypto currency. A survey consisting of 100 participants from the ages 18-30 was conducted. The responses were interpreted and observed that most of the participants lacked knowledge of crypto currency but willing to learn more about it and possibly to invest in crypto assets in the future.

Zahra Ahmed Sheikh (2022), This study was conducted to see the financial viability of crypto currencies in Pakistan published in The Journal of Social Science (TJSS) This paper aims to study different internal and external factors that affect crypto currencies' prices. A sample of four digital coins with largest market capitalization has been selected. Daily price data from the years 2015 to 2020 of Bit coin with other

altcoins such as Ethereum, Ripple and Lite coin has been taken. Internal factors consist of demand and supply variables and also the attractiveness associated with its increasing hype. Other factors include KSE-100 Index (Karachi Stock Exchange), USD-PKR (Dollar to Pakistani Rupee) exchange rate and oil prices from PSO (Pakistan State Oil). ARDL analysis has been done to study the effect of these factors on the prices of crypto coins. This is a quantitative research in which they have used secondary data for quantitative analysis. The model of this study has one dependent and three independent variables.

Dependent variable is the price of four different crypto currencies denominated in Pakistani Rupee. Independent variables include crypto supply and demand, attractiveness and macroeconomic indicators. From their analysis they have conclude that Ethereum and Ripple coin's price movement is mainly and significantly driven by their circulating supply. Ethereum is gaining attention after Bit coin. Exchange rates also affect Ethereum prices in Pakistan. Whereas, Bit coin analysis became insignificant in all the cases of long run. This is because Bit coin has a fixed supply of coins to be mined and it has almost reached its full capacity. Also concludes that crypto coins do not go through the main financial system of Pakistan except for Ripple which has been used by banks and financial institutions to facilitate their transactions.

Wolfgang, Campbell, Raphael (2019) published in International Research Training Group 1792 IRTG discussion paper 2018-44. It is a kind of explanatory research. The main purpose of this research was to understand the crypto currencies. It provide some insights into the mechanics of crypto currencies, describing summary statistics and focusing on potential future research avenues in financial economics. The research focus on the areas of network design, sentiment, and valuation; monetary systems and financial development; institutions; adoption, price discovery and high-frequency data; index construction; portfolio diversification; bubbles; alternative methods to raise capital; and the role of energy in consensus mechanisms. Aim of this paper is to provide a high level understanding of the block chain technology behind the crypto currencies. They want to emphasize that there are many different classes of crypto currencies too often crypto currency is summarized as bit coin. Crypto currencies vary, however, and can be tokens representing shares of traditional assets, provide direct utility such as computational power, and even represent a fiat currency.

This study is conducted in 2019 by Fran casino, Thomas k. Dasaklis, constantinospatsak. This work provides a systematic literature review of how block chain-based applications works and how the block chain-based applications across multiple domains. This concept was given by Satoshi Nakamoto in (2008). Block chain works through multiple step process like an authorized participant inputs a transaction which must be authenticated by the technology. That action creates a block that represents a specific transaction. That block is sent to every computer node in the network.

When the concept was given by Satoshi Nakamoto the unknown person/group the problem behind this concept was that how the block chain-based applications works and how the transaction take place in it. To solve this problem of maintaining the order of transactions and to avoid the double-spending problem (Nakamoto, 2008).

Bit coin order these transactions and group them in a constrained size structure name blocks sharing the same timestamp. The nodes of the block chain network which are also known as miners are responsible for linking the blocks to each other in chronological order with every block containing the hash of the previous block to create a block chain (Crosby et al, 2016). The inherent characteristics of block chain architecture and design provide properties like transparency, audit ability and security (Greenspan, 2015a; Christidis and Devetsikiotis, 2016). The number of crypto currencies illustrates block chain importance that how transparent and safer transactions take place in it. Around 1900 cryptocurrencies are floating or trading in it and growing (Coin MarketCap, 2017).

In 2012 study is conducted by OluebubeNwosu. Find out the understanding the interactions among crypto currencies adoption, financial inclusion and income growth opportunities among Nigerian youth's. This study was conducted in Nigeria. They used the non-probability of sampling and convenient technique. Through this technique they can easily find out that how many people of Nigeria is involved in crypto currency. A total sample size of this study is 150 but actually the respondent are 157. According to the survey this study showed that major of portion of young people are engaged in crypto currency. The users of crypto currency give many benefits of usage of crypto currency. According to the users the crypto currency is start with very low cost. And through crypto currency transaction is done very easily between the people. And in this study most of the people give importance to use crypto currency for different financial transactions. And most of people using crypto currency for financial transactions like in investment is 47% and in savings 37.6% in remittance 13.9%, borrow loan 1.5%. This study conclude that most of people give preference to use crypto currency for different financial transactions.

