CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Demographics related to online dating apps/sites

Research revealed 5.67% online dating apps/ website users in Mumbai suburban area are below 20 years. 87% users were between 21to 35 years of age while only 7.33% users were of 36 to 45 years. Data clearly indicates great usage in youth and adults.

Table 4.1: Online dating apps/ sites users as per age

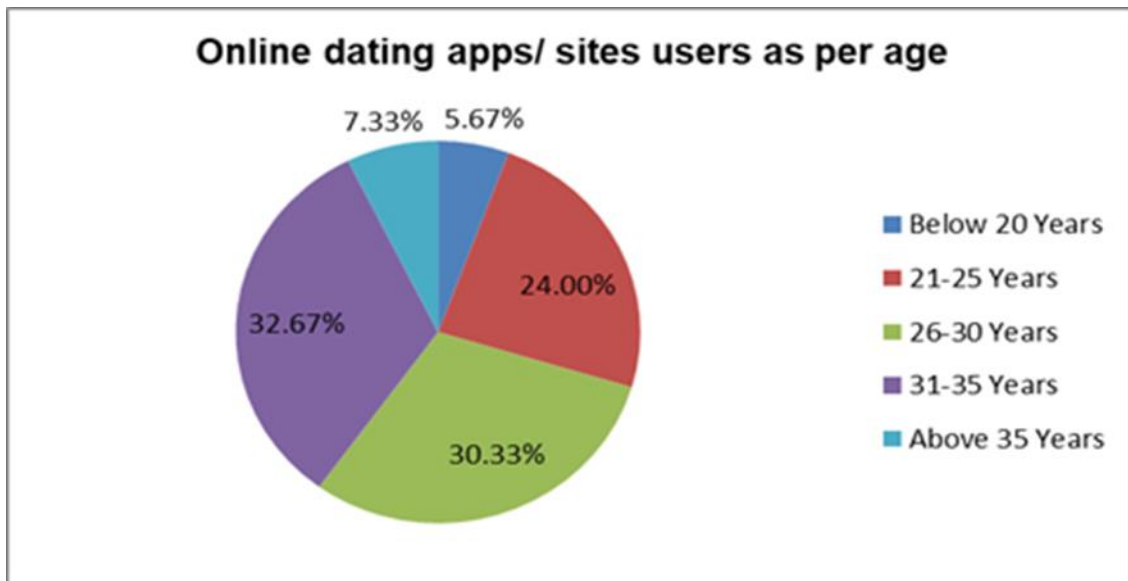| Age	No. of respondents
Below 20 Years	17
21-25 Years	72
26-30 Years	91
31-35 Years	98
Above 35 Years	22
Total	**300**

Chart 4.1: Online dating apps/ sites users as per age

Interpretation:

79.33% online dating apps/ website users in Mumbai suburban area are single and unmarried. 9.33% are separated users, 4.67% are divorced and 3% are widowed. Merely 3.67% married respondents use online dating apps/ websites. This means online dating apps are genuinely used for seeking partner and companion.

Table 4.2: Online dating apps/ sites users as per marital status

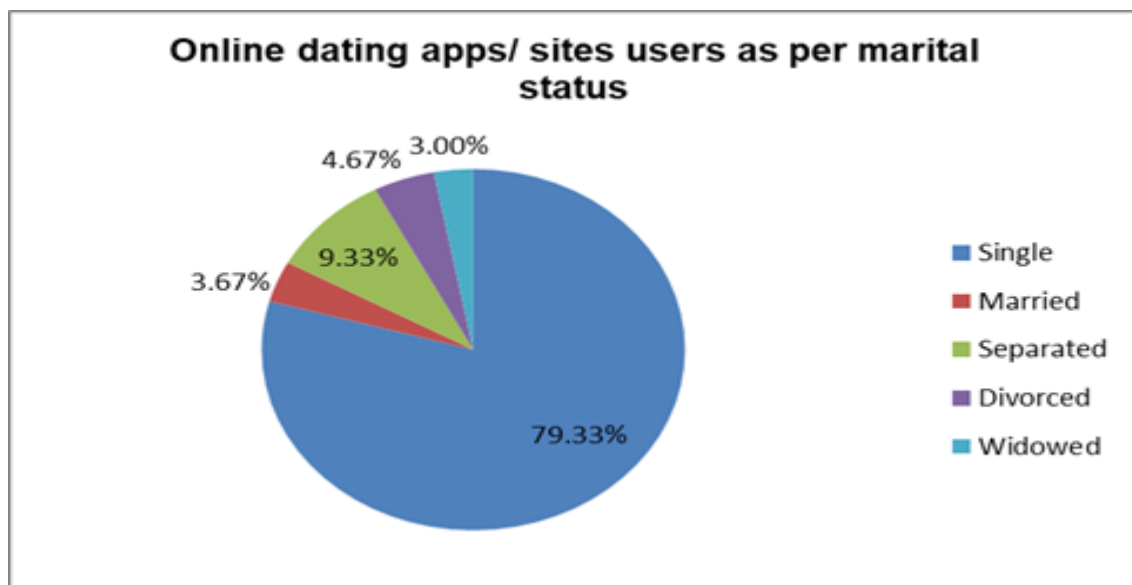| Marital status	No. of respondents
Single	238
Married	11
Separated	28
Divorced	14
Widowed	9
Total	**300**

Chart 4.2: Online dating apps/ sites users as per marital status

3

Interpretation:

24.33% online dating apps/ sites users are graduates and 42% are post graduate. 33.67% are professional while none is only higher secondary. Educated urban youth is majorly using these online dating apps/ sites. It is of no use to target lower educated people.

Table 4.3: Online dating apps/ sites users as per education

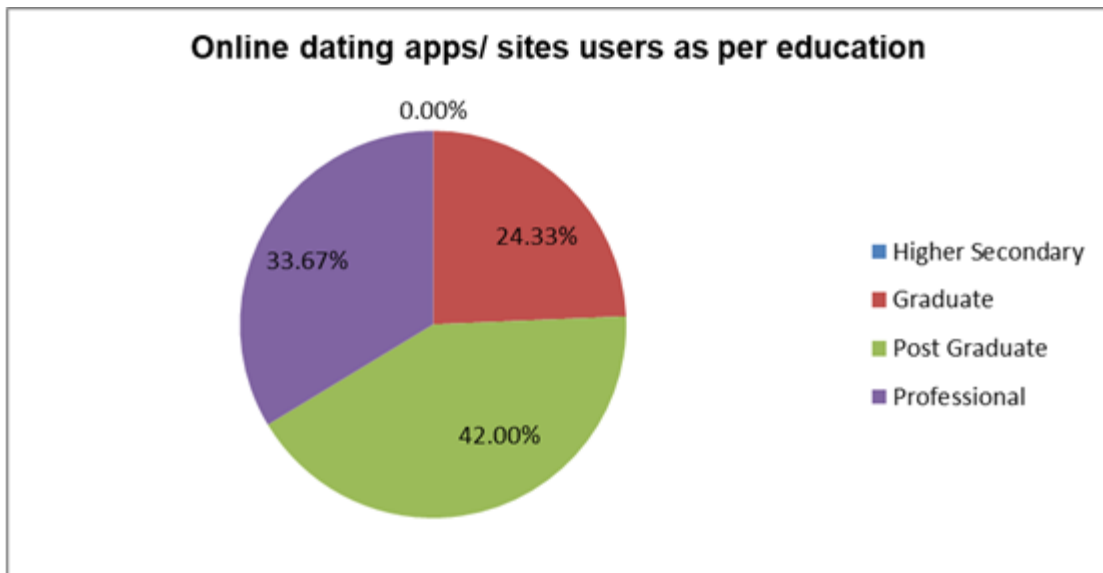| Level	No. of respondents
Higher Secondary	0
Graduate	73
Post Graduate	126
Professional	101
Total	**300**

Chart 4.3: Online dating apps/ sites users as per education

Interpretation:

Research showed Bumble is the most used online dating app used in Mumbai suburban area with 31% users followed by Tinder with 28.67% users. Aisel and Hinge are used by 14% and 11.67% users respectively. Happn is used by 7.67% users. Bumble and Tinder shares 59.67% of market share in Mumbai suburban area.

Table 4.4: Online dating apps/ sites users

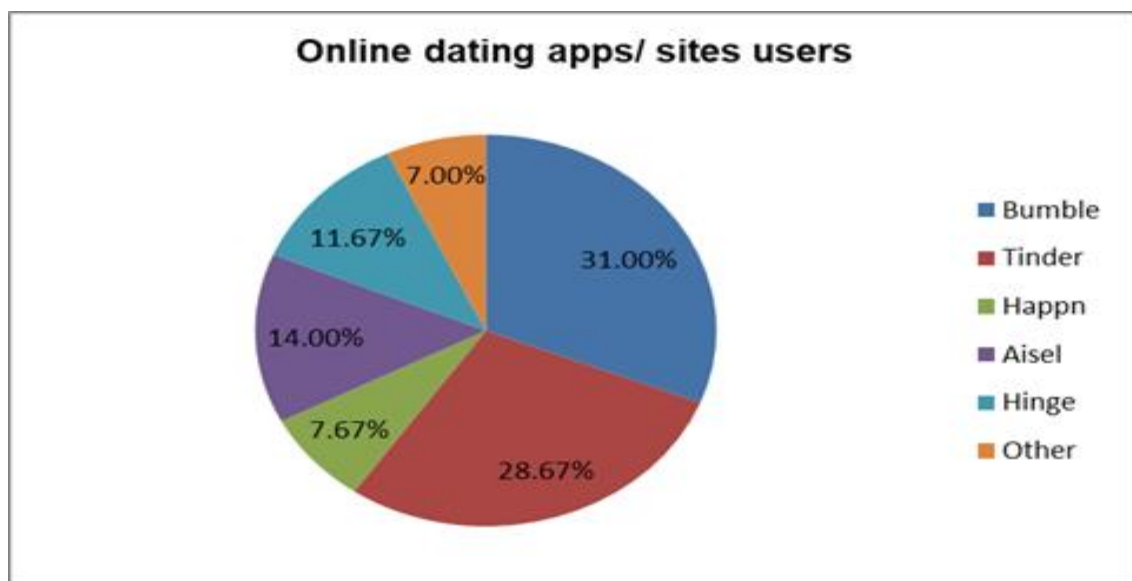| Site/App	No. of respondents
Bumble	93
Tinder	86
Happn	23
Aisel	42
Hinge	35
Other	21
Total	**300**

Chart 4.4: Online dating apps/ sites users

4.2 Perspective towards online dating applications/ sites

As per the opinion of 68% respondents who are using online dating apps/ sites, it is a good way to meet people. It is suitable for finding new people with distance at finger tips. Just 18.33% do not consider online dating apps as good way to meet people. In all the score for online dating apps as a good way to meet people is 1089 out of 1500 i.e. 72.60%.

Table 4.5: Online dating is good way to meet people

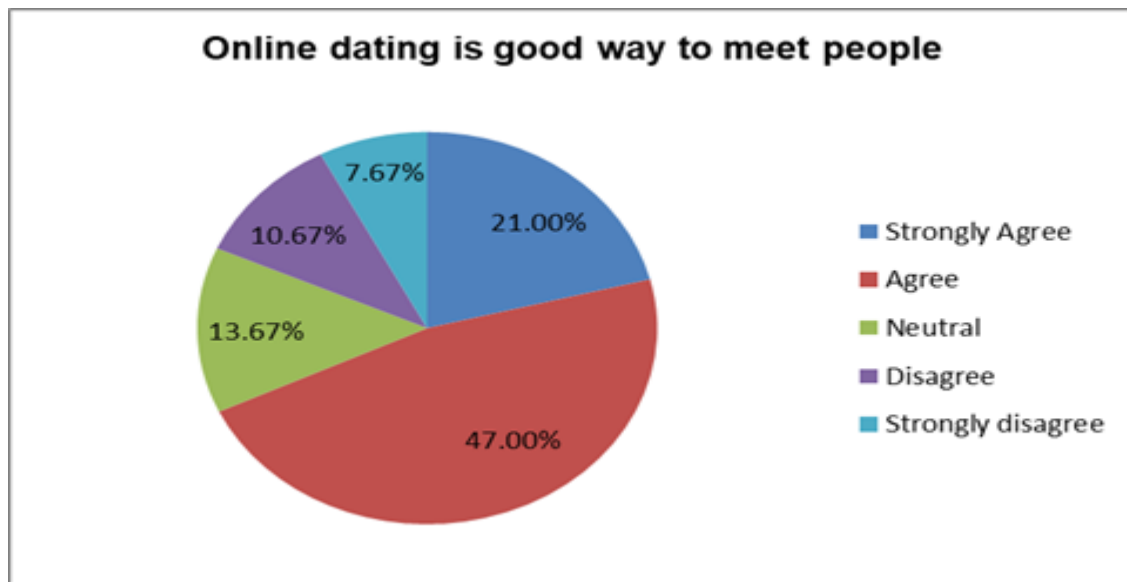| Level	Points	No. of respondents	Score
Strongly Agree	5	63	315
Agree	4	141	564
Neutral	3	41	123
Disagree	2	32	64
Strongly disagree	1	23	23
Total		**300**	**1089**

Chart 4.5: Online dating is good way to meet people

Interpretation:

As per the opinion of 71.33% respondents who are using online dating apps/ sites, it allows people to find a better match. It is suitable to know a lot more people comfortably. Just 9.67% do not consider online dating apps as helpful in finding a better match. In all the score for online dating apps as a tool to find better match is 1132 out of 1500 i.e. 75.47%.

Table 4.6: Online dating allows people to find a better match for themselves because they can get to know a lot more people

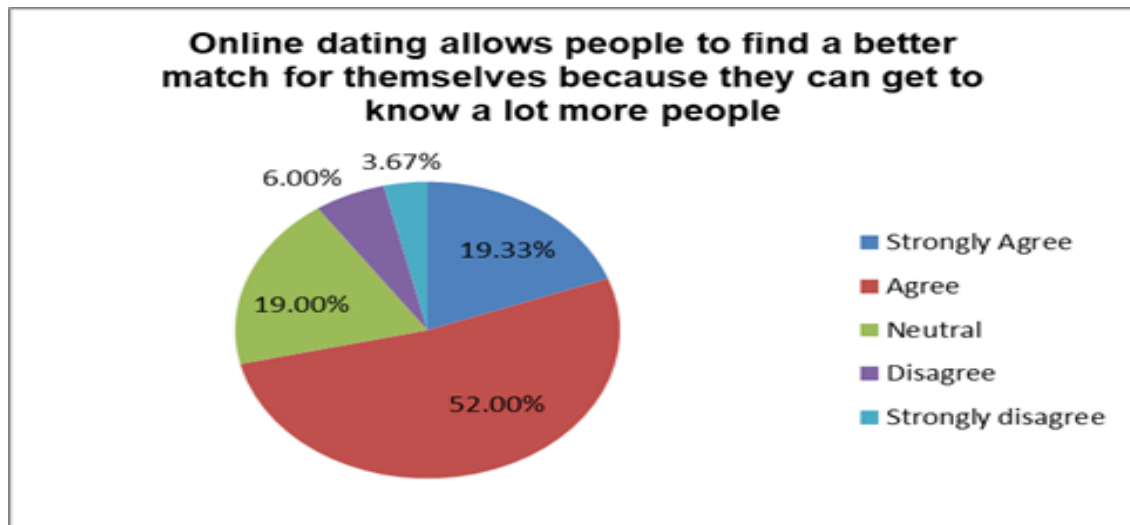| Level	Points	No. of respondents	Score
Strongly Agree	5	58	290
Agree	4	156	624
Neutral	3	57	171
Disagree	2	18	36
Strongly disagree	1	11	11
Total		**300**	**1132**

Chart 4.6: Online dating allows people to find a better match for themselves because they can get to know a lot more people

Interpretation:

As per the opinion of 50% respondents who are using online dating apps/ sites, are keen & desperate. These people are enthusiastic about using online dating sites. Just 26.00% consider that people using online dating sites are not keen & desperate. In all the score for keen & desperate use of online dating apps/ sites is 974 out of 1500 i.e. 64.93%.

Table 4.7: People who use online dating sites are keen & desperate

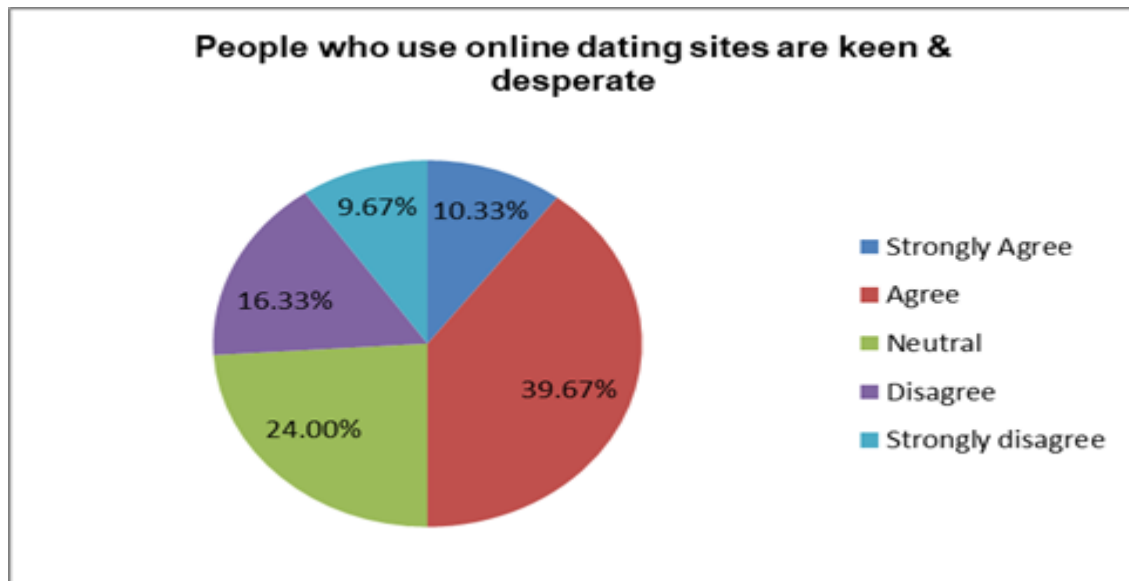| Level	Points	No. of respondents	Score
Strongly Agree	5	31	155
Agree	4	119	476
Neutral	3	72	216
Disagree	2	49	98
Strongly disagree	1	29	29
Total		**300**	**974**

Chart 4.7: People who use online dating sites are keen & desperate

Interpretation:

As per the opinion of 58% respondents who use online dating apps/ sites think it easier and more efficient way of meeting people. It is suitable way for meeting people online with convenience. Just 10.66% consider online dating apps are not easy & efficient way of meeting people conveniently and accessibly. In all the score for online dating as an easier and more efficient than other ways to meet people is 1088 out of 1500 i.e. 72.53%.

