Research Article

Stablecoins for Transferring Value in the Cryptocurrency Market

Peerapat Wattanasin, Tanpat Kraiwanit*, and Pongsakorn Limna

Faculty of Economics, Rangsit University, Pathum Thani, Thailand

ORCID
Peerapat Wattanasin: https://orcid.org/0000-0002-1655-541X
Tanpat Kraiwanit: https://orcid.org/0000-0002-5130-6427
Pongsakorn Limna: https://orcid.org/0000-0002-7448-5261

Abstract.
Stablecoins have gained prominence as an effective means to mitigate the inherent volatility in the cryptocurrency markets by providing a stable and reliable medium for value preservation and transfer. This research paper investigates the attributes that render stablecoins a preferable vehicle for value retention and transaction within these markets. By employing a quantitative methodology, this study collected data through surveys, with a sample size of 714 individuals chosen via purposive sampling techniques. To analyze the data, both descriptive and inferential statistical methods were applied. The demographic profiles of the sample were summarized using descriptive statistics such as frequencies and percentages. For examining the relationships between demographic factors (such as gender, age, education, income, and place of residence) and the perceived efficacy of stablecoins, inferential techniques including Chi-square tests and logistic regression were utilized. The logistic regression analysis specifically assessed how these variables influenced the likelihood of participants favoring stablecoins for financial transactions. The results indicate that the preference for stablecoins as a means of holding or transferring value within the cryptocurrency domain in Thailand varies significantly across different demographic groups, specifically influenced by factors such as gender, education, income, and place of residence. These outcomes provide insightful implications concerning the demographic influences on the adoption and utilization of stablecoins in financial activities.

Keywords: stablecoin, holding, transferring, value, cryptocurrency market

Corresponding Author: Tanpat Kraiwanit; email: tanpat.k@rsu.ac.th

Published: 15 October 2024

Publishing services provided by Knowledge E

Selection and Peer-review under the responsibility of the 8th ICOS: Sustainable Economics Conference Committee.

1. Introduction

Stablecoins represent a category of digital currency engineered to retain a constant value in relation to a specified currency, commodity, or financial benchmark. Their core objective is to provide a stability-focused alternative to the notably volatile cryptocurrencies such as Bitcoin (BTC), whose significant price fluctuations render them impractical for daily transactions [1]. These currencies maintain their value by anchoring themselves to diverse assets, predominantly the U.S. dollar, though they may also be

pegged to other fiat currencies or physical commodities like gold [2]. As a result of their perceived stability and reliability, stablecoins have attracted considerable interest within the cryptocurrency arena, positioning them as a viable option for both value storage and transfer [3]. By mid-2022, stablecoins had risen to prominence, representing two of the top four cryptocurrencies by market capitalization. Notably, Tether USD (USDT) emerged as the preeminent stablecoin, achieving the highest average daily trading volumes, even exceeding those of Bitcoin. Their significant market presence and influence have thus made stablecoins a focal point of scholarly interest across various disciplines [2].

The proliferation of stablecoins can be attributed to several key factors that enhance their attractiveness for storing or transferring value in the inherently volatile and uncertain cryptocurrency market. A primary factor contributing to the appeal of stablecoins is their inherent stability. These digital currencies are typically anchored to a specific asset or currency, such as the US dollar, and are engineered to maintain a stable value relative to this anchor. Such stability renders stablecoins a more predictable and less risky investment, especially within the tumultuous cryptocurrency landscape [3,4]. Beyond stability, stablecoins offer additional advantages that bolster their utility for value storage and transfer. These include ease of use, as stablecoins can be readily exchanged and utilized in transactions similarly to other cryptocurrencies. They are also widely accessible, available for purchase and trade across an extensive array of exchanges and platforms [5,6]. Furthermore, stablecoins frequently fall under regulatory scrutiny, which provides an extra layer of security and trust for investors. This regulatory oversight aids in safeguarding the integrity and stability of stablecoins, thereby enhancing their reliability as a medium for storing or transferring value [3].