## **Methodology**

### **Participant's Population Sample**

Data was collected from the youth of Quetta with 12 participants of both genders' woman and men. Aged between 18 to 26 years.

Data was collected through non probability sampling and convenient technique from the youth of Quetta.

### **Material and Equipment**

#### **Data Collection Equipment**

Data was collected directly from the participants by conducting face to face interview from the participants.

#### **Data Collection Material**

Mobile phone recorder is used for data collection. Data was collected from the participants by the help of face to face interview and we used mobile phone device for recording purpose of their interviews.

### **Procedure and Analysis**

The data was collected from the youth of Quetta. We take student of Baluchistan University of information technology and sciences student as a sample size. And age of our study responded are between 18to26. And we conducted face to face interviews and used mobile recorder as an equipment to record the interviews. There are total 12 responded in which 11 male and 10 female. After conducting the interviews we analyze from the collecting data the knowledge and engagement of crypto currency is very less among the youth of Quetta. And we analyze from the data that the reason behind lack of knowledge and engagement of crypto currency. That there is very much high misconception regarding the crypto currency like people think crypto currency is totally Fraud investment. And there is no benefits to invest this currency. And from the data we also analyze that the interest of youth towards the technology advancement in Quetta is very less.

The youth of Quetta don't have interest to invest in crypto currency because according to participants opinion that this currency is currently banned in Pakistan so there is no benefits to invest in this currency. And from our study we also concluded that the financial literacy is major reason for lack of knowledge and engagement of crypto currency among the youth. Financial literacy is very important thing for the any economy. But unfortunately due to insufficient resources of technological advancement the youth of Quetta don't have excess towards the technology. And due to lack of financial literacy they don't know what are the advantages or disadvantages of the technology. After collecting data from the youth, we also analyze that the behavior of youth is risk averse due to the fear of loss they don't want to take risk because according to their mindset the cryptocurrency totally involved risk and they don't want to take any risk. The risk averse factor also having a huge impact on their knowledge and also due to their risk averse behavior they don't want to engaged with cryptocurrency. During data analysis we concluded that this major four reasons decrease the knowledge and engagement of crypto currency among the youth of Quetta.

### **Theme**

Misconception

Interest

Financial literacy

Risk averse

### **Misconception**

Misconception is basically A mistaken believe on wrong idea. Youth of Quetta having so many misconceptions regarding crypto currency technology. The actually think that the crypto currency is only loss. According to their opinion crypto currency is a

fraud so their misconception have a huge impact on their knowledge and engagement towards the crypto currency technology.

### **Interest**

The word interest means to get idea or knowledge about something. The interest of youth of Quetta towards the technology is very low. Because according to their perception the crypto currency is banned by the government of Pakistan and this currency is currently not allowed in Pakistan and it involves a lot of risk which decrease the interest of people towards this technology. Due to low interest youth of Quetta having not sufficient knowledge about crypto currency how it's work. And also due to lack of interest they also don't want to engage with that currency as well.