Table 4.8: Online dating is easier and more efficient than other ways of meeting people

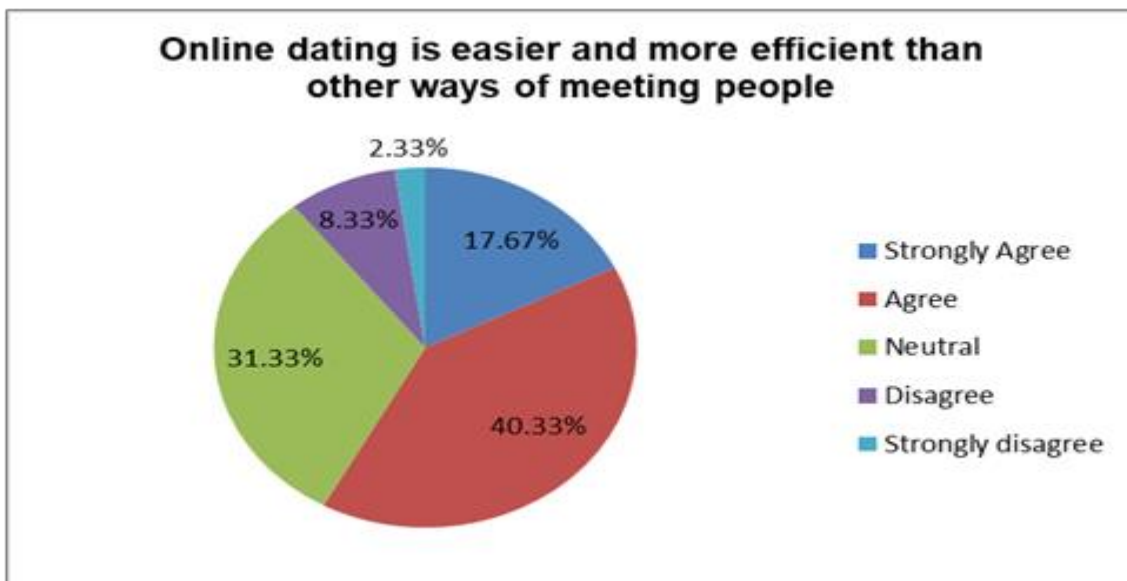| Level	Points	No. of respondents	Score
Strongly Agree	5	53	265
Agree	4	121	484
Neutral	3	94	282
Disagree	2	25	50
Strongly disagree	1	7	7
Total		**300**	**1088**

Chart 4.8: Online dating is easier and more efficient than other ways of meeting people

Interpretation:

As per the opinion of 74.33% respondents online dating helps meeting people besides regular network/larger pool. It is suitable medium for meeting new people and evaluating them before getting to know them. Just 3.67% do not consider online dating helps one to meet people beyond regular network. In all the score online dating apps for helping in meeting people outside fixed network pool is 1179 out of 1500 i.e. 78.60%.

Table 4.9: Online dating helps you meet people outside your regular network

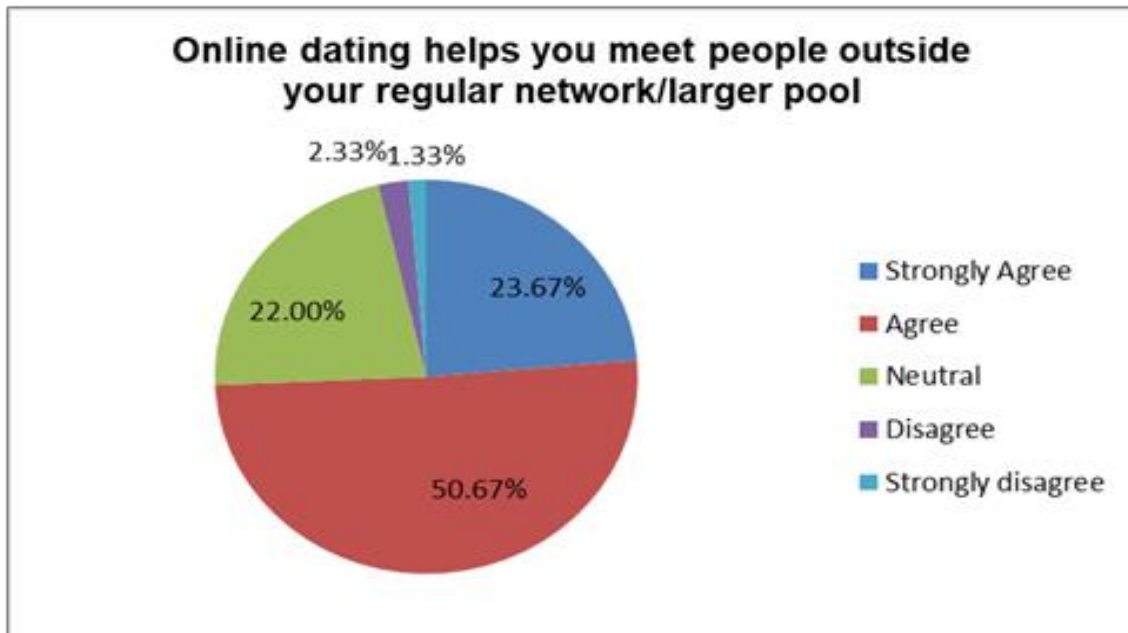| Level	Points	No. of respondents	Score
Strongly Agree	5	71	355
Agree	4	152	608
Neutral	3	66	198
Disagree	2	7	14
Strongly disagree	1	4	4
Total		**300**	**1179**

Chart 4.9: Online dating helps you meet people outside your regular network

Interpretation:

As per the opinion of 72% respondents, online dating creates opportunity to evaluate someone before getting to know them. It is convenient to get details from profile. Just 9.00% do not consider online dating apps are successful in evaluating someone before knowing them. In all the score for online dating providing opportunity as a good way to evaluate someone before knowing is 1151 out of 1500 i.e. 76.73%.

Table 4.10: Online dating create opportunity to evaluate someone before getting to know them

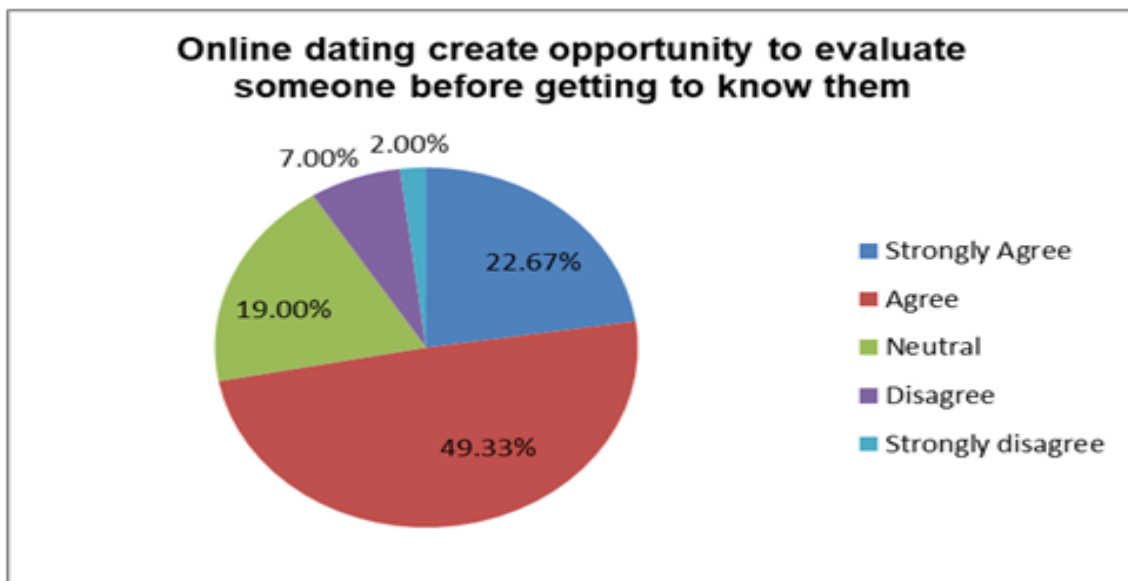| Level	Points	No. of respondents	Score
Strongly Agree	5	68	340
Agree	4	148	592
Neutral	3	57	171
Disagree	2	21	42
Strongly disagree	1	6	6
Total		**300**	**1151**

Chart 4.10: Online dating create opportunity to evaluate before getting to know them

Interpretation:

Research showed that as per the opinion of 52.00% respondents online dating makes the process of meeting people easier. It is convenient to surf different profiles and select the best suited for further interactions. Just 22.33% do not consider online dating makes the process of meeting people easy. In all the score for online dating makes the process of meeting people easy is 1007 out of 1500 i.e. 67.13%.

Table 4.11: Online dating makes the process of meeting people easier in general

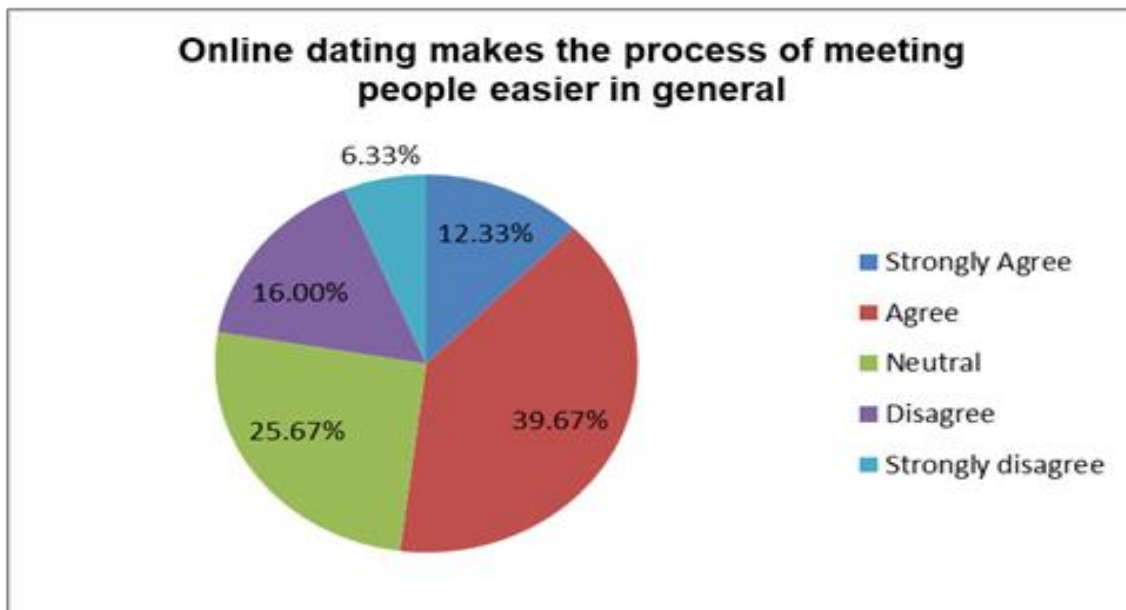| Level	Points	No. of respondents	Score
Strongly Agree	5	37	185
Agree	4	119	476
Neutral	3	77	231
Disagree	2	48	96
Strongly disagree	1	19	19
Total		**300**	**1007**

Chart 4.11: Online dating makes the process of meeting people easier in general

Interpretation:

As per the opinion of 73.33% respondents online dating apps/ sites help in meeting like-minded people. It is suitable for meeting like-minded people with similar hobbies & interests. Just 5.00% do not consider online dating helps to meet like-minded people. In all the score for online dating help in meeting like-minded people is 1172 out of 1500 i.e. 78.13%.

Table 4.12: Online dating helps you meet like-minded people

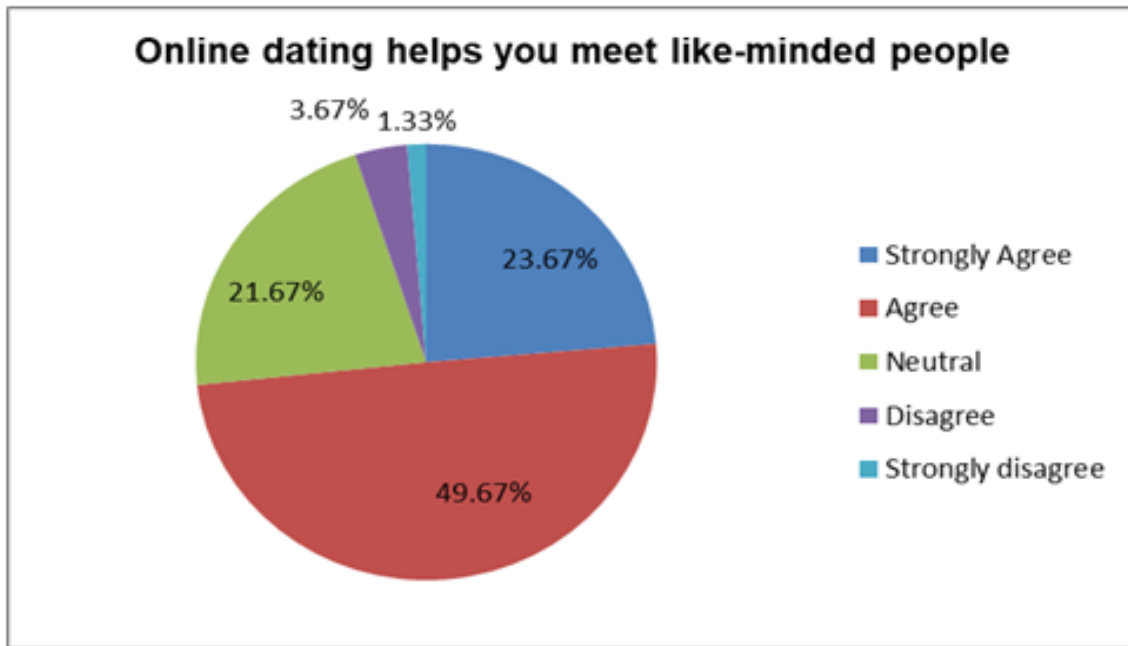| Level	Points	No. of respondents	Score
Strongly Agree	5	71	355
Agree	4	149	596
Neutral	3	65	195
Disagree	2	11	22
Strongly disagree	1	4	4
Total		**300**	**1172**

Chart 4.12: Online dating helps you meet like-minded people

13

Interpretation:

As per the opinion of 64% respondents online dating apps/ sites are quicker & more efficient way to date in current scenario of metro cities. With high speed internet and user friendly interface of apps/ sites it is quick & effective to find right match. Just 13.67% do not consider online dating is quicker & more efficient. In all the score for online dating apps is quicker & more efficient way to meet people is 1097 out of 1500 i.e. 73.13%.

Table 4.13: Online dating is quicker/more efficient

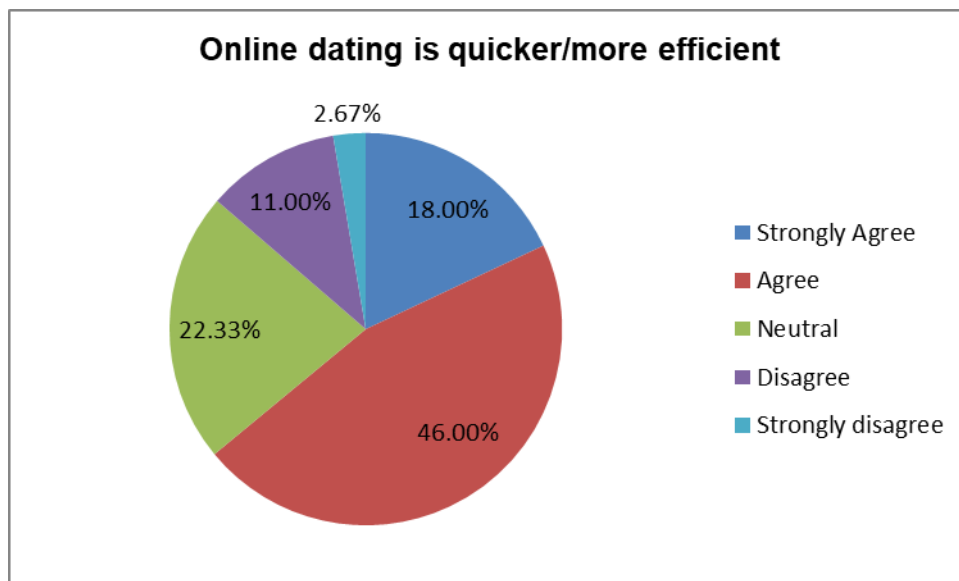| Level	Points	No. of respondents	Score
Strongly Agree	5	54	270
Agree	4	138	552
Neutral	3	67	201
Disagree	2	33	66
Strongly disagree	1	8	8
Total		**300**	**1097**

Chart 4.13: Online dating is quicker/more efficient

Interpretation:

As per the opinion of 40.00% respondents thinks online dating apps/ sites, are better alternative than meeting people in person. It is suitable way for meeting people in person because it is more convenient and accessible. Just 27.00% do not consider online dating is better alternative than meeting people in person. In all the score for online dating being better alternative than meeting people in person is 960 out of 1500 i.e. 64.00%.

Table 4.14: Online dating is better alternative than meeting people in person

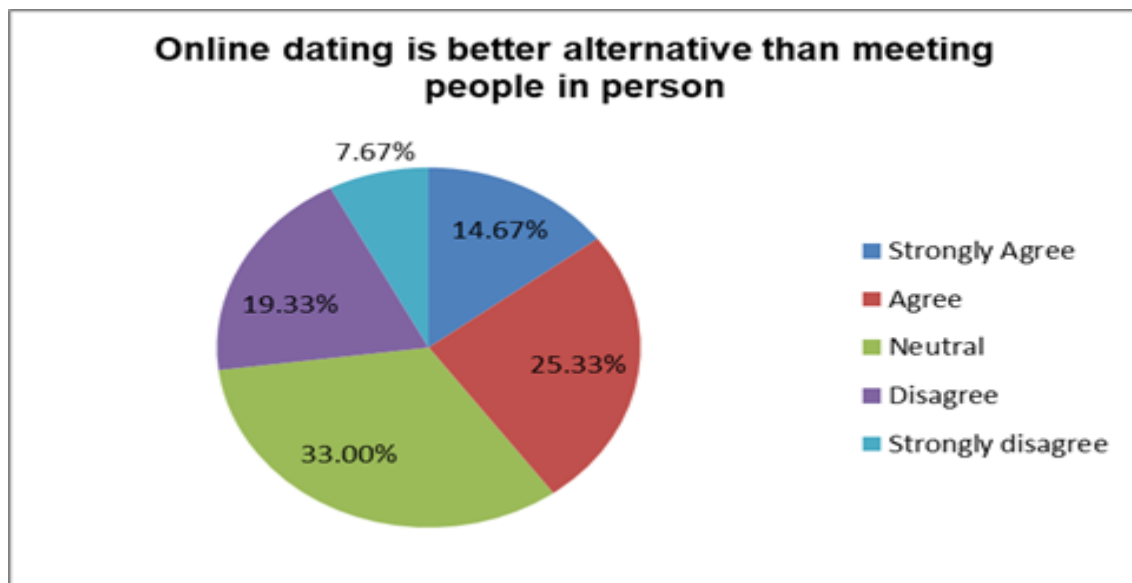| Level	Points	No. of respondents	Score
Strongly Agree	5	44	220
Agree	4	76	304
Neutral	3	99	297
Disagree	2	58	116
Strongly disagree	1	23	23
Total		**300**	**960**

Chart 4.14: Online dating is better alternative than meeting people in person

Interpretation:

As per the opinion of 68.67% respondents consider online dating apps/ sites is a better alternative way to meet people. It is suitable way for introvert people who hesitate in meeting people. Just 4.33% do not consider online dating as better alternative to meet people. In all the score for online dating is better alternative for people who have trouble meeting people is 1158 out of 1500 i.e. 77.20%.