Extensive research has been conducted on stablecoins, with studies examining various aspects of their role and impact within the cryptocurrency market. Notably, Barucci, Moncayo, and Marazzina analyzed intraday patterns in crypto asset markets, encompassing both cryptocurrencies and stablecoins [7]. Sood et al. delved into the risks associated with the widespread adoption of artificial intelligence-driven stablecoins, identifying and prioritizing potential issues [8]. Despite these contributions, there remains a paucity of focused research on the factors that position stablecoins as a preferred medium for storing and transferring value, particularly within the Thai cryptocurrency market. Thailand has recently established itself as a key player in the global cryptocurrency arena, as highlighted by Boonkunapong and Kraiwanit [9] and the Statista Research Department [10]. The country has experienced a surge in the adoption

and utilization of cryptocurrencies, with an increasing number of individuals and businesses participating in these transactions. Moreover, Thailand has adopted a forward-thinking approach towards blockchain technology and cryptocurrencies, creating a regulatory framework aimed at fostering innovation and ensuring investor protection in this sector. This regulatory climate has been conducive to attracting various cryptocurrency exchanges and businesses to initiate operations within the country. Given this backdrop, it is imperative to investigate the specific factors that contribute to the efficacy of stablecoins as an ideal tool for value storage and transfer in Thailand's cryptocurrency market. This study aims to fill this gap by exploring these factors, providing insights into the unique challenges and opportunities presented by stablecoins in this evolving market context. Through an examination tailored to the specificities of Thailand, the research seeks to enhance understanding of how stablecoins can serve as an effective and secure mechanism within the broader framework of digital finance.

The composition of this paper is systematically organized into six principal sections. The initial section serves as an introduction to the study, setting the stage for the research inquiry. Subsequently, the second section provides a comprehensive review of the pertinent literature, contextualizing the research within existing scholarly works. The third section delineates the methodology employed in conducting the research, detailing the approaches and procedures utilized. The fourth section presents the results obtained from the analysis. The fifth section engages in a discussion of the study's findings. The final, sixth section concludes the research, offering recommendations for practical applications and identifying limitations. This section also suggests avenues for future research, providing perspectives that may enhance understanding and further exploration in the field.

2. Literature Review

Stablecoins have emerged as a viable solution to the price volatility issues associated with cryptocurrencies like Bitcoin. Unlike traditional cryptocurrencies, stablecoins are pegged to less volatile assets or currencies, making them more suitable as a medium of exchange. The significance of stablecoins extends beyond the cryptocurrency market, as evidenced by the introduction of initiatives such as Facebook's Diem, China's central bank digital currency (CBDC) project, and J.P. Morgan's JPM Coin. This increased

attention has contributed to a substantial rise in the estimated market value of stablecoins, experiencing a growth of nearly 300% between January and September 2020. The issuance of stablecoins occurs irregularly and can be tracked on the respective blockchains, offering an opportunity to analyse market behaviour before and after these events [11]. According to Bains et al. [12], the stability of stablecoins is a crucial characteristic that makes them an appealing option for investors. Stablecoins offer the advantage of preserving value without being subjected to significant price fluctuations. Similar to other cryptocurrencies, stablecoins are designed to be easily exchanged and used for transactions. They are readily available and can be purchased and traded on various exchanges and platforms. Additionally, regulatory oversight is often applied to stablecoins, providing investors with an extra layer of security and confidence [3,13–15].