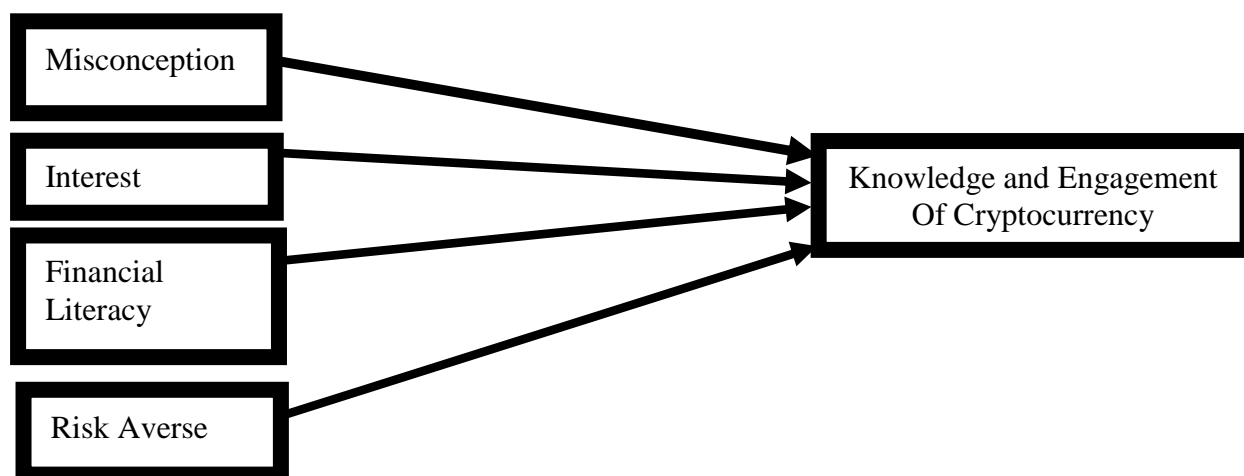
### **Financial Literacy**

Financial literacy is also called financial education. The financial literacy is the ability to understand effective part of finance. Like financial budgeting, saving, and investing. The ratio of financial literacy is very low among the youth of Quetta. The reason behind insufficient financial literacy is lack of technological resources in Baluchistan. Insufficient technological resources is the major reason due to which youths can't get excess of technology. Technological advancement is very low in Quetta. Due to low financial education among the youth, they don't have enough knowledge about the crypto currency technology and their engagement towards this also very low due to lack of financial literacy.

### **Risk Averse**

Risk averse people do not like taking risk. They mostly invest in save activities to minimize their risk. Risk averse people mostly want to get maximum returns on minimum risk. After collecting data from the youth we analyze from the data the nature of youth is risk averse they don't want to take risk and according to their mentality the cryptocurrency is very risky investment due to which they don't want to engage with cryptocurrency.

### **Framework**





**Proposition*****Misconception and Knowledge***

The relationship between misconception and knowledge is negative. If people having greater misconception about cryptocurrency, they have lack of knowledge about cryptocurrency.

***Misconception and Engagement***

The relationship between misconception and engagement negative. Because people having greater misconception about cryptocurrency due to which very few people engaged with that currency.

***Interest and Knowledge***

The relationship between interest and knowledge is positive. If people showing their more interest toward cryptocurrency, they also want to improve their knowledge regarding cryptocurrency. But youth of Quetta interest is very less towards cryptocurrency and so that's why they don't have enough knowledge about cryptocurrency.

***Interest and Engagement***

The relationship between interest and engagement is positive. As the youth having less interest in cryptocurrency they also don't want to engage with cryptocurrency.

***Financial Literacy and Knowledge***

The relationship between financial literacy and knowledge is positive. If the financial rate of literacy is more among the people, then they have adequate knowledge about cryptocurrency. But in the youth of Quetta financial literacy is very low. Due to which they don't have enough knowledge.

***Financial Literacy and Engagement***

The relationship between financial literacy and engagement is positive. It's very clear that the financial literacy rate is very much low among the youth of Quetta so Their engagement with cryptocurrency is also very low.

***Risk Averse and Knowledge***

The relationship between risk averse people and knowledge is negative. The youth of Quetta is risk averse due to the fear of loss so they don't want to invest in those activity which having less return or more risk. The relationship considers negative because greater the risk averse people they don't have enough knowledge about cryptocurrency.

***Risk Averse and Engagement***

The relationship between risk averse people and engagement is negative. The more the ratio of risk averse people the fewer engagement of people with cryptocurrency.

**Discussion****Conclusion**

The study concludes that knowledge and engagement is very low among the youth of Quetta. Data disclose that youth having very much misconceptions regarding the cryptocurrency as well the data also showed that the youth of Quetta is risk averse,

they don't want to take the risk. They mostly want to invest in save investment for the sake to earn maximum returns. This study also concludes that the interest of youth towards the cryptocurrency is very much low. We analyze from this data the reason behind lack of knowledge and engagement of very fewer youth with cryptocurrency because the rate of financial literacy among the youth of Quetta is very low.

### Research Limitations

Our study limitations are that we only focusing the one city of Pakistan Quetta to see the knowledge and engagement of cryptocurrency among the youth of Quetta.