Table 4.15: Online dating is better alternative for people who have trouble meeting people

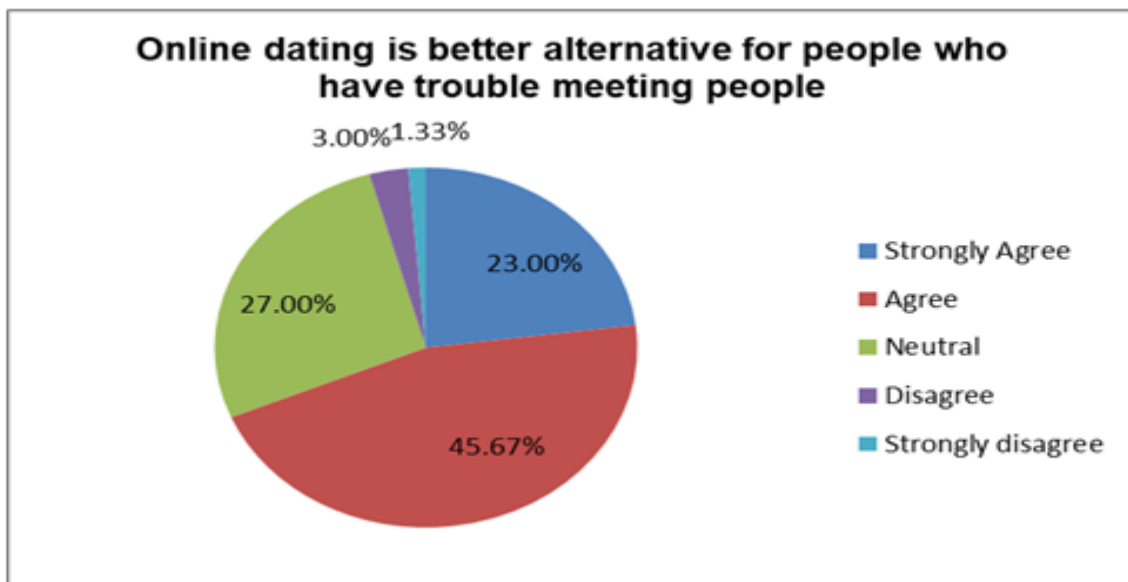| Level	Points	No. of respondents	Score
Strongly Agree	5	69	345
Agree	4	137	548
Neutral	3	81	243
Disagree	2	9	18
Strongly disagree	1	4	4
Total		**300**	**1158**

Chart 4.15: Online dating is better alternative for people who have trouble meeting people

Interpretation:

As per the opinion of 64.67% respondents thinks online dating is used for finding a long-term relationship. It is suitable for finding a long-term partner with ease. Just 17.67% consider online dating is not used for casual, short term and causal relationship. In all the score for online dating as a good way for a long-term relationship is 1095 out of 1500 i.e. 73.00%.

Table 4.16: People that use online dating are looking for a long-term relationship

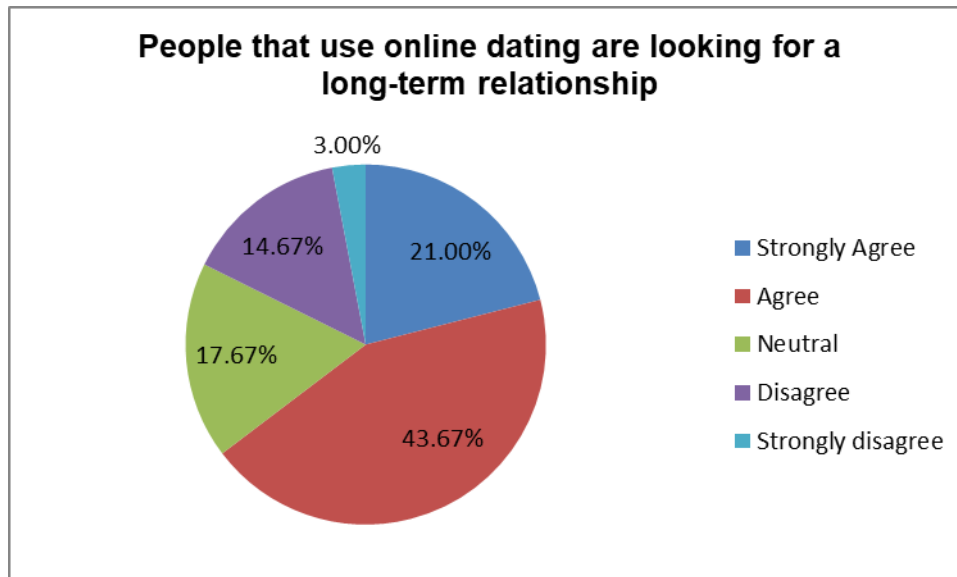| Level	Points	No. of respondents	Score
Strongly Agree	5	63	315
Agree	4	131	524
Neutral	3	53	159
Disagree	2	44	88
Strongly disagree	1	9	9
Total		**300**	**1095**

Chart 4.16: People that use online dating are looking for a long-term relationship

Interpretation:

As per the opinion of 60.33% respondents think online dating is more effective way to set up with someone. It is suitable & more effective way for setting with someone rather than on a blind date because one knows little before meeting via profile. Just 15.33% consider online dating apps is not better than blind dating with someone. In all the score for online dating as a effective way to being set up than blind dates with someone is 1081 out of 1500 i.e. 72.07 %.

Table 4.17: Online dating is more effective than being with someone on a blind date

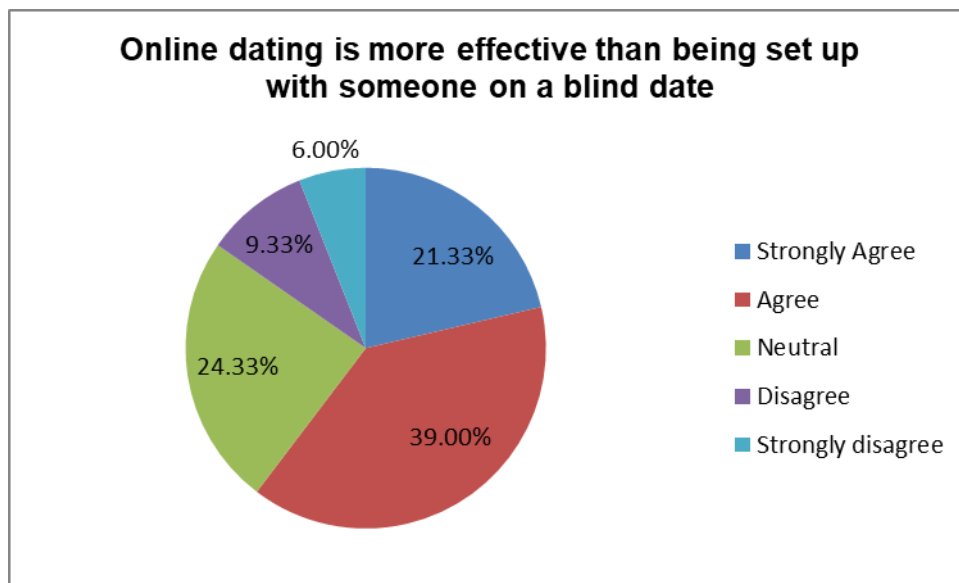| Level	Points	No. of respondents	Score
Strongly Agree	5	64	320
Agree	4	117	468
Neutral	3	73	219
Disagree	2	28	56
Strongly disagree	1	18	18
Total		**300**	**1081**

Chart 4.17: Online dating is more effective than being with someone on a blind date

18

Interpretation:

As per the research 59.67% respondents thinks online dating is a trustworthy way to learn about people. It is trustworthy way to learn about people and prevent fake account. Just 10.00% do not consider online dating as a trustworthy way to learn about people. In all the score for online dating as a trustworthy way to learn about people is 1096 out of 1500 i.e. 73.07%. It indicated good faith of user on online dating apps.

Table 4.18: Online dating is a trustworthy way to learn about people

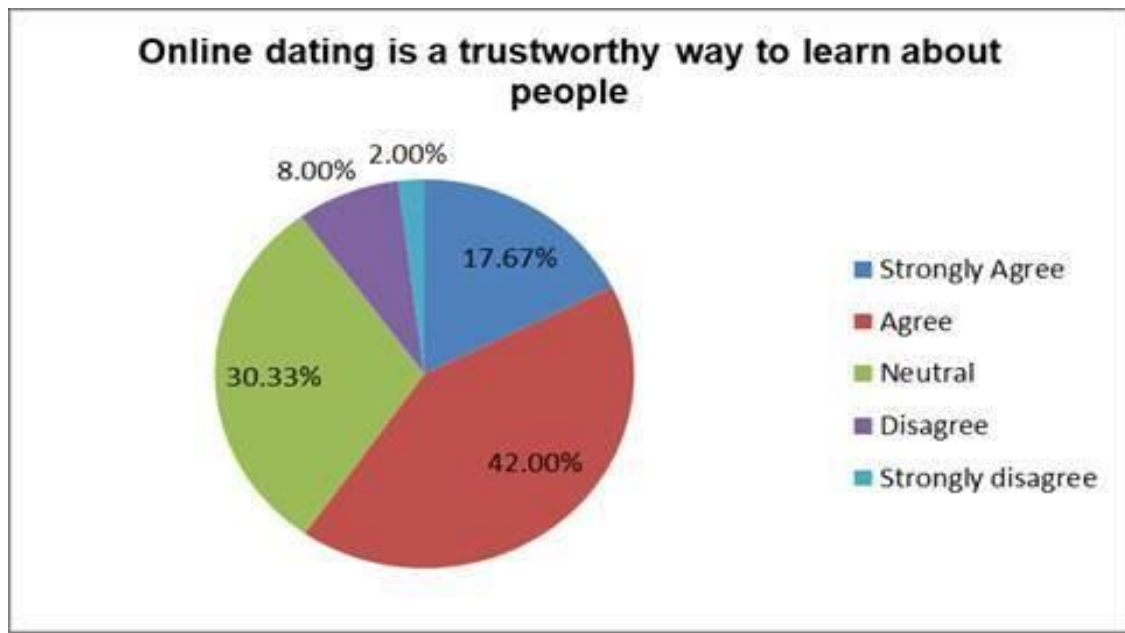| Level	Points	No. of respondents	Score
Strongly Agree	5	53	265
Agree	4	126	504
Neutral	3	91	273
Disagree	2	24	48
Strongly disagree	1	6	6
Total		**300**	**1096**

Chart 4.18: Online dating is a trustworthy way to learn about people

Interpretation:

As per the opinion of 77.67% respondents dating apps/ sites are good way to seek romance. It is suitable for romance as people are quite open minded here and feels no shame due to non-acquaintance. Just 2.67% do not consider dating apps as a good way to seek romance. In all the score for dating apps as a good way to seek romance is 1202 out of 1500 i.e. 80.13%.

Table 4.19: Dating apps is a good way to seek romance

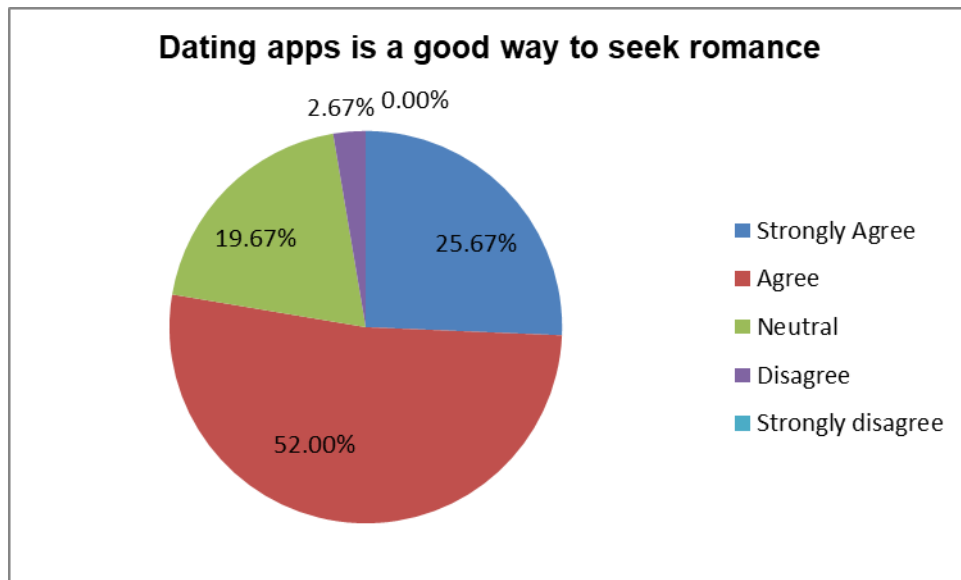| Level	Points	No. of respondents	Score
Strongly Agree	5	77	385
Agree	4	156	624
Neutral	3	59	177
Disagree	2	8	16
Strongly disagree	1	0	0
Total		300	1202

Chart 4.19: Dating apps is a good way to seek romance

Interpretation:

As per the opinion of 29.67% respondents who are using dating apps/ sites they intent to meeting someone casually. It is suitable app for dating & meeting new people with genuine intent. 49.00% do not consider using online dating apps for having casual relation. In all the score for using online dating apps and meeting someone from it casually is 808 out of 1500 i.e. 53.87%. It might be safe to use & meet people online it doesn't lead to any sexual assault.

Table 4.20: Use dating apps and meet someone from it casually

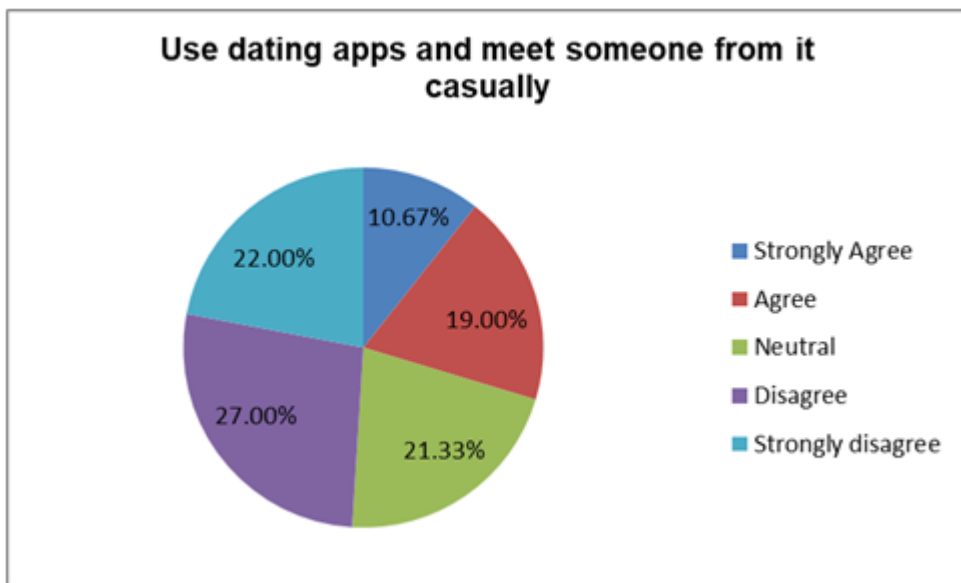| Level	Points	No. of respondents	Score
Strongly Agree	5	32	160
Agree	4	57	228
Neutral	3	64	192
Disagree	2	81	162
Strongly disagree	1	66	66
Total		**300**	**808**

Chart 4.20: Use dating apps and meet someone from it casually

Interpretation:

As per the opinion of 69% respondents who are using online apps/ sites they try to find a potential partner. It is suitable for finding a good & potential person online through dating. Just 7.00% do not consider that by using online apps a good potential partner can be searched. In all the score for those who use online apps to find a potential partner is 1150 out of 1500 i.e. 76.67%.

Table 4.21: Use the online apps to find a potential partner

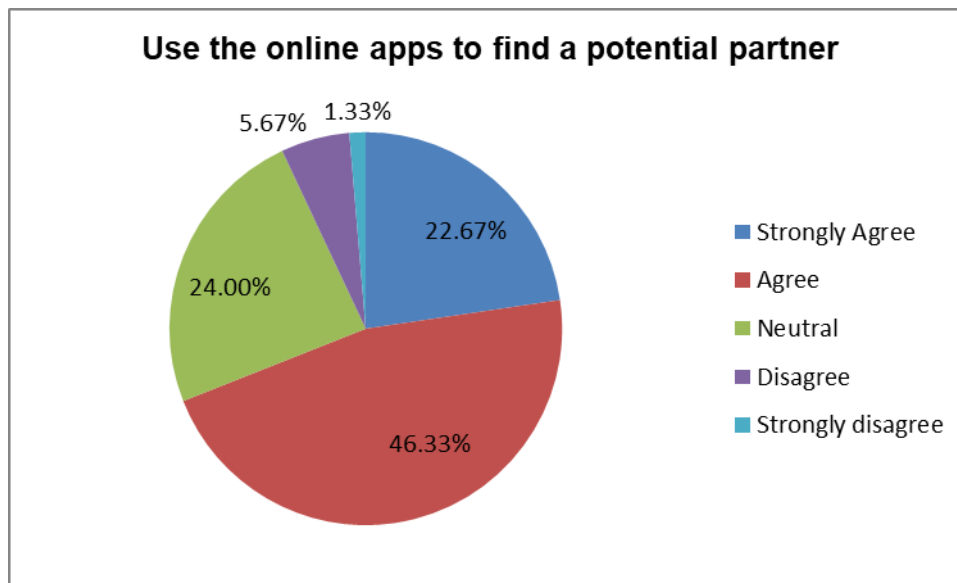| Level	Points	No. of respondents	Score
Strongly Agree	5	68	340
Agree	4	139	556
Neutral	3	72	216
Disagree	2	17	34
Strongly disagree	1	4	4
Total		**300**	**1150**

Chart 4.21: Use the online apps to find a potential partner

Interpretation:

Research showed 71.67% respondents who are using recommend friends to use online dating apps/ sites for meeting with someone. It is good and may avoid suspiciousness & doubts. Just 13.33% do not consider online dating apps recommendable to friend for meeting up with someone. In all the score for recommending friend meeting up with someone from dating apps is 1117 out of 1500 i.e. 74.47%.

