

CHAPTER 3

RESEARCH METHODOLOGY

This study is based on online dating applications to find out how the users connect with each other through the use of online dating application and how they reach to their purpose through this unique way of communication.

3.1 Research Gap:

1. Majorly the research related to online dating applications were done in USA and Europe.
2. In Indian context online dating applications have not been studied in detail.
3. Balanced research covering wide range of relationship variables was missing.
4. Limited research has been done on promotional measures of online dating applications.

3.2 Research Objectives:

1. To understand to perspective for online dating applications.
2. To understand the cases of misuse/ fraudulent
3. To analysis the relationship through online dating applications
4. To understand an analysis of promotional Activities through online Applications.

3.3 Research Hypothesis:

- H_{1.0}: There is no significantly positive perspective for online dating applications.
- H_{1.1}: There is significantly positive perspective for online dating applications.
- H_{2.0}: Online Dating Application is not misused for blackmailing/ fraudulent/ ransom.
- H_{2.1}: Online Dating Application is misused for blackmailing/ fraudulent/ ransom.
- H_{3.0}: There is no significant relationship through online dating applications.

H_{3.1}: There is significant relationship through online dating applications.

H_{4.0}: There are no significant promotional activities through online applications/ sites.

H_{4.1}: There are significant promotional activities through online applications/ sites.

3.4 Research Sample:

300 users of online dating apps and website have been chosen purposefully from the sub urban area of Mumbai from Borivali to Churchgate. Only the persons between the age group of 18 to 45 years have been selected for the purpose of research and their opinion have been collected.

3.5 Data Collection Tool:

For the purpose of this primary data based research accurate and authentic information has been collected directly from the users of online dating apps and websites through self-developed questionnaire for the purpose of this research.

Questionnaire was developed as per the objectives laid down for the research. Few additional questions have also been inserted just to provide the comfort to the respondents and to open up the respondents some fundamental questions have been added. At the time of contacting respondents' assurance have been given that data and information provided by them will be kept absolutely secret and will be used only for the purpose of research.

432 respondents were contacted who were using the online dating apps/ sites in order to get appropriately filled 300 questionnaires. So these correctly filled 300 questionnaires were taken into consideration for research work analysis.

3.6 Statistical Tools Used in Research Work:

Lot of information and data have been collected and that has been converted into the comparable data with the help of 1 to 5 point Likert Scale and then analyzed through the tables, charts, percentage, standard deviation and T test. SPSS software of IBM was used for the purpose of statistical test.