### Recommendations

We want that in future our research shall be conducted further in descriptive manner. Because before that no studies were conducted to see the knowledge and engagement of cryptocurrency. Because as the time passes the world is now becoming very advanced in technology. And there is urge of development of technology in Quetta. So, we wanted to recommend that to give the knowledge about the cryptocurrency to youth by organizing different seminar about technology advancement like cryptocurrency etc. We also wanted to recommend that if this research shall be preceded more in future it may help the new researcher that there sort of Studies should be conducted in over all Baluchistan that how much knowledge they have regarding the concept of cryptocurrency. In our study we have captured only the youth of Quetta city. We wanted to suggest the new researcher to capture the whole province of Baluchistan to see the knowledge and how much the people are engaged with cryptocurrency. In future further studies should be carry out with large sample size to generalized the results.

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## **Appendix 1**

### **Research Question's**

Q1: Do you have any technological background about cryptocurrency?

Q2: How do you classify your knowledge about cryptocurrency?

Q3: Have you ever participated in any cryptocurrency activities?

Q4: Do you own cryptocurrency?

Q5: Are you currently invested in any cryptocurrency?

Q6: How familiar are you with cryptocurrency like bit coin and Block chain?

Q7: I recognize that cryptocurrency can be used as a medium of exchange. Share your opinion?

## **Appendix 2**

### **Interviews Conducted**

#### **Interview no 1**

Name: Syeda Bisma Shah

Class: BS English

Age: 22

Uni: Sardar Bahadur Khan woman university.

Question no 1: do you have any technological background of how to use cryptocurrency?

I don't have enough knowledge about cryptocurrency And I don't have that kind of technological background about the cryptocurrency .

Question no 2: how do you classify your knowledge about cryptocurrency ?

I just have little bit awareness about that technology. Like cryptocurrency is digital currency and this currency is firstly time introduced in 2009. And this currency is basically banned in Pakistan because cryptocurrency is decentralized Money .

Question no 3 have you ever participated in any cryptocurrency activities . If yes then name them.?

I already told you that I don't have enough knowledge regarding that currency how it is basically works . So I never participated in that currency activities.

Question no 4: do you own cryptocurrency?

Currently I have not owe this currency

Question no 5: are you currently invested in any cryptocurrency

No I am not currently invested in any digital currency .

Question no 6: how familiar are you with cryptocurrency like bit coin and Block chain?

I am not much aware about that currency I only know that bit coin is a currency in which people invested for trading purpose and I don't have any idea about Block chain .

Question no 7: I recognize that cryptocurrency can be used as a medium of exchange. Share you opinion?

Yes I do agree as technology get advanced with passage of time cryptocurrency in future use as a medium of exchange.

Thank you for your time

**Interview no 2**

Name: Syed Farzand Ali

Class: MBA

Age: 24

Uni: Baluchistan university of information technology and management science

Question no1: do you have any technological background of how to use cryptocurrency?

I have never tried it in my life. I don't have much knowledge about that currency . But I only know that the cryptocurrency is e money

Question no 2: how do you classify your knowledge about cryptocurrency ?

According to my knowledge cryptocurrency is digital currency and this is firstly time introduced by Satoshi nakamoto in 2009.

Question no 3: have you ever participated in cryptocurrency activities. If yes then name them?

Yeah once I have purchased BTC share and I have also invested in bit coin .

Question no 4: do you own cryptocurrency?

As I have told you earlier that I have previously invested in BTC..

Question no5: are you currently invested in any cryptocurrency?

No I don't have any investment in cryptocurrency currently.

Question no 6: how familiar are you with cryptocurrency like Bitcoin and Block chain?

I don't have enough knowledge about Bitcoin or Block chain. Just only know about that you only purchased the wallet. And keep the coins in that wallet

Question no 7: I recognize that cryptocurrency can be used as a medium of exchange. Share your opinion.

You are right as the technology becoming advanced the cryptocurrency shall be used as a medium of exchange.

Thank you sir for your time.

**Interview no 3**

Name: Asadullah

Class: BS Economics

Age: 23

University: Baluchistan university of information technology and management science

Question no 1: do you have any technological background of how to use cryptocurrency?

I mostly used laptop and mobile phonefor cryptocurrency technology. My prior knowledge about cryptocurrency is between the year 2018 to 2019.

Question no 2: How do you classify your knowledge about cryptocurrency?

I have a bit of knowledge about cryptocurrency. Due to my little bit interest in in cryptocurrency I have researched on that currency. Since from the one and half I have been participated in that currency.