Table 4.22: Recommend friend meeting up with someone from dating apps

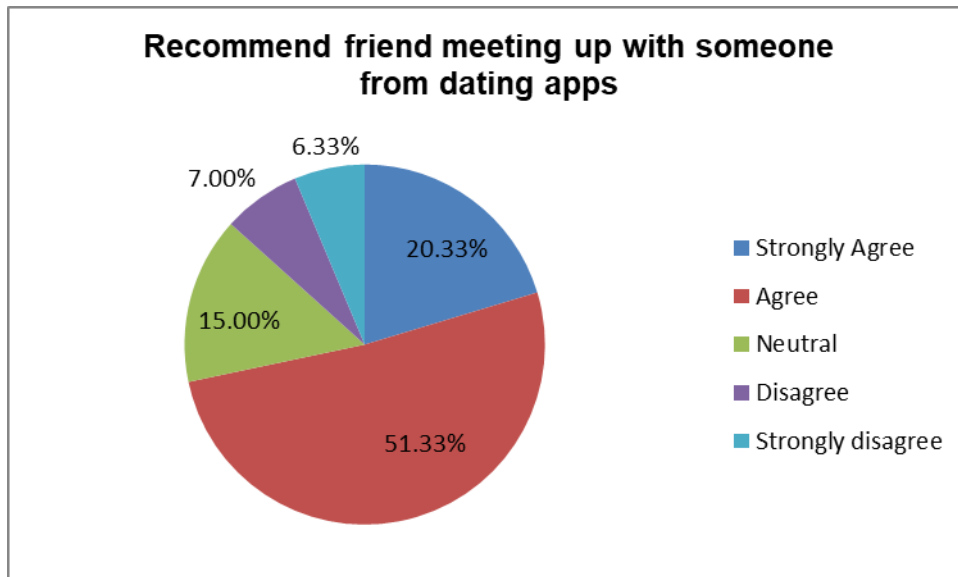| Level	Points	No. of respondents	Score
Strongly Agree	5	61	305
Agree	4	154	616
Neutral	3	45	135
Disagree	2	21	42
Strongly disagree	1	19	19
Total		**300**	**1117**

Chart 4.22: Recommend friend meeting up with someone from dating apps

Table 4.23: Perspective towards online dating apps/ sites

S. No.	Detail	Level
1	Use dating apps and meet someone from it casually	53.87
2	Online dating is better alternative than meeting people in person	64.00
3	People who use online dating sites are keen & desperate	64.93
4	Online dating makes the process of meeting people easier in general	67.13
5	Online dating is more effective than being set up with someone on a blind date	72.07
6	Online dating is easier and more efficient than other ways of meeting people	72.53
7	Online dating is good way to meet people	72.60
8	People that use online dating are looking for a long-term relationship	73.00
9	Online dating is a trustworthy way to learn about people	73.07
10	Online dating is quicker/more efficient	73.13
11	Recommend friend meeting up with someone from dating apps	74.47
12	Online dating allows people to find a better match for themselves because they can get to know a lot more people	75.47
13	Use the online apps to find a potential partner	76.67
14	Online dating create opportunity to evaluate someone before getting to know them	76.73
15	Online dating is better alternative for people who have trouble meeting people	77.20
16	Online dating helps you meet like-minded people	78.13
17	Online dating helps you meet people outside your regular network/larger pool	78.60

18	Dating apps is a good way to seek romance	80.13
19	Average	72.43

Interpretation:

From table number 4.5 to 4.22 eighteen aspects related to the perspective towards online dating applications have been studied. All these have been taken into consideration collectively in order to measure the overall perspective towards online dating apps and sites. As shown ahead in table 4.23 there is 72.43% positive perspective among the users related to the online dating apps utility & usefulness.

To understand whether they are providing meaningful and satisfactory services; whether there is significantly positive perspective for online dating applications, T test was performed. To measure the significance, the calculated T value has been compared with table value. Here T value is 8.20 which is more than the table value 2.11 at 95% confidence level. It clearly indicates that there is significantly positive perspective for online dating apps and websites.

The significance value here is 0.00 which is less than 0.05 that confirms the significantly positive perspective for online dating apps among users of Mumbai suburban area.

Table 4.24

Significance of perspective towards online dating apps/ sites	
Test Value = 60	
N	18
Mean	72.43
Std. Deviation	6.43
Std. Error Mean	1.52

df	17.00
t	8.20
Sig. (2-tailed)	0.00
Mean Difference	12.43
95% Confidence Interval of the Difference	
Lower	9.23
Upper	15.63

Interpretation:

This table provides a detailed analysis of the significance of perspective towards online dating apps/sites based on the conducted test. The test value, which represents the expected value under the null hypothesis, is set at 60. The sample size (N) used for the analysis consists of 18 respondents who provided their views on online dating apps.

The mean perspective score, calculated from the respondents' answers, is 72.43, indicating the average perception level towards online dating platforms among the sample group. The SD, a measure of the dispersion of data around the mean, is 6.43, suggesting a moderate level of variability in the perspectives of the respondents.

The standard error mean, which estimates the standard deviation of the sample mean distribution, is 1.52. The degree of freedom (df), representing the number of independent observations in the sample, is 17.

The calculated t-value, a measure of the difference between the sample mean and the population mean, is found to be 8.20. This t-value is statistically significant, as indicated by the p-value of 0.00, suggesting that the observed difference in perspective towards online dating apps/sites is unlikely to have occurred by chance. The mean difference between the perspective scores of the respondents is 12.43. Furthermore, the 95% confidence interval of the difference, ranging from 9.23 to 15.63, provides a range within which the true mean difference is likely to fall with 95% confidence.

4.3 Misuse of online dating applications

Research revealed that 10.33% people are harassed or bullied due to online dating while 75% do not believe so. The overall score for misuse of online dating apps / sites for bulling and harassing is 652 out of 1500 i.e. 43.47%. It indicates online dating apps / sites are quite safe by and large.

Table 4.25: People being harassed or bullied

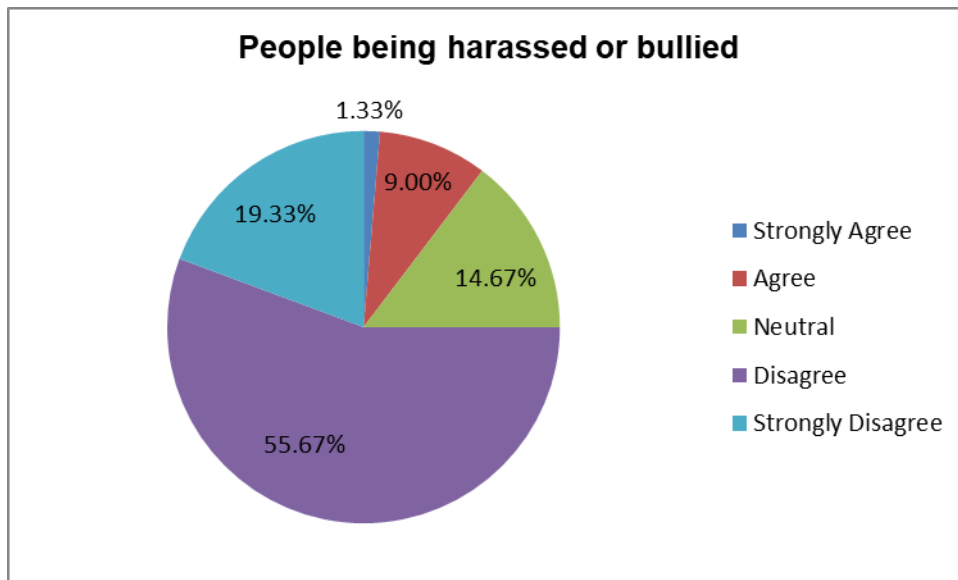| Level	Points	No. of respondents	Score
Strongly Agree	5	4	20
Agree	4	27	108
Neutral	3	44	132
Disagree	2	167	334
Strongly Disagree	1	58	58
Total		**300**	**652**

Chart 4.23: People being harassed or bullied

27

Interpretation:

Research revealed that 23.00% people receiving sexually explicit messages or images due to online dating while 55% do not believe so. The overall score for misuse of online dating apps / sites for receiving sexually explicit messages or images is 774 out of 1500 i.e. 51.60%. It indicates online dating apps / sites are quite decent in use.

Table 4.26: People receiving sexually explicit messages or images they did not ask for

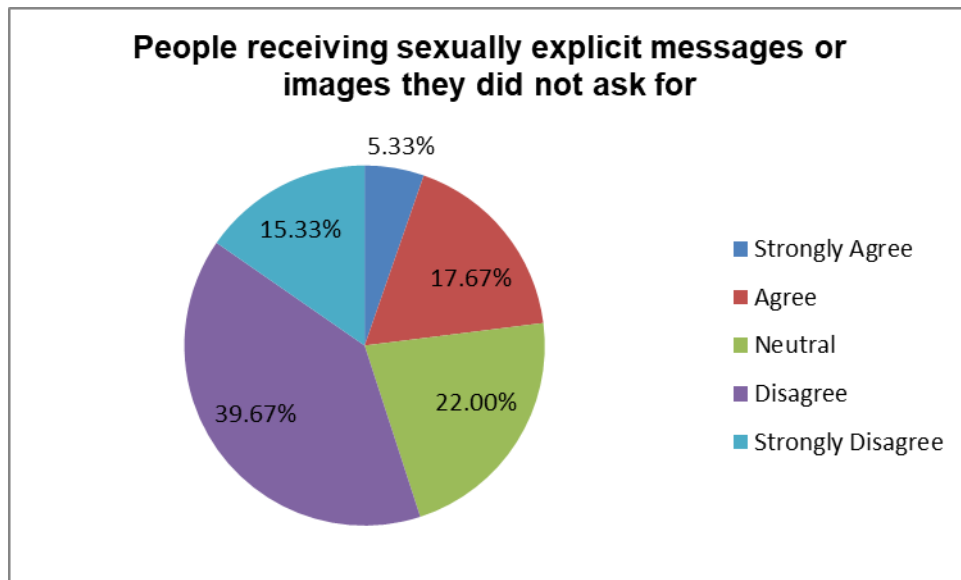| Level	Points	No. of respondents	Score
Strongly Agree	5	16	80
Agree	4	53	212
Neutral	3	66	198
Disagree	2	119	238
Strongly Disagree	1	46	46
Total		**300**	**774**

Chart 4.24: People receiving sexually explicit messages or images they did not ask for

Interpretation:

Research revealed that 42.00% people are lying about themselves to appear more desirable in online dating while 22.67% do not believe so. The overall score for misuse of online dating apps / sites for lying about themselves is 976 out of 1500 i.e. 65.07%. It indicates online dating apps / sites still need more precautions and safety checks.

Table 4.27: People lying about themselves to appear more desirable

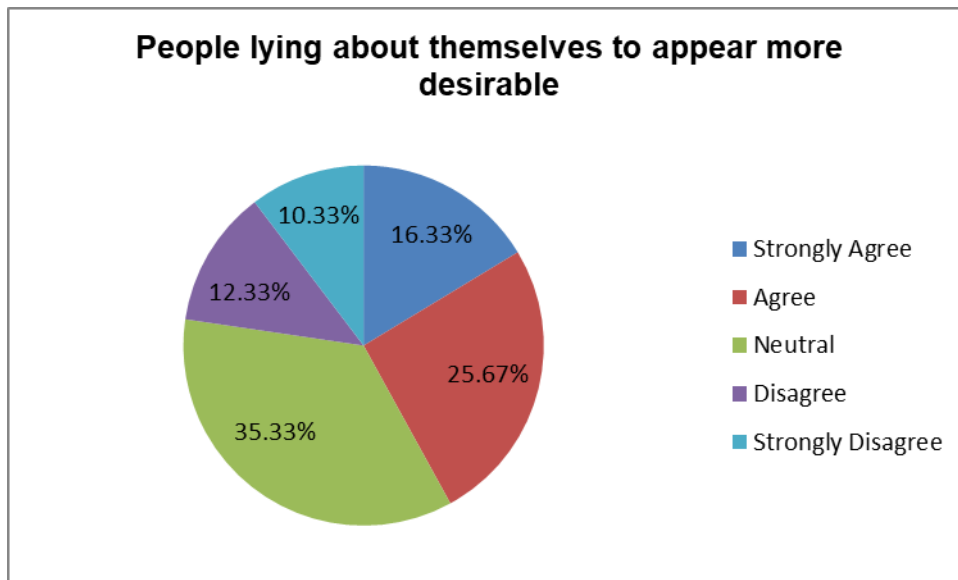| Level	Points	No. of respondents	Score
Strongly Agree	5	49	245
Agree	4	77	308
Neutral	3	106	318
Disagree	2	37	74
Strongly Disagree	1	31	31
Total		**300**	**976**

Chart 4.25: People lying about themselves to appear more desirable

Interpretation:

Research revealed that 11.33% people face privacy violations such as data breaches or identity theft due to online dating while 74% do not believe so. The overall score for misuse of online dating apps / sites for getting privacy violations is 631 out of 1500 i.e. 42.07%. It indicates online dating apps / sites are quite safe in handling private information.

Table 4.28: Privacy violations, such as data breaches or identity theft

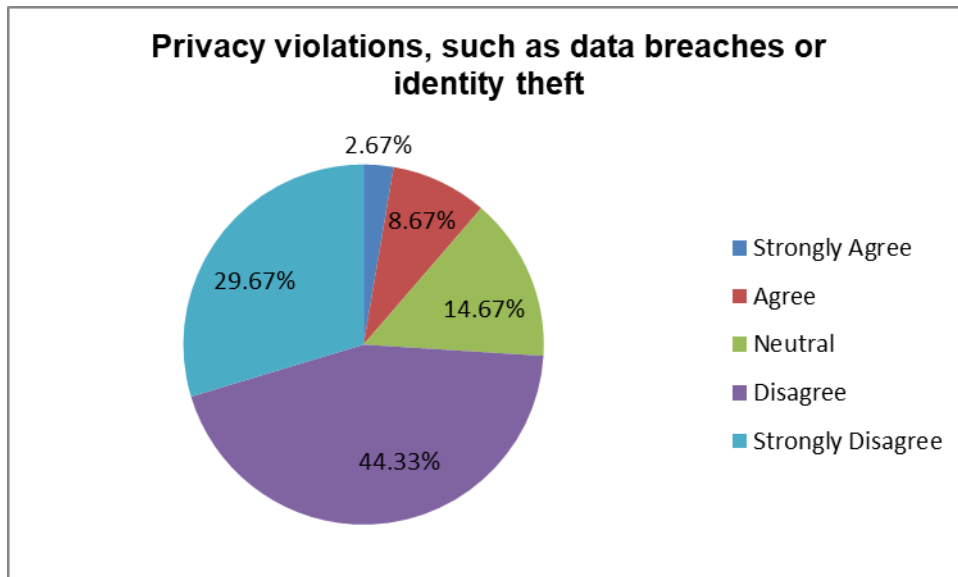| Level	Points	No. of respondents	Score
Strongly Agree	5	8	40
Agree	4	26	104
Neutral	3	44	132
Disagree	2	133	266
Strongly Disagree	1	89	89
Total		**300**	**631**

Chart 4.26: Privacy violations, such as data breaches or identity theft

30

Interpretation:

Research revealed that 11.67% people are setting up fake accounts in order to scam others in online dating while 65.33% do not believe so. The overall score for misuse of online dating apps / sites for setting up fake accounts in order to scam others is 685 out of 1500 i.e. 45.67%. It indicates online dating apps / sites are quite safe by and large.

Table 4.29: People setting up fake accounts in order to scam others

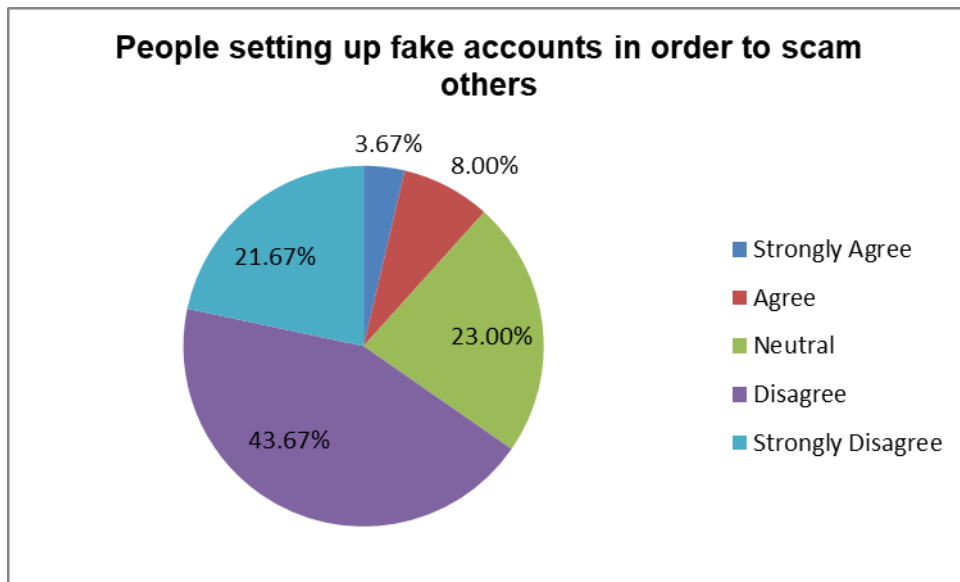| Level	Points	No. of respondents	Score
Strongly Agree	5	11	55
Agree	4	24	96
Neutral	3	69	207
Disagree	2	131	262
Strongly Disagree	1	65	65
Total		**300**	**685**

Chart 4.27: People setting up fake accounts in order to scam others

Interpretation:

Research revealed that 13.33% people are impolite/ ghosting or sexual harassing using online dating apps while 73.33% do not believe so. The overall score for misuse of online dating apps / sites for being impolite/ ghosting or sexual harassing is 651 out of 1500 i.e. 43.40%. It indicates online dating apps / sites are quite safe and prevent fucking the people & damages mental health.

Table 4.30: People are impolite/Ghosting/Sexual harassing

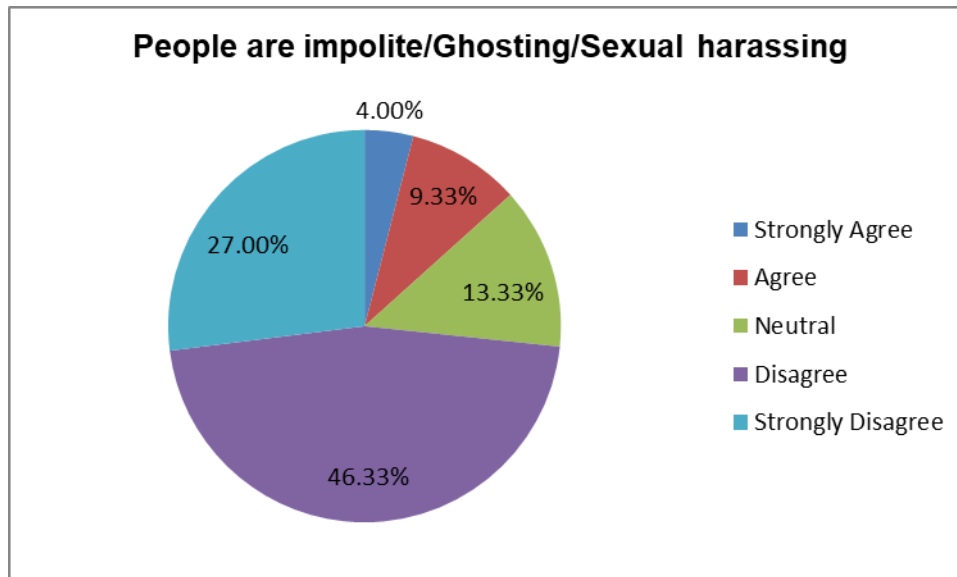| Level	Points	No. of respondents	Score
Strongly Agree	5	12	60
Agree	4	28	112
Neutral	3	40	120
Disagree	2	139	278
Strongly Disagree	1	81	81
Total		**300**	**651**

Chart 4.28: People are impolite/Ghosting/Sexual harassing

Interpretation:

Research revealed that 14.00% people felt online dating facilitates cheating while 75.33% do not believe so. The overall score for misuse of online dating apps / sites for cheating is 650 out of 1500 i.e. 43.33%. It indicates online dating apps / sites are quite safe and cheating will be difficult.