In recent research, the dynamics between Tether issuances and Bitcoin valuations have been scrutinized. Wei explored the impact of cryptocurrency issuances on subsequent cryptocurrency returns, focusing on Tether, a widely recognized stablecoin [16]. The study proposed that issuing new Tether coins could be analogized to a form of monetary expansion within the cryptocurrency markets, potentially inflating Bitcoin prices. Contrary to investor expectations, the study's findings revealed that Tether issuances did not significantly influence subsequent Bitcoin returns. Instead, the issuance of Tether was correlated with changes in trading volumes, particularly noting an increase in Tether trading activity following declines in Bitcoin returns. This observation contradicts the commonly held view that Tether issuances directly impact Bitcoin prices, suggesting a more nuanced relationship between stablecoin issuances and cryptocurrency market dynamics. This finding invites further investigation into the specific mechanisms through which Tether impacts the broader cryptocurrency market, beyond mere price effects.

According to Foster et al. [17] and Pelagidis and Kostika [18], unconventional monetary policies, such as quantitative easing (QE), have exerted considerable influence on financial markets. These policies, designed to spur business investments, have led to historically low or even negative interest rates. Yet, the rise and increasing acceptance of cryptocurrencies pose new challenges for central banks in mitigating the unprecedented effects of the pandemic. Cryptocurrencies threaten the central banks' exclusive role in currency issuance, potentially paving the way for a cashless society where traditional access to risk-free central bank money could diminish for businesses, households, and financial markets. Furthermore, the development of Decentralized

Finance (DeFi) suggests a significant shift towards a system that is both permissionless and autonomous, fundamentally altering the traditional financial ecosystem. Pelagidis and Kostika detail the growing prevalence of digital payments within the euro area, the expansion of cryptocurrency trading, and the European Central Bank's (ECB) plans to launch a central bank digital currency (CBDC) [18]. These developments underscore the rising popularity of digital payments and cryptocurrencies as pivotal factors driving the potential introduction of a digital euro, with profound implications for financial markets and business models. The intersection of these elements underscores the imperative for central banks to adeptly manage the evolving landscape of digital currencies. The potential to fundamentally reshape the financial system and affect diverse stakeholders is substantial. In this regard, the exploration of CBDCs and digital payment solutions becomes critical for central banks striving to adapt to the transformative dynamics of the financial marketplace.

In the research conducted by Ghabri et al., the dynamics of returns transmission among West Texas Intermediate (WTI), Brent crude oils, major cryptocurrencies, and stablecoins were scrutinized using daily data spanning from July 2019 to July 2020 [19]. The study utilized effective transfer entropy, a non-parametric measure, to investigate causal relationships and information spillovers, with a particular emphasis on the influence of the COVID-19 pandemic. The results of the analysis indicated that the directional causal relationships and the characteristics of information spillovers shifted subsequent to the onset of the pandemic. More specifically, the study found that the prices of WTI and Brent were pivotal in influencing the prices of Bitcoin and Bitcoin Cash. In contrast, Bitcoin futures and certain stablecoins, such as TrueUSD and USD Coin, were determinants of the prices for WTI and Brent. Notably, the stablecoin Tether was identified as a significant influencer of Brent prices post-pandemic, while it continued to be influenced by WTI prices. Ethereum and USD Coin were observed to consistently lead the prices of Brent. Furthermore, Ethereum, Litecoin, and Ripple were highlighted as continuing to play a significant role in shaping WTI prices during this period. These findings regarding the altered directions of causality and the nature of spillover effects after the COVID-19 crisis offer profound insights for practitioners, investors, and policymakers. They illuminate the evolving interconnections and network correlations between the energy, cryptocurrency, and stablecoin markets in the context of a global crisis.

3. Methodology

3.1. Research design

A quantitative methodology was employed as the research strategy for this study. Quantitative data were collected using questionnaires, which were constructed from established, validated research sources. To enhance the reliability and validity of the instrument, the questionnaire underwent a pre-testing phase with 30 respondents, in alignment with the practices recommended by Jangjarat et al. [20] and Thetlek et al. [21]. The study was structured around a cross-sectional research design, facilitating the collection of data from a selected sample of participants at a singular point in time. This design framework enabled the examination of various demographic characteristics and factors that may influence the specific outcome of interest. This methodological approach allows for a systematic analysis of the data to identify patterns and relationships within the study's parameters.