Question no 3: have you ever participated in any cryptocurrency activities. If yes then name them?

As I have been told you that I have participated in cryptocurrency since from one and half year ago. Like Ethereum dot coin.

Question no 4: do you own cryptocurrency?

Yes I am owned cryptocurrency.

Question no 5: are you currently invested in any cryptocurrency?

I have invested in different cryptocurrency coins.

Question no 6: how familiar are you with cryptocurrency like bit coin and Block chain?

No I don't have enough knowledge about Block chain that how it's work . But the bit coin is a currency and digital currency which is used for a trading purpose.

Question no 7: I recognize that cryptocurrency can be used as a medium of exchange. Share your opinion

I do agree with your opinion . Because as the technology is becoming advanced people are trying to replace fiat money into digital money. And most of the countries are using cryptocurrency for the transaction like dubai and Germany.

Thank you sir

#### **Interview no 4**

Name: Kaleem

Class: MBA

Age: 24

University: Baluchistan university of information technology and management science

Question no 1. Do you have any technological background about the cryptocurrency.

Basically cryptocurrency is a digital currency currently cryptocurrency is using for plenty of transactions.

Question no 2: how do you classify your knowledge about cryptocurrency?

This currency is basically introduced in 200 by Satoshi Nakamoto . And cryptocurrency is digital currency it is not present in physical form.

Question no 3: have you ever participated in in any cryptocurrency activities. If yes then name them?

Yes I have invested in cryptocurrency like first coin and Bitcoin.

Question no 4: do you own cryptocurrency?

Yes I own different type of cryptocurrency.

Question no 5: are you currently invested in any cryptocurrency?

Since it's been one year I have invested In cryptocurrency .

Question no 6: how familiar are you with cryptocurrency like bit coin and Block chain technology?

Block chain is basically a wallet. This is secure and we keep the currency in the wallet and it is very much secure

Question no 7: I recognize that cryptocurrency can be used as a medium of exchange. Share your opinion?

As the marketing is getting digitalized people are trying to investing in this currency . In coming era paper currency shall be replaced by cryptocurrency.

Thank you so much

**Interview no 5**

Name: Shabeer Ahmed

Class: MBA

Age: 25

University: Baluchistan university of information technology and management science

Question no 1: do you have any technological background about the cryptocurrency?

I don't too much knowledge about cryptocurrency . Only know that is used instead of cash.

Question no 2: how do you classify your knowledge about cryptocurrency?

Basically cryptocurrency is digital currency.

Question no 3: have you ever participated in cryptocurrency activities. If yes then name them?

I don't have any knowledge about cryptocurrency. So that I have not participated in cryptocurrency.

Question no 4: do you own cryptocurrency?

No I have not own any cryptocurrency.

Question no 5: are you currently invested in any cryptocurrency?

No currently I have not invested in cryptocurrency.

Question no 6: how familiar are you with cryptocurrency like bit coin and Block chain?

I don't have any knowledge about Block chain. But I only know that bit coin is a currency which is used for a trading purpose.

Question no 7: I recognize that cryptocurrency can be used as a medium of exchange. Share your opinion.

Yes I do agree with you opinion because I coming era paper currency shall be replaced by digital currency.

Thank you sir

**Interview no 6**

Name: Mahmood

Class: MBA

Age: 26

University: Baluchistan university of information technology and management science

Question no 1: do you have any technological background about cryptocurrency?

I don't know much about that currency . Only know about that it is firstly introduced in 1985. And cryptocurrency is digital currency .

Question no 2: how do you classify your knowledge about cryptocurrency?

Basically cryptocurrency is risky investment . because prices of cryptocurrency is not stable they are fluctuating with time . And this is digital currency.

Question no 3: have you ever participated in cryptocurrency activities. If yes then name them.

I have not currently participated in cryptocurrency.

Question no 4: do you own cryptocurrency?

No I don't have own any cryptocurrency.

Question no 5: are you currently invested in any cryptocurrency?

Currently I don't have any investment in cryptocurrency . But I intend to invest in the near future.

Question no 6: how familiar are you with cryptocurrency like bit coin and Block chain?

I don't have any knowledge about Block chain. But the Bitcoin is firstly time introduced in 2009 . And bit coin is digital currency .

Question no 7: I recognize that cryptocurrency can be used as a medium of exchange. Share your opinion?