Table 4.31: Online dating facilitates cheating

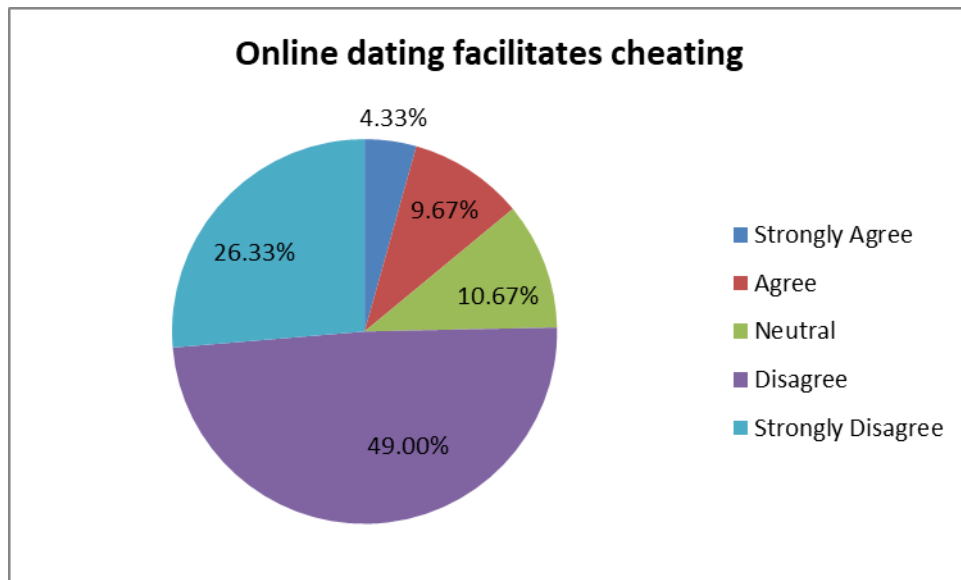| Level	Points	No. of respondents	Score
Strongly Agree	5	13	65
Agree	4	29	116
Neutral	3	32	96
Disagree	2	147	294
Strongly Disagree	1	79	79
Total		**300**	**650**

Chart 4.29: Online dating facilitates cheating

Interpretation:

Research revealed that 35.67% respondents felt people lacks personal or emotional interaction in online dating while 40.00% do not believe so. The overall score for lacking personal or emotional interaction in online dating is 923 out of 1500 i.e. 61.53%. It indicates online dating is not emotionless & flat.

Table 4.32: Online dating lacks of personal or emotional interaction

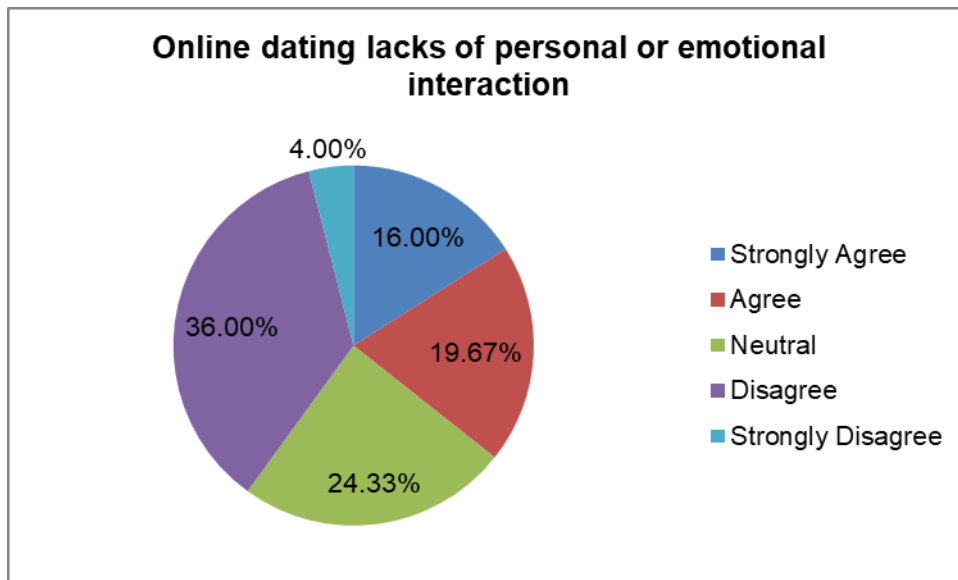| Level	Points	No. of respondents	Score
Strongly Agree	5	48	240
Agree	4	59	236
Neutral	3	73	219
Disagree	2	108	216
Strongly Disagree	1	12	12
Total		**300**	**923**

Chart 4.30: Online dating lacks of personal or emotional interaction

34

Interpretation:

Research revealed that 10.33% people consider online dating is just not a good way to meet people while 75% do not believe so. The overall score for considering online dating is just not a good way to meet people is 652 out of 1500 i.e. 43.47%. It indicates online dating apps / sites are quite good in meeting people.

Table 4.33: Online dating is just not a good way to meet people

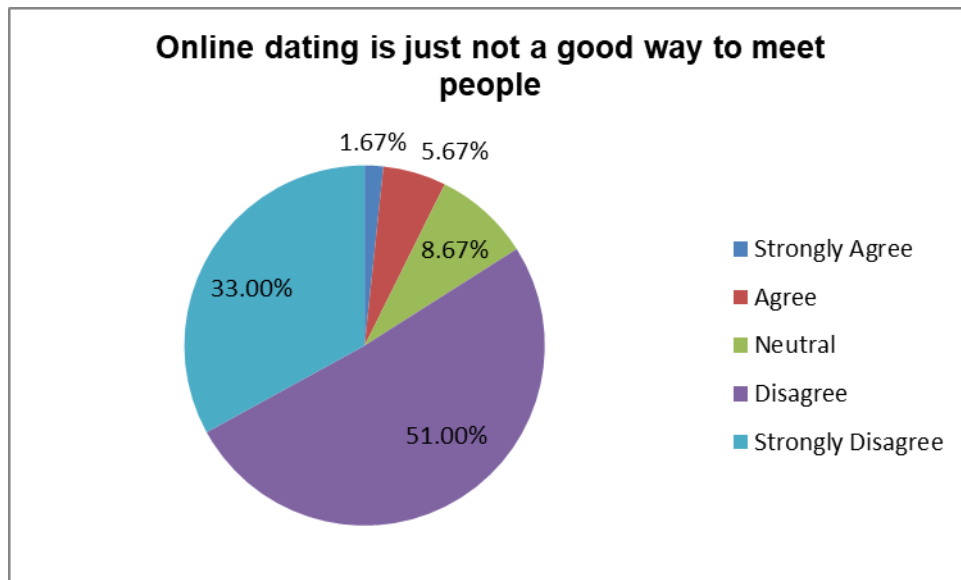| Level	Points	No. of respondents	Score
Strongly Agree	5	5	25
Agree	4	17	68
Neutral	3	26	78
Disagree	2	153	306
Strongly Disagree	1	99	99
Total		**300**	**576**

Chart 4.31: Online dating is just not a good way to meet people

35

Interpretation:

Research revealed that 9.33% people focus is on sex/hookups due to online dating while 73.33% do not believe so. The overall score for misuse of online dating apps/sites for focusing on sex/hookups, not on meaningful relationships is 643 out of 1500 i.e. 42.87%. It indicates online dating apps / sites are not only sex oriented as well as meaningful also.

Table 4.34: Online dating focus is on sex/hookups, not meaningful relationships

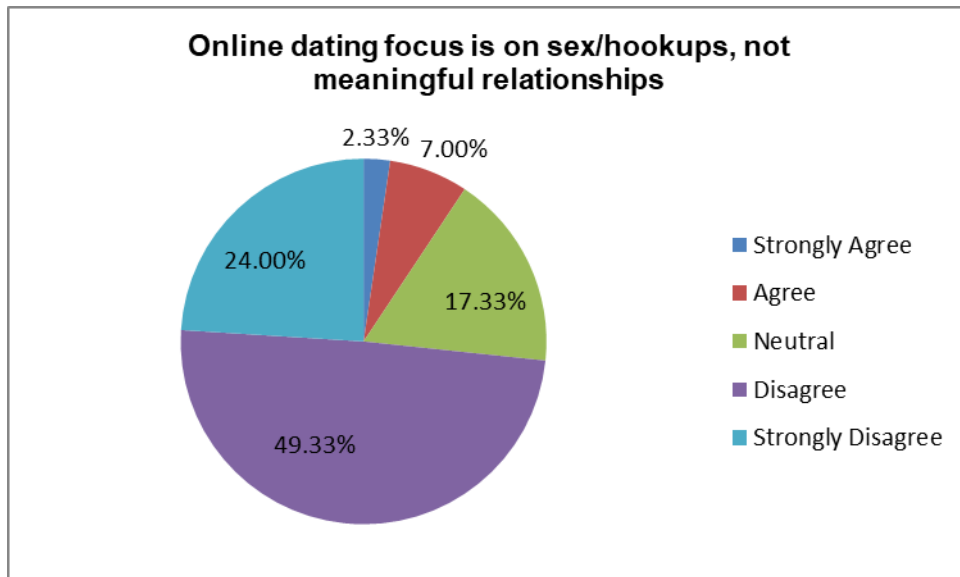| Level	Points	No. of respondents	Score
Strongly Agree	5	7	35
Agree	4	21	84
Neutral	3	52	156
Disagree	2	148	296
Strongly Disagree	1	72	72
Total		**300**	**643**

Chart 4.32: Online dating focus is on sex/hookups, not meaningful relationships

Interpretation:

Research revealed that 41.33% people have too many options to date in online dating while 31.33% do not believe so. The overall score for misuse of online dating apps / sites for having too many options to date is 946 out of 1500 i.e. 63.07%. It indicates online dating apps / sites provides quite no string attached relationship.

Table 4.35: People have too many options to date

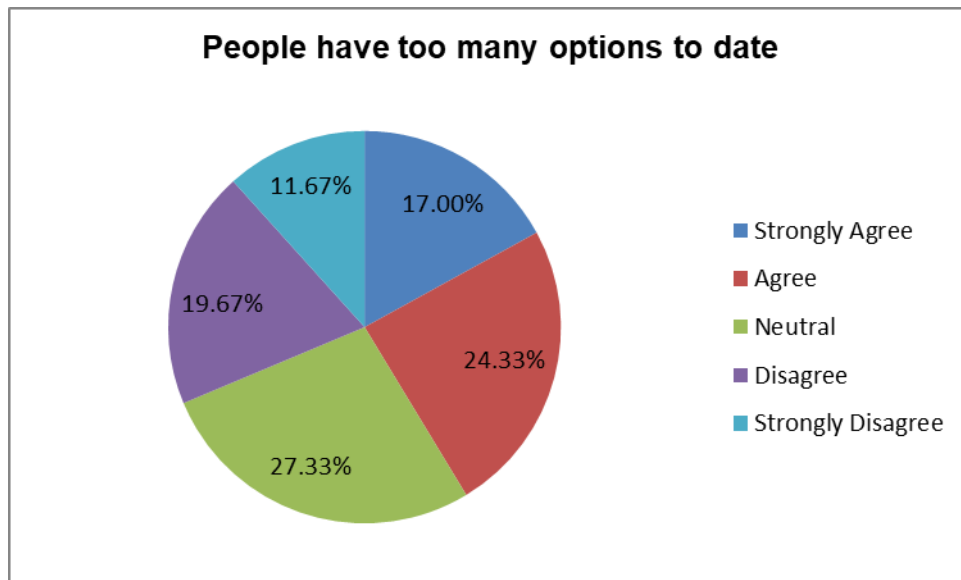| Level	Points	No. of respondents	Score
Strongly Agree	5	51	255
Agree	4	73	292
Neutral	3	82	246
Disagree	2	59	118
Strongly Disagree	1	35	35
Total		**300**	**946**

Chart 4.33: People have too many options to date

Interpretation:

Research revealed that 4.67% people have more danger than other ways of meeting people in online dating while 84.67% do not believe so. The overall score for misuse of online dating apps / sites for meeting people is 532 out of 1500 i.e. 35.47%. It indicates online dating apps / sites are quite less dangerous in meeting with people.

Table 4.36: Online dating is more dangerous than other ways of meeting people

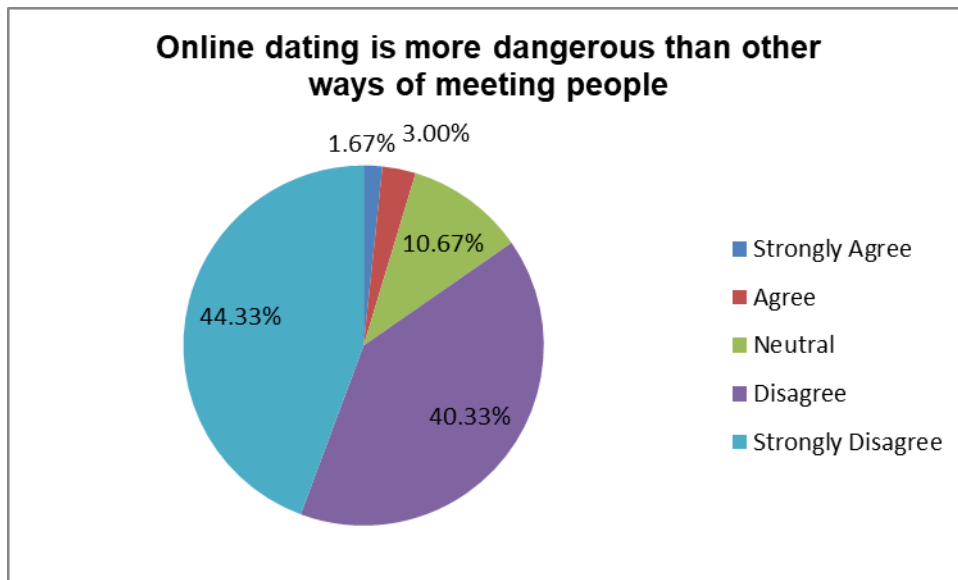| Level	Points	No. of respondents	Score
Strongly Agree	5	5	25
Agree	4	9	36
Neutral	3	32	96
Disagree	2	121	242
Strongly Disagree	1	133	133
Total		**300**	**532**

Chart 4.34: Online dating is more dangerous than other ways of meeting people

Interpretation:

Research revealed that 2.67% people are abusive, insulting & name calling by experienced in online dating while 90.33% do not believe so. The overall score for misuse of online dating apps / sites for name calling by offensive name is 423 out of 1500 i.e. 28.20%. It indicates online dating apps / sites are quite safe in misnaming.

Table 4.37: In online dating experienced calling by offensive name

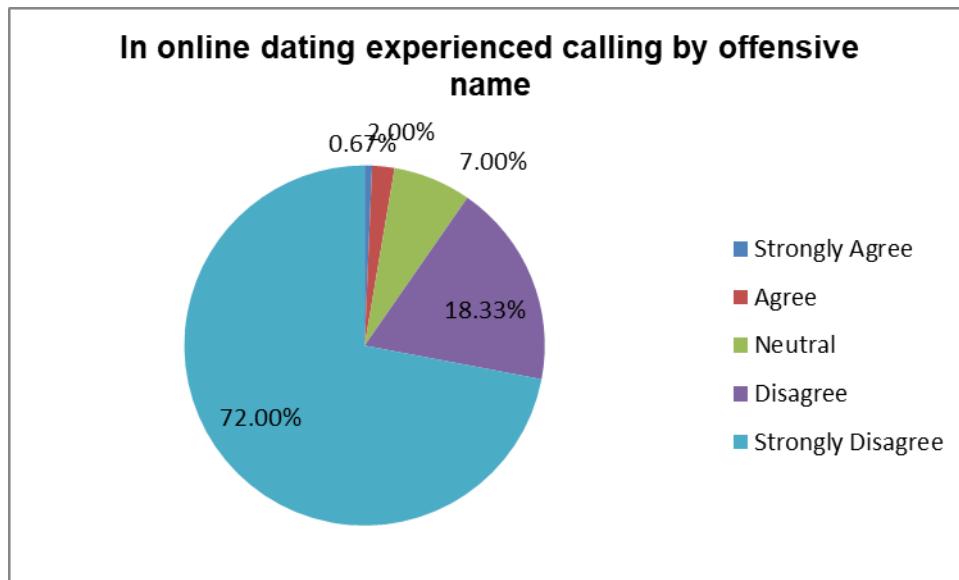| Level	Points	No. of respondents	Score
Strongly Agree	5	2	10
Agree	4	6	24
Neutral	3	21	63
Disagree	2	55	110
Strongly Disagree	1	216	216
Total		**300**	**423**

Chart 4.35: In online dating experienced calling by offensive name

39

Interpretation:

Research revealed that none people experienced threat of physical harm in online dating while 96.33% do not believe so. The overall score for misuse of online dating apps / sites for experiencing threat of physical harm is 336 out of 1500 i.e. 22.40%. It indicates online dating apps / sites are quite safe by and large.

Table 4.38: In online dating experienced threat of physical harm

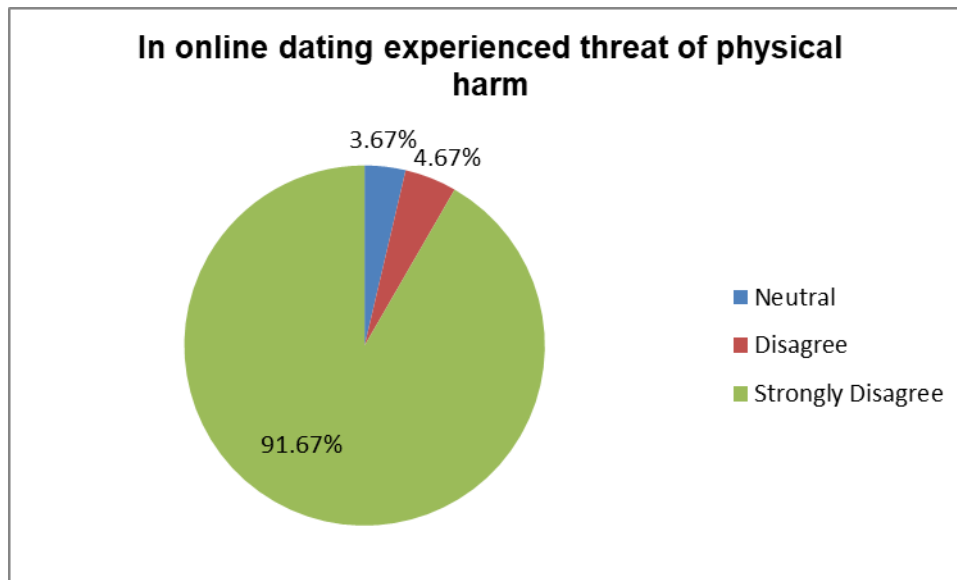| Level	Points	No. of respondents	Score
Strongly Agree	5	0	0
Agree	4	0	0
Neutral	3	11	33
Disagree	2	14	28
Strongly Disagree	1	275	275
Total		**300**	**336**

Chart 4.36: In online dating experienced threat of physical harm

Interpretation:

Research revealed that 22.00% people experienced sexually explicit message or image in online dating while 56.67% do not believe so. The overall score for misuse of online dating apps / sites for experiencing sexually explicit message or image is 765 out of 1500 i.e. 51.00%. It indicates online dating apps / sites are less safe by and large.