3.2. Sample selection

The participant selection for this study was conducted using a purposive sampling technique. This method involved the deliberate choice of individuals who fit specific criteria pertinent to the research objectives. The criteria required all respondents to be Thai nationals and aged 18 or older, ensuring that the sample was representative of the adult population engaged in the cryptocurrency market within Thailand. The study ultimately included 714 participants who expressed their willingness to engage in the research. This approach allowed the researchers to focus on a subset of the population that provided relevant and insightful data for examining the factors influencing the adoption and use of stablecoins in Thailand.

3.3. Data collection

The data collection process for this study was executed through the administration of structured questionnaires to the participants. These questionnaires were meticulously designed not only to collect comprehensive information on the demographic characteristics of the participants but also to explore their attention to specific factors relevant to the study's aims. The structured nature of the questionnaires allowed for

consistent and systematic gathering of data across all respondents, facilitating an organized analysis of how various demographic and factor-focused elements influence perceptions and behaviors regarding stablecoins in the Thai cryptocurrency market. This method ensured a high level of reliability and comparability of the data collected.

3.4. Variable measurement

In this study, the variables of interest encompassed demographic and psychographic elements specifically relevant to the adoption and utilization of stablecoins. These variables included gender, age, education, income, place of residence, and a distinct focus on certain factors impacting stablecoin usage. Gender was assessed through categorical responses, allowing participants to identify as either male or female. Age was segmented into four categories for a detailed generational analysis: less than 20 years old, 20-30 years old, 31-40 years old, and over 40 years old. Education levels were categorized to reflect the highest degree obtained: less than high school, high school graduate, bachelor's degree, and master's degree or higher. Income was evaluated using predefined ranges to understand economic influences: less than 10,000 baht, 10,001-15,000 baht, 15,001-20,000 baht, and over 20,000 baht. Place of residence differentiated between participants living in Bangkok and those residing outside of Bangkok, to examine urban versus rural dynamics. The focus on factors variable gauged whether participants specifically considered certain factors when dealing with stablecoins, using a simple binary response (yes or no). These variables were carefully chosen to explore how demographic and psychographic profiles influence perceptions and behaviors towards stablecoins in the Thai cryptocurrency market.

3.5. Data analysis

The analysis of the collected data was carried out using both descriptive and inferential statistical techniques. Descriptive statistics, specifically frequencies and percentages, served to encapsulate the demographic attributes of the participants, providing a clear overview of the sample composition. For inferential analysis, methodologies such as chi-square tests and logistic regression were utilized. Chi-square tests were applied to determine if there were significant associations between categorical variables. Logistic regression, a more robust analysis technique, was implemented to probe the relationships between the predictor variables (gender, age, education, income, place of

residence, and focus on factors) and the outcome variable. This process began with the establishment of a baseline model, incorporating only the constant term to set a reference point for subsequent analyses. Further models were then developed by sequentially adding predictor variables to assess their individual contributions to the prediction of the outcome variable. This stepwise approach allowed for the evaluation of each variable's impact and the incremental predictive value they provided to the model. The efficacy and appropriateness of the logistic regression models were appraised using various statistical measures, including classification tables. These metrics facilitated the assessment of the model fit, overall predictive accuracy, and the percentage of correct classifications made by the model. This comprehensive analytical approach enabled a nuanced understanding of the factors influencing the adoption and use of stablecoins among the Thai population.