As the market is becoming digitalized the paper currency shall be replaced by digital currency.

Thank you

#### **Interview no 7**

Name: Inayat

Class: BSBA

Age: 24

Q: Do you have any technology background of how to use cryptocurrency?

I do not have enough knowledge about cryptocurrency

Q: How do you classify your knowledge about cryptocurrency?

I do not know about cryptocurrency very much because I have never invested in it.

Q: Have you ever participated in cryptocurrency activity?

No I do never participate in cryptocurrency.

Q: Do you own cryptocurrency?

No I never own cryptocurrency.

Q: Are you currently invested in cryptocurrency?

No I never invested in it.

Q: How familiar are you with cryptocurrency like Bitcoin and blockchain?

Cryptocurrency is a digital currency in which people invest to gain profit.

Q: I recognize that the cryptocurrency used as the medium of exchange?

Yes in future as the technology will advance cryptocurrency will use as the medium of exchange.

#### **Interview no 8**

Name: Musawir

Class: BSBA

Age: 24

Q: Do you have any technology background of how to use cryptocurrency?

I do not have any background of cryptocurrency.

Q: How do you classify your knowledge about cryptocurrency?

It is a digital currency and I have no further knowledge about it.

Q: Have you ever participated in cryptocurrency activities?

No I never participate.

Q: Do you own cryptocurrency?

No I do not own cryptocurrency. The main believe among the people about cryptocurrency is that it is too costly and the chances after investing in it that they will suffer great loss.

Q: Are you currently invested in cryptocurrency?

No I never.

Q: How familiar are you with cryptocurrency like Bitcoin and blockchain?

Yes I know about Bitcoin and the cryptocurrency work through blockchain technology.

Q: I recognize that cryptocurrency used as the medium of exchange?

Yes in future the cryptocurrency used as the medium of exchange.

#### **Interview no 9**

Name: Muhammed Sibtain

Class: MBA 3.5

Age: 24

Q: Do you have any technology background of how to use cryptocurrency?

It is a digital currency and further I have no knowledge about it.

Q: How do you classify your knowledge about cryptocurrency?

Cryptocurrency is a digital currency and it is not legally formulate in Pakistan.

Q: Have you ever participated in cryptocurrency activities?

No I never

Q: Do you own cryptocurrency?

No I do not

Q: Are you currently invested in cryptocurrency?

Not yet

Q: How familiar are you with Bitcoin and blockchain technology?

No I do not know about it.

Q: I recognize that cryptocurrency used as the medium of exchange?

Yes because of the technological advancement the cryptocurrency will used as the medium of exchange in future.

#### **Interview no 10**

Name: Muhammed Danish

Class: MBA 3.5

Age: 24

Q: Do you have any technology background of how to use cryptocurrency?

It is q digital currency and it can not be touched and in cryptocurrency thousands of currencies are trading in which you invest and gain profit as well as loss.

Q: How do you classify your knowledge about cryptocurrency?

It is a digital currency in which people can invest.

Q: Have you ever participated in cryptocurrency activities?

Yes I participate in it.

Q: Do you own cryptocurrency?

Yes I own

Q: Are you currently invested in cryptocurrency?

Yes I invested in it.

Q: How familiar are you with Bitcoin and blockchain technology?

Yes I am familiar with Bitcoin and blockchain technology.

Q: I recognize that cryptocurrency used as the medium of exchange?

Yes in future the cryptocurrency used as the medium of exchange.

### **Interview no 11**

Name: Tahir Mehmood

Class: MBA 3.5

Age: 24

Q: Do you have any technology background of how to use cryptocurrency?

Yes I have the technology background of how to use.

Q: How do you classify your knowledge about cryptocurrency?

Yes I have enough knowledge about cryptocurrency.

Q: Have you ever participated in cryptocurrency activities?

Yes I have participated in cryptocurrency because of higher rate of return and if you have trading skills and you are trading in it then you have no need to do 9 to 5 job.

Q: Do you own cryptocurrency?

Yes I invested in it.

Q: Are you currently invested in cryptocurrency?

Yes I currently invested in it.

Q: How familiar are you with Bitcoin and blockchain technology?

Blockchain technology come in to the existence in 2013 and I am familiar with it.

Q: I recognize that cryptocurrency will use as a medium of exchange?

Yes cryptocurrency will use as the medium of exchange in future times.

THANK YOU.