Table 4.39: online dating experienced sexually explicit message or image didn't ask for

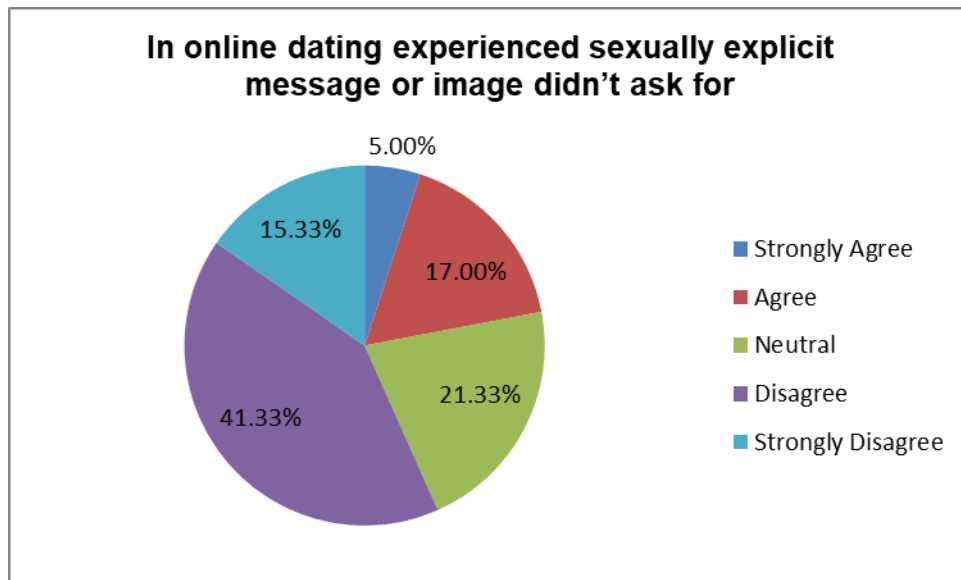| Level	Points	No. of respondents	Score
Strongly Agree	5	15	75
Agree	4	51	204
Neutral	3	64	192
Disagree	2	124	248
Strongly Disagree	1	46	46
Total		**300**	**765**

Chart 4.37: Online dating experienced sexually explicit message or image didn't ask for

Interpretation:

Research revealed that 22.00% people continue contact even after showing disinterest in online dating while 56.67% do not believe so. The overall score for misuse of online dating apps / sites for continuing contact even after showing disinterest is 765 out of 1500 i.e. 51.00%. It indicates online dating are being used genuinely by people at large.

Table 4.40: In online dating experienced continued contact even after showing disinterest

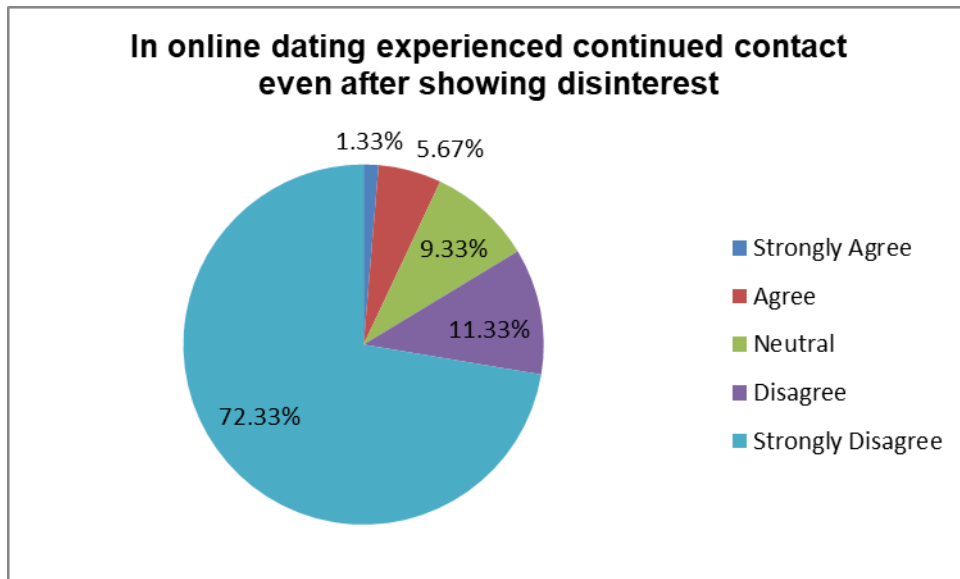| Level	Points	No. of respondents	Score
Strongly Agree	5	4	20
Agree	4	17	68
Neutral	3	28	84
Disagree	2	34	68
Strongly Disagree	1	217	217
Total		**300**	**457**

Chart 4.38: In online dating experienced continued contact even after showing disinterest

Interpretation:

The overall score for unsafe way to meet people is 397 out of 1500 i.e. 26.47%. It indicates online dating apps / sites are quite safe way to meet people. Only after checking and due chatting online anyone decides to meet so it is quite safe.

Table 4.41: Online dating sites and dating apps are unsafe way to meet people

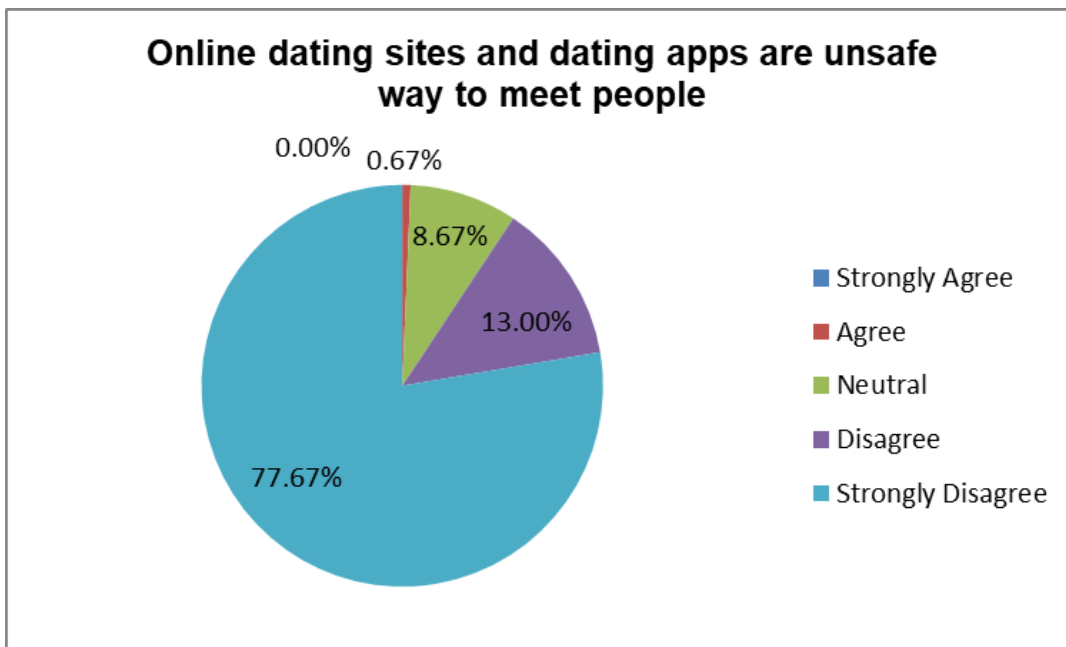| Level	Points	No. of respondents	Score
Very unsafe	5	0	0
Unsafe	4	2	8
Somewhat unsafe	3	26	78
Safe	2	39	78
Very safe	1	233	233
Total		**300**	**397**

Chart 4.39: Online dating sites and dating apps are unsafe way to meet people

Table 4.42: Misuse of online dating applications

S. No.	Detail	Level (in %)
1	In online dating experienced threat of physical harm	22.40
2	online dating sites and dating apps are unsafe way to meet people	26.47
3	In online dating experienced calling by offensive name	28.20
4	In online dating experienced continued contact even after showing disinterest	30.47
5	Online dating is more dangerous than other ways of meeting people	35.47
6	Online dating is just not a good way to meet people	38.40
7	Privacy violations, such as data breaches or identity theft	42.07
8	Online dating focus is on sex/hookups, not meaningful relationships	42.87
9	Online dating facilitates cheating	43.33
10	People are impolite/Ghosting/Sexual harassing	43.40
11	People being harassed or bullied	43.47
12	People setting up fake accounts in order to scam others	45.67
13	In online dating experienced sexually explicit message /image didn't ask for	51.00
14	People receiving sexually explicit messages or images they did not ask for	51.60
15	Online dating lacks of personal or emotional interaction	61.53
16	People have too many options to date	63.07
17	People lying about themselves to appear more desirable	65.07
18	Average	43.20

Interpretation:

From table number 4.25 to 4.41 seventeen aspects related to the misuse of online dating applications have been studied. All these have been taken into consideration collectively in order to measure the overall perspective towards online dating apps and sites. As shown in table 4.42 there is 43.20% misuse online dating apps/ sites that challenge usefulness of online dating apps.

To understand whether they are really misused for blackmailing/ fraudulent/ ransom; whether there is significantly adverse and causing negative impact, T test was performed. To measure the significance, the calculated T value has been compared with table value. Here T value is (-) 5.51 which is less than the table value 2.12 at 95% confidence level. It clearly indicates that there is no significant misuse of online dating apps and websites for blackmailing/ fraudulent/ ransom.

The significance value here is 0.00 which is less than 0.05 that confirms the no significant misuse of online dating apps among users of Mumbai suburban area.

Table 4.43: Significance of misuse/ fraud in online dating apps/ sites

Test Value = 60	
N	17
Mean	43.20
Std. Deviation	12.57
Std. Error Mean	3.05
Df	16
T	(-)5.51
Sig. (2-tailed)	0.00

Mean Difference	(-)16.79
95% Confidence Interval of the Difference	
Lower	(-) 23.26
Upper	(-) 10.33

Interpretation:

This table presents the results of a statistical analysis regarding the significance of a variable, presumably related to online dating apps/sites. The test value, which represents the expected value under the null hypothesis, is set at 60.

The sample size (N) used for the analysis consists of 17 respondents or data points. The mean value of the variable in question is 43.20, with a standard deviation of 12.57, indicating a considerable amount of variability in the data around the mean. The standard error of the mean is calculated to be 3.05, providing an estimate of the standard deviation of the sample mean distribution. The degrees of freedom (df) for this analysis are 16.

The calculated t-value is -5.51, indicating a negative deviation from the test value. The significance level, represented by the p-value of 0.00, suggests that this deviation is statistically significant, meaning it is highly unlikely to have occurred by chance. The mean difference between the observed value and the test value is -16.79. The 95% confidence interval of the difference ranges from -23.26 to -10.33, indicating that we can be 95% confident that the true mean difference falls within this range.

Overall, these results suggest a significant difference between the observed mean value and the test value, providing evidence to reject the null hypothesis and indicating a notable deviation in the variable under consideration from the expected value.

4.4 Relationship through Online Dating Apps/ sites

Research revealed that 51.00% people feel close to partner in online dating while 11% do not believe so. The overall score for relationship through online dating apps/ sites for feeling close to partner is 1060 out of 1500 i.e. 70.67%. It indicates online dating apps / sites provides more real relationship. There is sense of closeness & proximity even in online dating.

Table 4.44: Feel close to partner in online dating

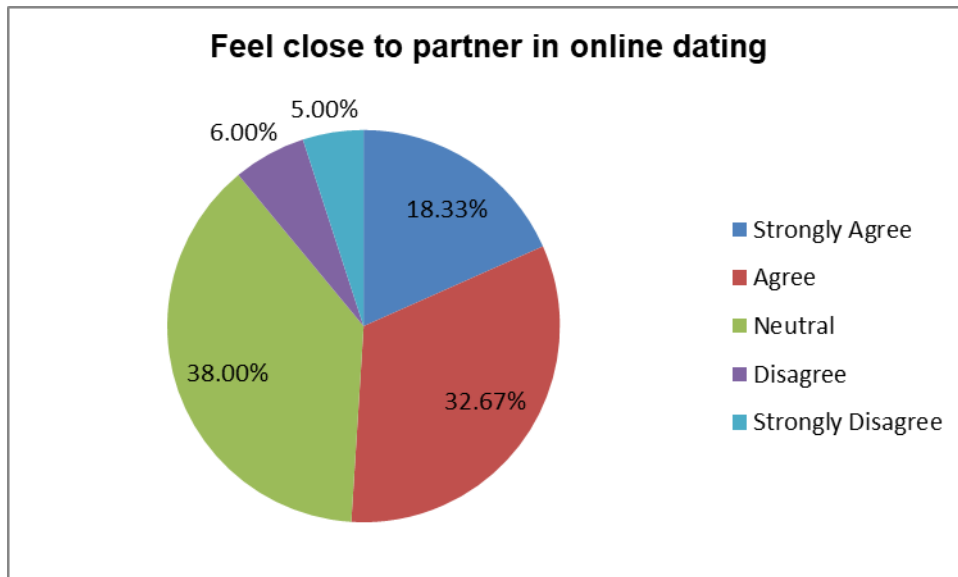| Level	Points	No. of respondents	Score
Strongly Agree	5	55	275
Agree	4	98	392
Neutral	3	114	342
Disagree	2	18	36
Strongly Disagree	1	15	15
Total		**300**	**1060**

Chart 4.40: Feel close to partner in online dating

Interpretation:

Research revealed that 40.67% people cares their partners in online dating while 35.33% do not believe so. The overall score for relationship through online dating apps/ sites for caring their partner is 914 out of 1500 i.e. 60.93%. It indicates online dating apps / sites also provides care & concern to partners.

Table 4.45: Partner cares in online dating

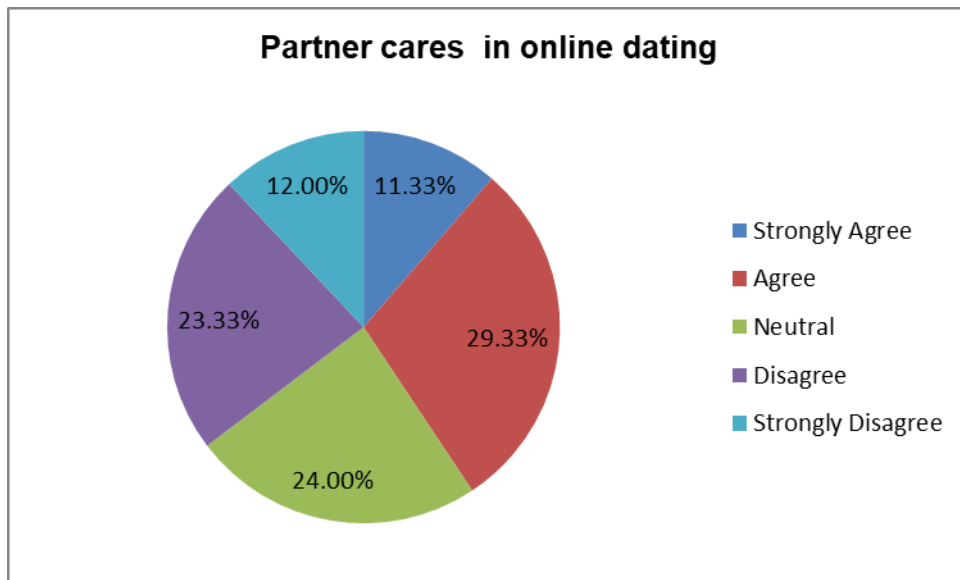| Level	Points	No. of respondents	Score
Strongly Agree	5	34	170
Agree	4	88	352
Neutral	3	72	216
Disagree	2	70	140
Strongly Disagree	1	36	36
Total		**300**	**914**

Chart 4.41: Partner cares in online dating

Interpretation:

Research revealed that 28.33% people feel confident to deal with problem that come up in relationship in online dating while 34.00% do not believe so. The overall score for relationship through online dating apps/ sites for feeling confident to deal with problem is 866 out of 1500 i.e. 57.73%. It indicates online dating apps / sites features are user friendly and develop confidence to deal with problems easily.

Table 4.46: Feel confident to deal with whatever problems might come up in relationship

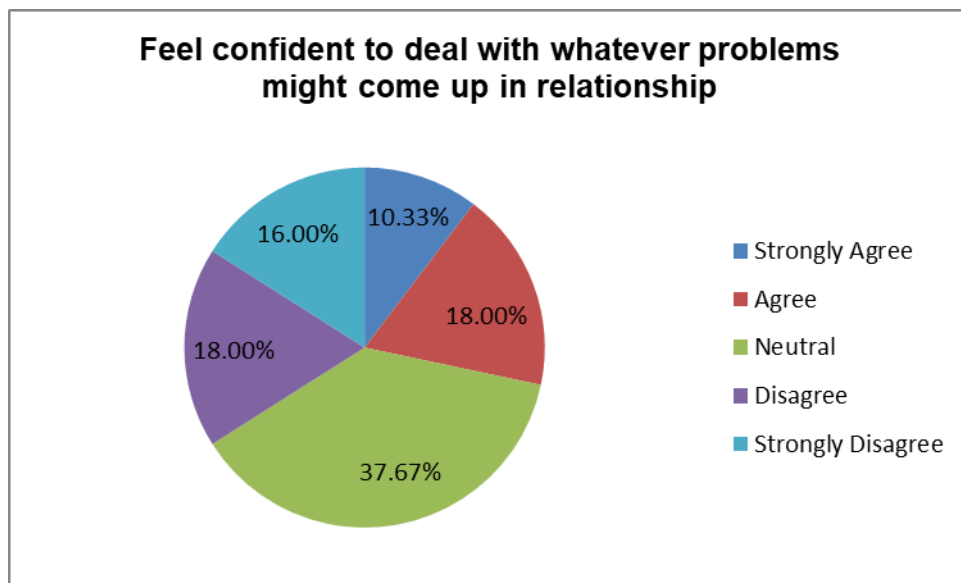| Level	Points	No. of respondents	Score
Strongly Agree	5	31	155
Agree	4	54	216
Neutral	3	113	339
Disagree	2	54	108
Strongly Disagree	1	48	48
Total		**300**	**866**

Chart 4.42: Feel confident to deal with problems might come up in relationship

Interpretation:

Research revealed that 68.67% people feel happiness in relationship through online dating while 13.33% do not believe so. The overall score for relationship through online dating apps/ sites for feeling happy in relationship is 1060 out of 1135 i.e. 75.67%. It indicates online dating apps / sites provides happy relationship.

Table 4.47: Happy in relationship

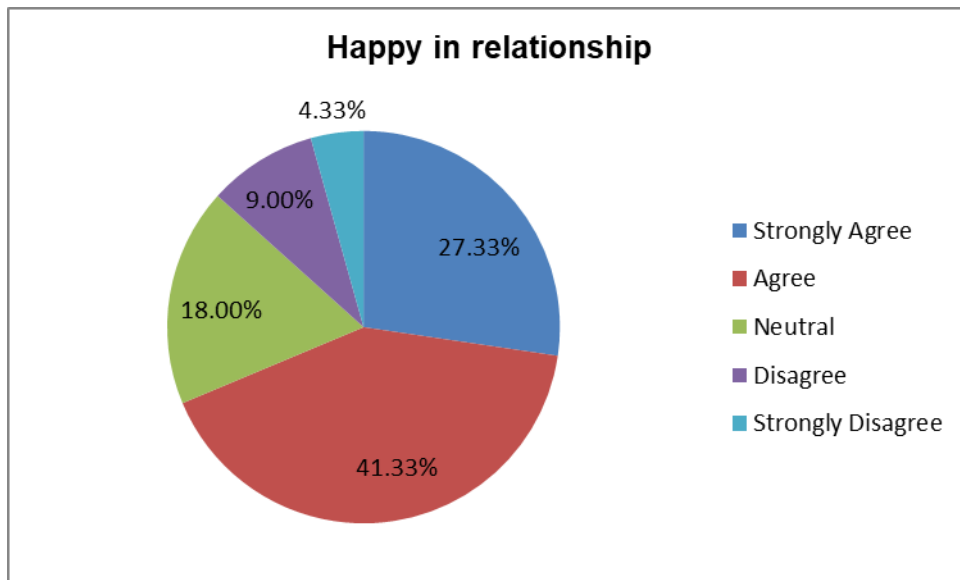| Level	Points	No. of respondents	Score
Strongly Agree	5	82	410
Agree	4	124	496
Neutral	3	54	162
Disagree	2	27	54
Strongly Disagree	1	13	13
Total		**300**	**1135**

Chart 4.43: Happy in relationship

Interpretation:

Research revealed that 51.67% people feel their partner usually listens in online dating while 23.33% do not believe so. The overall score for relationship through online dating apps/ sites for listening their partner is 997 out of 1500 i.e. 66.47%. It indicates online dating apps / sites are good communication tool between partners.