4. Results

The demographic and psychographic profile of the 714 participants in the study is detailed in Table 1, revealing insights into the composition and characteristics of the sample. The gender distribution was predominantly male at 60.2%, with females constituting 39.8% of the participants. Age distribution highlights a significant concentration in the younger demographics, with 43.0% of respondents aged between 20 and 30 years, and 37.5% under 20 years old, indicating a youthful participant base. Educational attainment among participants varied, with a majority holding a bachelor's degree (51.9%). Notably, a smaller fraction, 9.7%, had an education level lower than high school, reflecting a broad range of educational backgrounds. Income levels among the participants showed significant diversity; 36.1% of respondents earned less than 10,000 baht, while 26.1% reported incomes exceeding 20,000 baht. Geographical distribution within the sample was also noted, with 55.9% residing in Bangkok and the remaining 44.1% living outside the metropolitan area. When it came to prioritizing specific factors related to stablecoins, the participants were almost evenly split, with 49% indicating they did not focus on these factors, whereas 51% considered them important. These data provide a comprehensive snapshot of the participant pool, facilitating a nuanced analysis of how demographic and psychographic factors might influence attitudes and behaviors towards stablecoins within the Thai context.

Table 1: Demographic characteristics of the respondents (n=714).

Demographics		Frequency	Percentage
Gender	Female	284	39.8
	Male	430	60.2
Age	less than 20 years old	69	9.7
	20 - 30 years old	172	24.1
	31 - 40 years old	371	51.9
	More than 40 years old	102	14.3
Education	Less than high school	69	9.7
	High school	172	24.1
	Bachelor's degree	371	51.9
	Master's degree or higher	102	14.3
Monthly Income	Less than 10,000 THB	258	36.1
	10,001 - 15,000 THB	169	23.7
	15,001 - 20,000 THB	101	14.1
	More than 20,000 THB	186	26.1
Place	From Bangkok	399	55.9
	Outside Bangkok	315	44.1
Focus in factors	Yes	364	51.0
	No	350	49.0
	Total	714	100%

Table 2: Omnibus Test of the model's performance (all the independent variables).

		Chi-square	df	Sig.
Step 1	Step	84.95	6	0.000
	Block	84.95	6	0.000
	Model	84.95	6	0.000

Table 2 presents the results of a chi-square test, showing a chi-square statistic of 84.95 with degrees of freedom (df) totaling 6. This statistical outcome suggests that the independent variables have a significant relationship with the dependent variable, as the chi-square value indicates a strong association between these factors within the context of the study. Given the significance level of 0.05, we can infer that the relationships observed between the independent variables (such as gender, age, education, income, place of residence, and focus on factors) and the dependent variable are statistically significant. This implies that the independent variables collectively provide a substantial

explanatory power in predicting the variations in the dependent variable, affirming the relevance of these factors in the study's analysis of stablecoin usage and preferences.

Table 3: Classification table for back-testing (including all the independent variables).

Observed			Predicted		
			Stablecoin		Percentage correct
			No	Yes	
Step 1	Stablecoin	No	200	150	57.1
		Yes	113	251	69.0
Overall percantage					63.2

Note: The cut-off value is .500.

Table 3 details the predictive performance of the logistic regression model, which incorporates all the independent variables. The table reveals that this model is capable of predicting the attractiveness of stablecoins for holding or transferring value within the cryptocurrency market with an accuracy rate of 63.2%. This accuracy is calculated at a cut-off value of 0.500, meaning that the model classifies cases as positive (i.e., finding stablecoins attractive for holding or transferring value) when the predicted probability reaches or exceeds 50%.

Table 4: Variables in the model using all the independent variables.

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Score	-0.013	0.031	0.184	1	0.668	0.987
	Gender	-0.499	0.163	9.354	1	0.002	0.607
	Age	-0.107	0.106	1.025	1	0.311	0.898
	Education	0.649	0.116	31.081	1	0.000	1.914
	Income	0.166	0.070	5.586	1	0.018	1.181
	Place	-0.593	0.164	13.139	1	0.000	0.553
	Constant	-1.380	0.366	14.225	1	0.000	0.252

a: Variables in the model: score, gender, age, education, income, place

The predictive regression equation of Model 1 from Table 4 can be described by the following equation:

$$P = \frac{1}{1 + e^{-z}} \cdots \cdots \cdots \cdots Model\ 1$$

where P is the attractiveness of stablecoins for holding or transferring value within the cryptocurrency market in Thailand, and Z = -1.380 - 0.013(score) - 0.499(gender) - 0.107(age) + 0.649(education) + 0.166(income) - 0.593(place).

Table 4 delineates the significance and impact of each independent variable on the dependent variable, which is the attractiveness of stablecoins for holding or transferring value within the cryptocurrency market in Thailand. The results indicate that the factors of gender, education, income, and place of residence have significant effects, whereas age and score do not show statistical significance in this model. The logistic regression coefficients provide insights into how changes in these variables influence the perceived attractiveness of stablecoins. The coefficient for male gender is 0.607, indicating that being male is associated with a decrease in the perceived attractiveness of stablecoins for holding or transferring value, with the odds ratio showing a 39.3% decrease compared to females. An increase of one educational level (e.g., moving from high school to bachelor's degree) results in an odds ratio of 1.914. This suggests that higher educational attainment increases the likelihood of perceiving stablecoins as more attractive for financial transactions by approximately 91.4%. Similarly, an increment in income level is associated with an odds ratio of 1.181. This indicates that higher income levels increase the attractiveness of stablecoins by 18.1%. For participants residing in Bangkok, the coefficient is 0.553. This signifies a decrease in attractiveness for those living in Bangkok by 44.7% compared to those living outside Bangkok.

These findings reveal the complex interplay of demographic factors that influence the perception of stablecoins in the Thai market. The statistical significance of these variables underscores their relevance in shaping attitudes towards stablecoins, highlighting areas for targeted interventions and further research into market preferences and behaviors.

5. Discussion

This study explored the factors that make stablecoins an optimal choice for holding and transferring value within the cryptocurrency market. Based on the results presented, gender, education, income, and place (specifically, being in Bangkok) have significant effects on the attractiveness of stablecoins for holding or transferring value within the

cryptocurrency market in Thailand. Conversely, score and age were found to be non-significant, indicating that they do not have a meaningful impact on the attractiveness of stablecoins in this context.

The study's findings provide valuable insights into the demographic characteristics and factors influencing the participants. The appeal of stablecoins as a means of storing or transferring value in the Thai cryptocurrency market can be analysed based on factors such as gender, education, and income. The findings of their study align with prior research, conducted by Kraiwanit, Jangjarat, and Srijam [22], suggesting that gender, education, and income play a predictive role in the online activities of older citizens. The educational distribution reveals a higher prevalence of participants with bachelor's degrees, indicating a relatively well-educated sample. This may impact the generalizability of the study's findings to populations with different educational backgrounds. Furthermore, the income distribution highlights the diverse socioeconomic statuses of the participants, with a significant proportion earning relatively low incomes. The study's results align with the research conducted by Boonkunapong and Kraiwanit [9], which demonstrated that individuals' education level and monthly income play a significant role in determining their choice of cryptocurrency platform in Thailand. In addition, Kraiwanit, Jangjarat, and Atcharanuwat indicated that average monthly income can affect an acceptance of financial robo-advisors as regards their effects on profits, careers in finance, and the overall economic system, and vice versa [23]. The geographical distribution indicates that almost half of the participants were from Bangkok, potentially reflecting the convenience of conducting the study in an urban setting. Yet, the inclusion of participants from outside Bangkok ensures some representation of diverse regional perspectives. The improvement in prediction accuracy after incorporating additional variables suggests that factors such as education, income, and place play influential roles in the outcome under investigation. These findings underline the importance of considering multiple variables to obtain a more comprehensive understanding of the phenomenon under study.

The practical implications of this study are significant for various stakeholders within the cryptocurrency market. The findings, which highlight the factors influencing the attractiveness of stablecoins for holding and transferring value, offer valuable insights to industry practitioners, policymakers, and investors. For industry practitioners, understanding the factors that drive the adoption and usage of stablecoins can inform strategic decisions regarding product development, marketing, and user experience.