Table 4.48: Partner usually listens

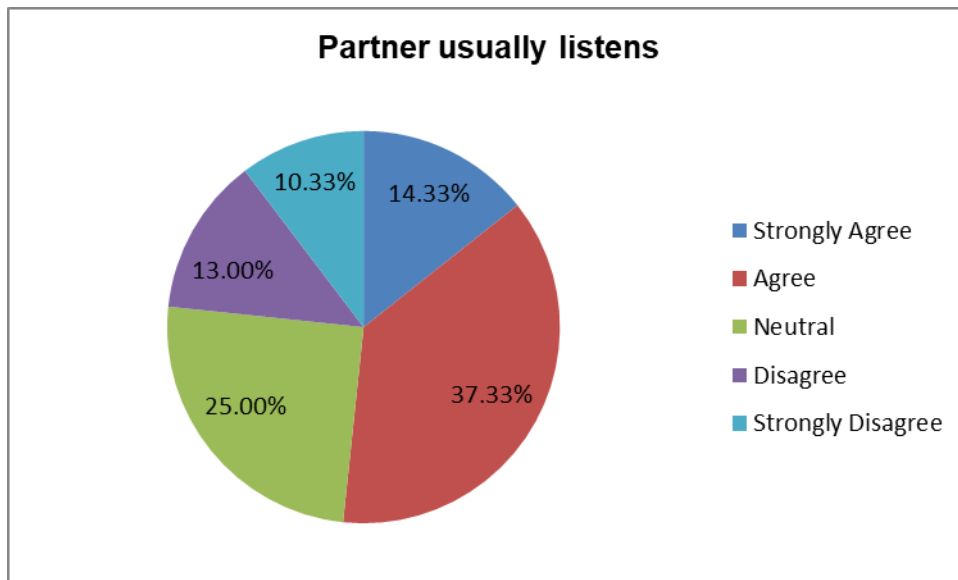| Level	Points	No. of respondents	Score
Strongly Agree	5	43	215
Agree	4	112	448
Neutral	3	75	225
Disagree	2	39	78
Strongly Disagree	1	31	31
Total		**300**	**997**

Chart 4.44: Partner usually listens

Interpretation:

Research revealed that 54.33% people feel their home life comfortable and filled with fun in online dating while 23.00% do not believe so. The overall score for relationship through online dating apps/ sites for feeling home life comfortable and funny is 1040 out of 1500 i.e. 69.33%. It indicates online dating apps / sites provides boost in good stress free relationship.

Table 4.49: Home life together feels comfortable and fun

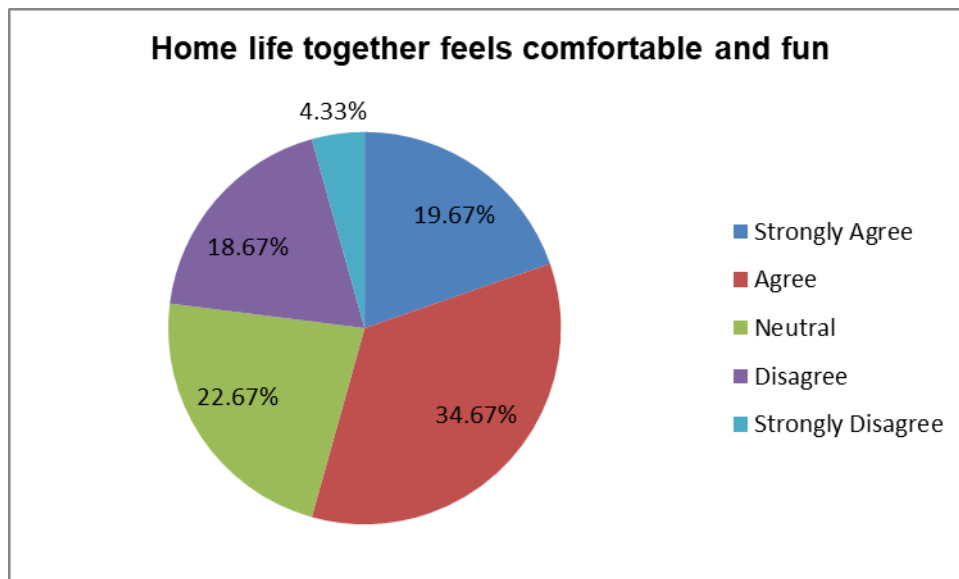| Level	Points	No. of respondents	Score
Strongly Agree	5	59	295
Agree	4	104	416
Neutral	3	68	204
Disagree	2	56	112
Strongly Disagree	1	13	13
Total		**300**	**1040**

Chart 4.45: Home life together feels comfortable and fun

Interpretation:

Research revealed that 50.33% people feel sense of peace in life together in online dating while 26.00% do not believe so. The overall score for relationship through online dating apps/ sites for feeling sense of peace in life is 1011 out of 1500 i.e. 67.40%. It indicates online dating apps / sites provides real, pleasant & peaceful relationship.

Table 4.50: Sense of peace in life together

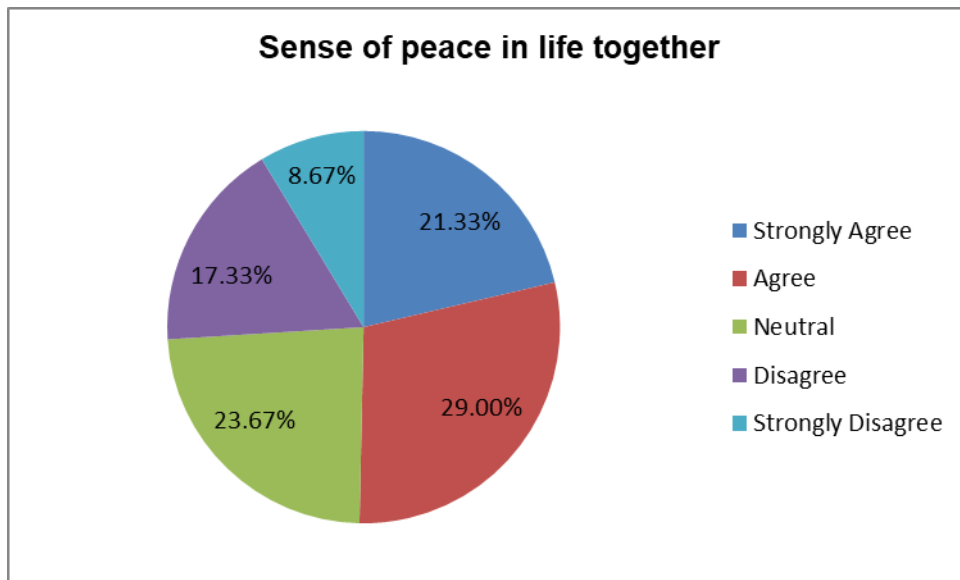| Level	Points	No. of respondents	Score
Strongly Agree	5	64	320
Agree	4	87	348
Neutral	3	71	213
Disagree	2	52	104
Strongly Disagree	1	26	26
Total		**300**	**1011**

Chart 4.46: Sense of peace in life together

Interpretation:

Research revealed that 44.00% people reunited with partner at the end of each day in online dating while 25.67% do not believe so. The overall score for relationship through online dating apps/ sites for looking forward to reunion with partner at the end of each day is 978 out of 1500 i.e. 65.20%. It indicates online dating apps / sites provides strong understanding in relationship.

Table 4.51: Look forward to reunion with partner at the end of each day

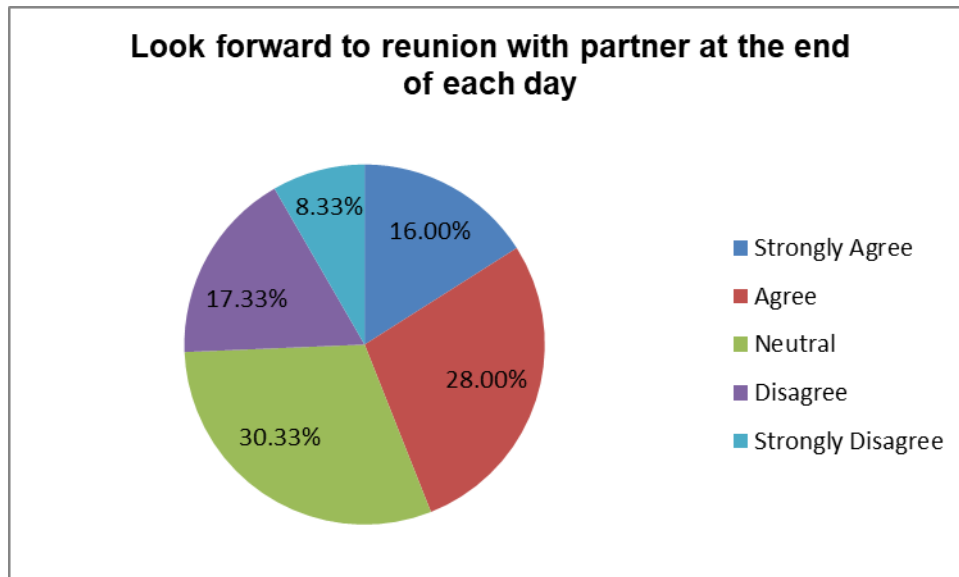| Level	Points	No. of respondents	Score
Strongly Agree	5	48	240
Agree	4	84	336
Neutral	3	91	273
Disagree	2	52	104
Strongly Disagree	1	25	25
Total		**300**	**978**

Chart 4.47 Look forward to reunion with partner at the end of each day

Interpretation:

Research revealed that 44.67% people expect vacations and enjoy the travel together in online dating while 23.00% do not expect so. The overall score for relationship through online dating apps/ sites for looking forward to vacations and enjoy the travel together is 992 out of 1500 i.e. 66.13%. It indicates online dating apps / sites provides excursion in relationship.

Table 4.52: Look forward to vacations and enjoy the travel together

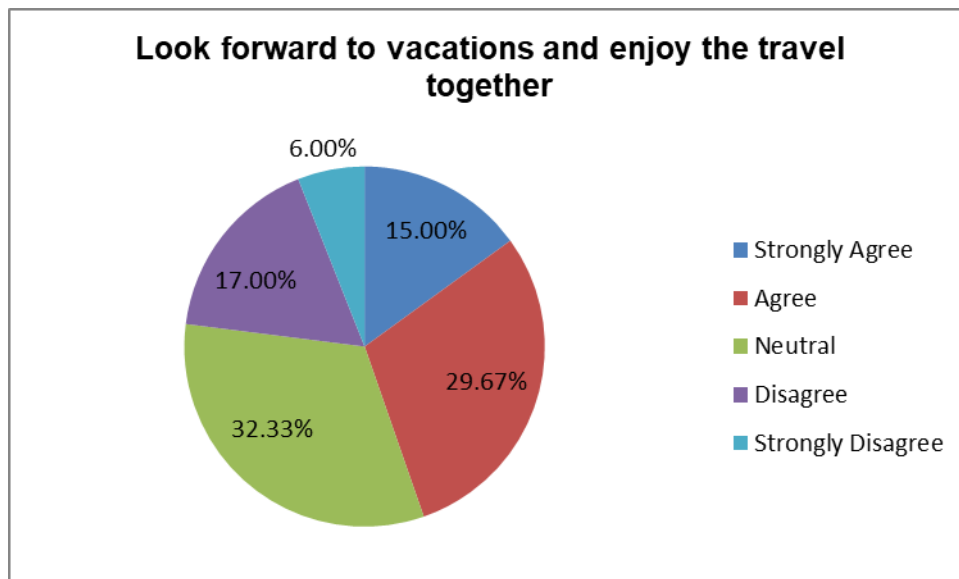| Level	Points	No. of respondents	Score
Strongly Agree	5	45	225
Agree	4	89	356
Neutral	3	97	291
Disagree	2	51	102
Strongly Disagree	1	18	18
Total		**300**	**992**

Chart 4.48: Look forward to vacations and enjoy the travel together

Interpretation:

Research revealed that 38.00% people have a good time in going out together in online dating while 19.67% do not believe so. The overall score for relationship through online dating apps/ sites for errand together is 983 out of 1500 i.e. 65.53%. It indicates online dating apps / sites provides happy and exciting relationship.

Table 4.53: When errands together, usually have a good time

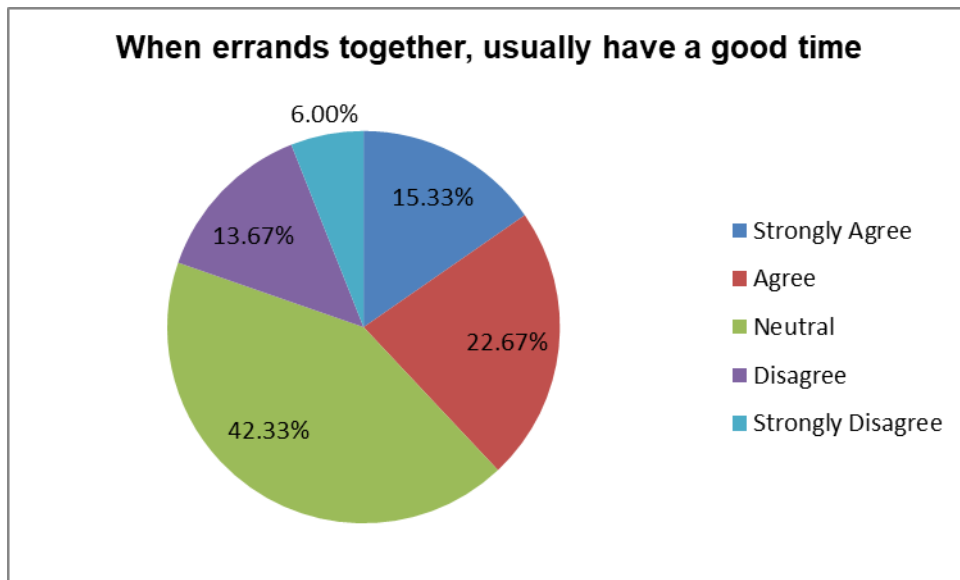| Level	Points	No. of respondents	Score
Strongly Agree	5	46	230
Agree	4	68	272
Neutral	3	127	381
Disagree	2	41	82
Strongly Disagree	1	18	18
Total		**300**	**983**

Chart 4.49: When errands together, usually have a good time

Interpretation:

Research revealed that 55.33% people are extremely trustworthy in online dating while 14.33% do not believe so. The overall score for relationship through online dating apps/ sites for being trustworthy is 1050 out of 1500 i.e. 70.00%. It indicates online dating apps / sites provides trustworthiness.

Table 4.54: Experienced trustworthy people on internet

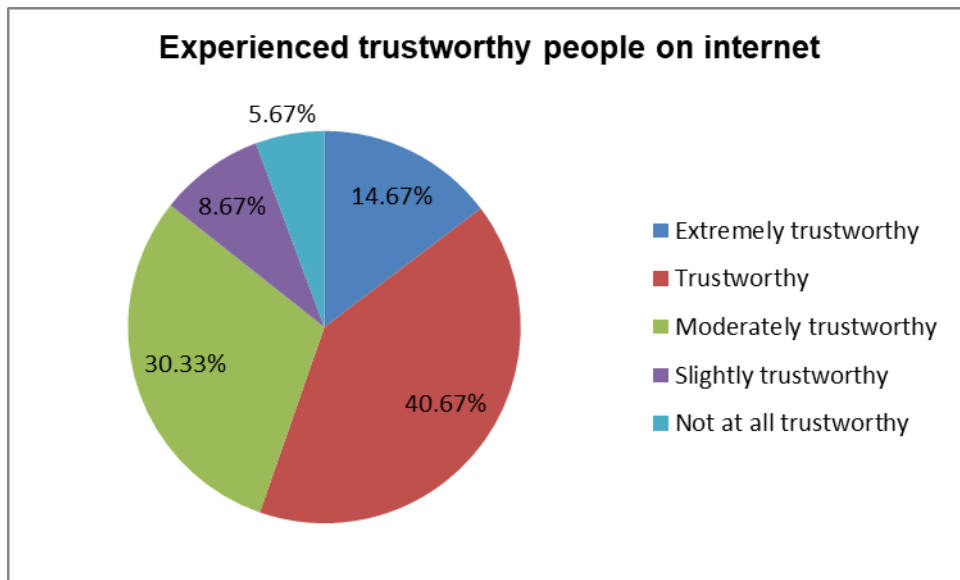| Level	Points	No. of respondents	Score
Extremely trustworthy	5	44	220
Trustworthy	4	122	488
Moderately trustworthy	3	91	273
Slightly trustworthy	2	26	52
Not at all trustworthy	1	17	17
Total		**300**	**1050**

Chart 4.50: Experienced trustworthy people on internet

57

Interpretation:

Research revealed that 21.00% people feel unable to function well in life while in relationship in online dating though 49.67% do not believe so. The overall score for relationship through online dating apps/ sites for functioning well in life is 1018 out of 1500 i.e. 67.87%. It indicates online dating apps / sites provides offer real relationship that is not disturbing.

Table 4.55: Unable to function well in life while in relationship

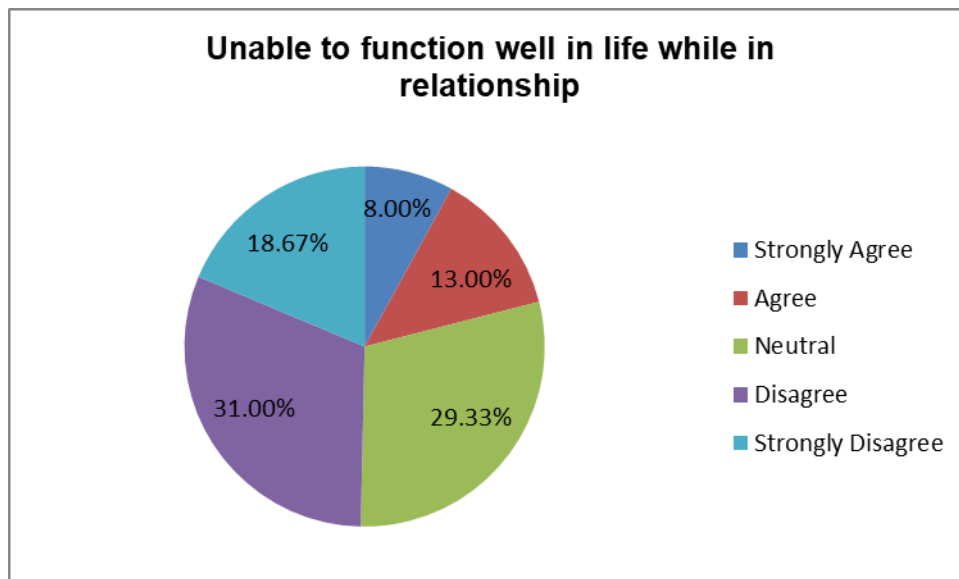| Level	Points	No. of respondents	Score
Strongly Agree	1	24	24
Agree	2	39	78
Neutral	3	88	264
Disagree	4	93	372
Strongly Disagree	5	56	280
Total		**300**	**1018**

Chart 4.51: Unable to function well in life while in relationship

Interpretation:

The overall score for relationship through online dating apps/ sites for unplanned negative events happening nonoccurrence is 914 out of 1500 i.e. 60.93%. It indicates online dating apps / sites do not give rise to unexpected & negative events at large.