By recognizing the importance of gender, education, income, and place of residence, practitioners can tailor their offerings to cater to specific demographics and enhance the appeal of stablecoins in different market segments. Policymakers can benefit from the findings of this study in shaping regulatory frameworks for stablecoins. By recognizing the factors that influence their attractiveness, policymakers can design regulations that address potential risks and promote stability and consumer protection. This can contribute to a more robust and transparent ecosystem for stablecoin operations. Investors can also benefit from the insights provided by this study. Understanding the factors that drive the appeal of stablecoins can guide investment decisions and risk assessments. Investors can assess the stability and potential growth of stablecoins based on demographic factors and market preferences, enabling them to make informed investment choices. Furthermore, the academic implication of this study lies in its contribution to the existing body of knowledge on stablecoins and their role in the cryptocurrency market. By investigating the factors that make stablecoins an optimal choice for preserving and transferring value, this study adds to the academic understanding of stablecoin dynamics and their appeal to market participants. The use of a quantitative research approach, coupled with statistical analyses such as chi-square tests and logistic regression, enhances the rigour of the study and provides empirical evidence to support its findings. The identification of gender, education, income, and place of residence as influential factors in the attractiveness of stablecoins adds nuance to the understanding of market preferences and perceptions. These academic insights can inform further research, discussions, and theories surrounding stablecoin adoption, usage patterns, and the overall evolution of the cryptocurrency market.

6. Conclusion

This study provides valuable insights into the factors that impact individuals' perceptions of stablecoins and their suitability for preserving and transferring value within the cryptocurrency market. These findings can contribute to a better understanding of the dynamics within the cryptocurrency market and inform decision-making processes for individuals and organisations operating in this space.

The study revealed that stablecoins have gained attractiveness for holding and transferring value within the cryptocurrency market in Thailand. This suggests that stablecoins are perceived as a viable option for individuals seeking stability and reliability

in a market known for its volatility. The research found that demographic characteristics played a role in shaping participants' perceptions of stablecoins. Gender, education, income, and place of residence were identified as factors influencing individuals' preferences and attitudes towards stablecoins. This implies that different segments of the population may have varying levels of acceptance and interest in stablecoins. The findings also highlight the importance of education and awareness in driving the adoption of stablecoins. Individuals with higher levels of education were more likely to find stablecoins attractive, indicating that understanding the underlying technology and benefits of stablecoins can positively influence their perception. Income level was found to be a factor influencing the attractiveness of stablecoins. Higher-income individuals may see stablecoins as a means to preserve their wealth and protect against market volatility. The study's results provide valuable insights into the factors that impact individuals' perceptions of stablecoins within the cryptocurrency market. These findings can be beneficial for market participants, policymakers, and researchers seeking to understand the dynamics of stablecoins and their role in the broader cryptocurrency ecosystem.

Acknowledging the limitations of a study is crucial. Although the current sample size consisted of 714 participants, which is suitable for exploratory analyses, larger sample sizes would significantly enhance both the statistical power and generalizability of the findings. Moreover, it is important to recognize that relying on self-reported data introduces the possibility of response biases and inaccuracies. To gain a more comprehensive understanding of the factors influencing the outcome, future research could explore alternative variables and potential interactions. Additionally, conducting similar studies with larger and more diverse samples from various geographical regions would enable broader generalisations. Further investigation is necessary to comprehend the potential long-term impact of stablecoins on both the cryptocurrency market and the wider economy. This can involve examining their potential effects on traditional financial systems, as well as conducting an analysis of the potential benefits and drawbacks associated with utilising stablecoins as a store of value.

References

[1] Fiedler I, Ante L. Stablecoins. In: The Emerald Handbook on cryptoassets: Investment opportunities and challenges. Emerald Publishing Limited; 2023. p. 93–105.

[2] Ante L, Fiedler I, Willruth JM, Steinmetz F. A systematic literature review of empirical research on stablecoins. FinTech. 2023;2(1):34–47.

[3] Buterin V. A next-generation smart contract and decentralized application platform. White paper. 2014;3(37):1–2.

[4] Klages-Mundt A, Minca A. (In) stability for the blockchain: Deleveraging spirals and stablecoin attacks. 2021.

[5] Arner DW, Auer R, Frost J. Stablecoins: risks, potential and regulation. 2020.

[6] Eichengreen B, Viswanath-Natraj G. Stablecoins and central bank digital currencies: policy and regulatory challenges. Asian Economic Papers. 2022;21(1):29–46.

[7] Barucci E, Moncayo GG, Marazzina D. Cryptocurrencies and stablecoins: A high-frequency analysis. Digital Finance. 2022;4(2):217–39.

[8] Sood K, Singh S, Behl A, Sindhwani R, Kaur S, Pereira V. Identification and prioritization of the risks in the mass adoption of artificial intelligence-driven stable coins: The quest for optimal resource utilization. Resources Policy. 2023;81:103235.

[9] Boonkunapong S, Kraiwanit T. Cryptocurrency platform selection in Thailand. Journal of Suvarnabhumi Institute of Technology (Humanities and Social Sciences). 2022;8(2).

[10] Statista Research Department. Financial instruments & investments: Cryptocurrencies in Thailand - Statistics & facts. 2023.

[11] Ante L, Fiedler I, Strehle E. The influence of stablecoin issuances on cryptocurrency markets. Finance Research Letters. 2021;41:101867.

[12] Bains P, Ismail A, Melo F, Sugimoto N. Regulating the crypto ecosystem: The case of stablecoins and arrangements. International Monetary Fund; 2022.

[13] Wang GJ, Ma X yu, Wu H yu. Are stablecoins truly diversifiers, hedges, or safe havens against traditional cryptocurrencies as their name suggests? Research in International Business and Finance. 2020;54:101225.

[14] The Economic Times. Stablecoins: What they are and why you could consider investing in them [Internet]. 2022. Available from: https://economictimes.indiatimes.com/markets/cryptocurrency/stablecoins-what-they-are-and-why-you-should-consider-investing-in-them/articleshow/89769727.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst.

[15] van Echelpoel F, Chimienti MT, Adachi M, Athanassiou P, Balteanu I, Barkias T, et al. Stablecoins: Implications for monetary policy, financial stability, market infrastructure and payments, and banking supervision in the euro area. ECB Occasional Paper; 2020.

[16] Wei WC. The impact of Tether grants on Bitcoin. Economics Letters. 2018;171:19–22.

[17] Foster K, Blakstad S, Gazi S, Bos M. Digital currencies and CBDC impacts on least developed countries (LDCs). The Dialogue on Global Digital Finance Governance Paper Series. 2021;

[18] Pelagidis T, Kostika E. Investigating the role of central banks in the interconnection between financial markets and cryptoassets. Journal of Industrial and Business Economics. 2022;49(3):481–507.

[19] Ghabri Y, Rhouma O Ben, Gana M, Guesmi K, Benkraiem R. Information transmission among energy markets, cryptocurrencies, and stablecoins under pandemic conditions. International Review of Financial Analysis. 2022;82:102197.

[20] Jangjarat K, Kraiwanit T, Limna P, Sonsuphap R. Public perceptions towards ChatGPT as the Robo-Assistant. 2023.

[21] Kraiwanit T, Thetlek R, Jangjarat K, Limna P, Shaengchart Y. The token economy in a developing country. The token economy in a developing country [Special issue] Journal of Governance & Regulation. 2023;12(3):368–76.

[22] Kraiwanit T, Jangjarat K, Srijam A. Factors determining online activities and technology use among older adults in Thailand. Pertanika Journal of Social Science and Humanities. 2023;31(2).

[23] Kraiwanit T, Jangjarat K, Atcharanuwat J. The acceptance of financial robo-advisors among investors: The emerging market study. Journal of Governance and Regulation/Volume. 2022;11(2).