Table 4.56: Unplanned negative events keep happening in online dating

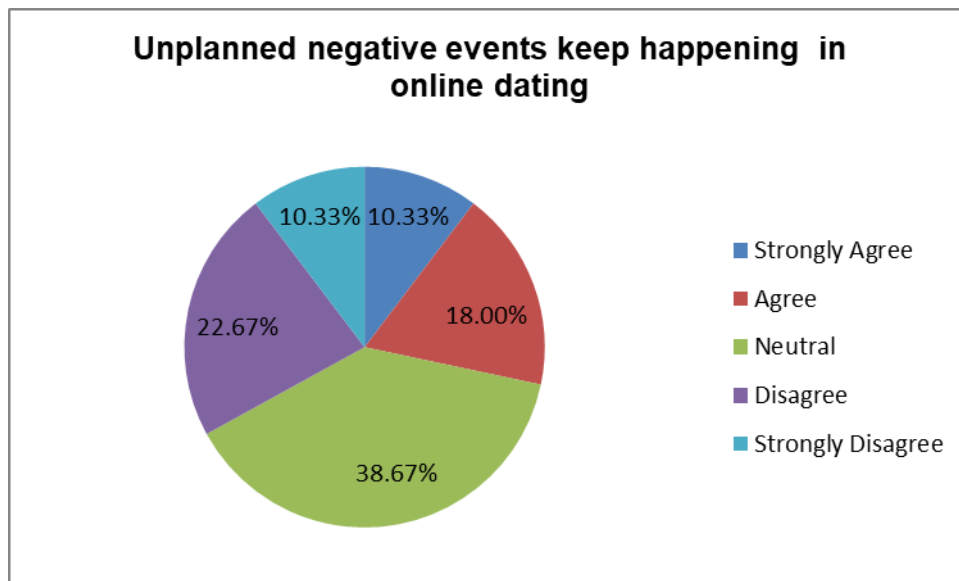| Level	Points	No. of respondents	Score
Strongly Agree	1	31	31
Agree	2	54	108
Neutral	3	116	348
Disagree	4	68	272
Strongly Disagree	5	31	155
Total		**300**	**914**

Chart 4.52: Unplanned negative events keep happening in online dating

Interpretation:

Research revealed that 18.00% people always have to adapt to difficult circumstances in online dating while 45.00% do not believe so. The overall score for relationship through online dating apps/ sites for no challenge of adapting to difficult circumstances is 1012 out of 1500 i.e. 67.47%. It indicates online dating apps / sites provides more strong relationship which is quite manageable.

Table 4.57: Always have to adapt to difficult circumstances

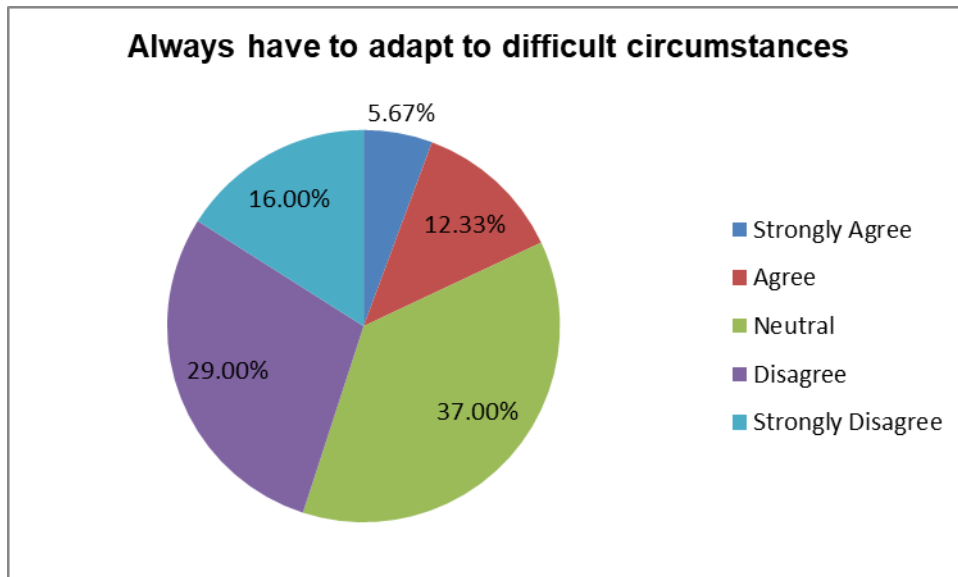| Level	Points	No. of respondents	Score
Strongly Agree	1	17	17
Agree	2	37	74
Neutral	3	111	333
Disagree	4	87	348
Strongly Disagree	5	48	240
Total		**300**	**1012**

Chart 4.53: Always have to adapt to difficult circumstances

Interpretation:

Research revealed that 17.67% people agree that arguments seem to come up out of nowhere in online dating while 50.00% do not believe so. The overall score for relationship through online dating apps/ sites for no unwanted arguments with partner is 1037 out of 1500 i.e. 69.13%. It indicates online dating apps / sites provides sensible and rational relationship.

Table 4.58: Arguments seem to come up out of nowhere in online dating

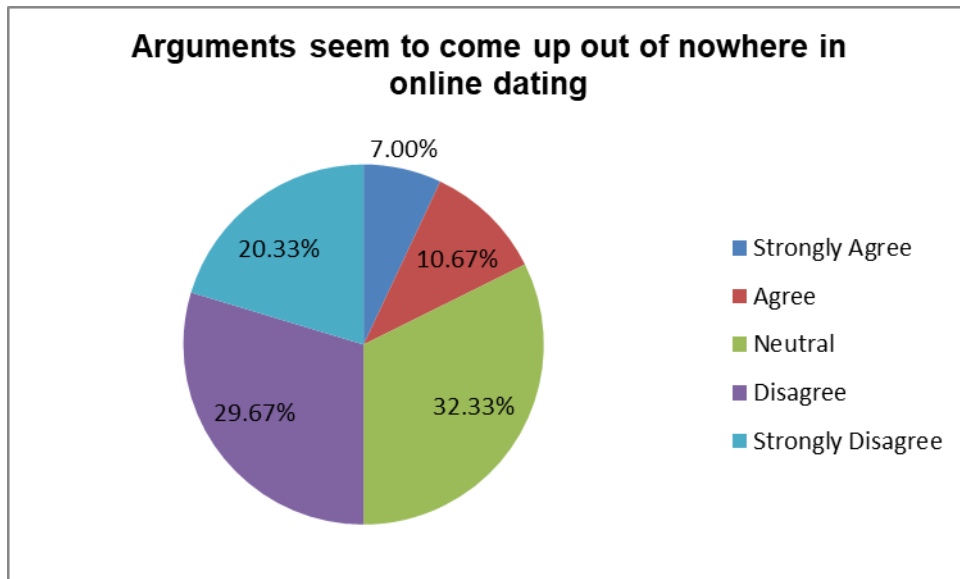| Level	Points	No. of respondents	Score
Strongly Agree	1	21	21
Agree	2	32	64
Neutral	3	97	291
Disagree	4	89	356
Strongly Disagree	5	61	305
Total		**300**	**1037**

Chart 4.54: Arguments seem to come up out of nowhere in online dating

61

Interpretation:

Research revealed that 18.33% people feel that their partner brings up issues abruptly and argue in online dating while 58.00% do not believe so. The overall score for relationship through online dating apps/ sites for not bringing up issues abruptly is 1054 out of 1500 i.e. 70.27%. It indicates online dating apps / sites provides curtails rude & abrupt issues in relationship.

Table 4.59: Partner brings up issues abruptly or with poor timing

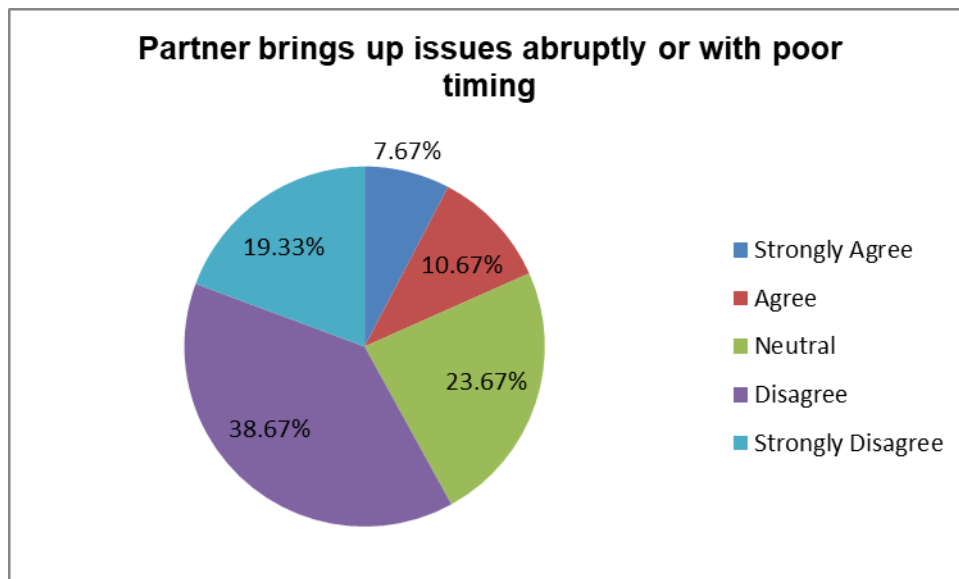| Level	Points	No. of respondents	Score
Strongly Agree	1	23	23
Agree	2	32	64
Neutral	3	71	213
Disagree	4	116	464
Strongly Disagree	5	58	290
Total		**300**	**1054**

Chart 4.55: Partner brings up issues abruptly or with poor timing

Interpretation:

Research revealed that 11.67% people find partner's negativity unsettling in online dating while 60.33% do not believe so. The overall score for relationship through online dating apps/ sites for finding partner's positive and not unsettling is 1100 out of 1500 i.e. 73.33%. It indicates online dating apps / sites provides more positive relationship.

Table 4.60: Find partner's negativity unsettling

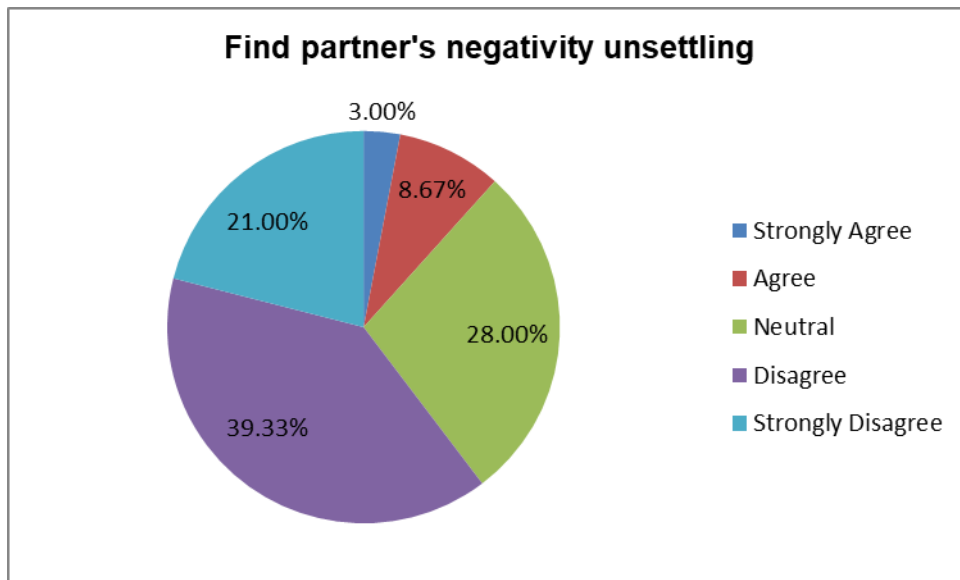| Level	Points	No. of respondents	Score
Strongly Agree	1	9	9
Agree	2	26	52
Neutral	3	84	252
Disagree	4	118	472
Strongly Disagree	5	63	315
Total		**300**	**1100**

Chart 4.56: Find partner's negativity unsettling

Interpretation:

Research revealed that 21.33% people often seem to get blamed for issues in online dating while 52.67% do not believe so. The overall score for relationship through online dating apps/ sites for not blaming their partners for issues is 1035 out of 1500 i.e. 69.00%. It indicates online dating apps / sites provides smooth and issueless relationship among partners.

Table 4.61: Often seem to get blamed for issues

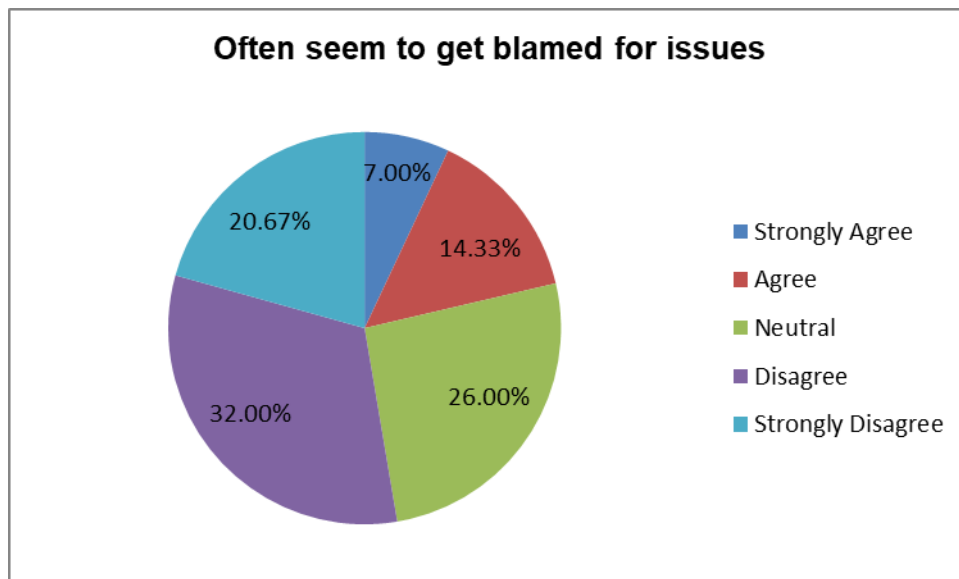| Level	Points	No. of respondents	Score
Strongly Agree	1	21	21
Agree	2	43	86
Neutral	3	78	234
Disagree	4	96	384
Strongly Disagree	5	62	310
Total		**300**	**1035**

Chart 4.57: Often seem to get blamed for issues

64

Interpretation:

Research revealed that 19.67% people face disagreement on how to handle money in online dating while 50% do not believe so. The overall score of relationship through online dating apps/ sites for not having any disagreement on how to handle money is 1022 out of 1500 i.e. 68.13%. It indicates online dating apps / sites provides non greedy relations with partner.

Table 4.62: Disagreement on how to handle money

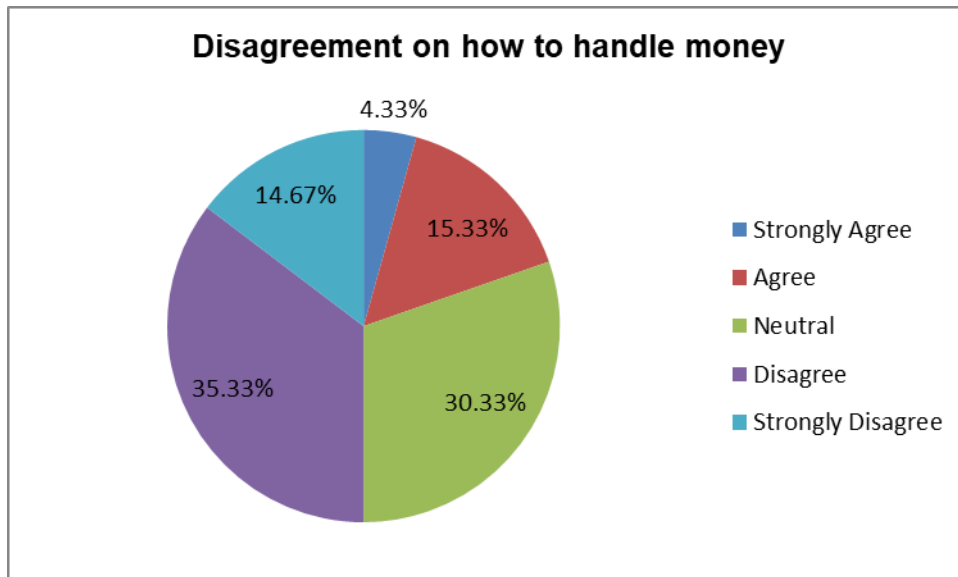| Level	Points	No. of respondents	Score
Strongly Agree	1	13	13
Agree	2	46	92
Neutral	3	91	273
Disagree	4	106	424
Strongly Disagree	5	44	220
Total		**300**	**1022**

Chart 4.58: Disagreement on how to handle money

Interpretation:

Data collected from research showed that 22.33% people find partner criticizes one's personality in online dating while 52% do not believe so. The overall score of relationship through online dating apps/ sites for not having harsh criticism is 1030 out of 1500 i.e. 68.67%. It indicates online dating apps / sites provides harmonious relations.

Table 4.63: Partner criticizes ones' personality

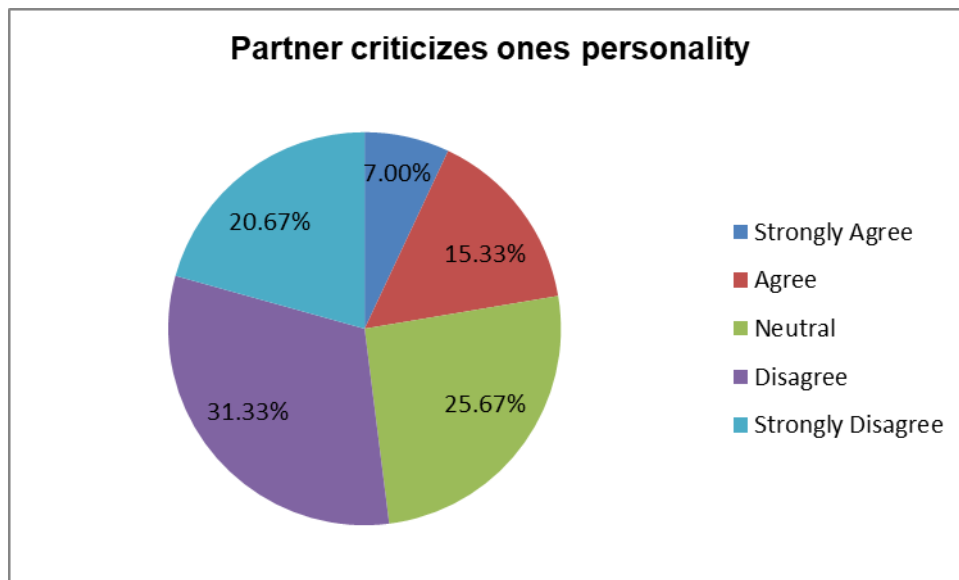| Level	Points	No. of respondents	Score
Strongly Agree	1	21	21
Agree	2	46	92
Neutral	3	77	231
Disagree	4	94	376
Strongly Disagree	5	62	310
Total		**300**	**1030**

Chart 4.59: Partner criticizes ones' personality

Table 4.64: Online dating applications' role in relationship

Sr. No.	Detail	Level (in %)
1	Feel confident to deal with problems might come up in relationship	57.73
2	Partner cares in online dating	60.93
3	Unplanned negative events keep happening in online dating	60.93
4	Look forward to reunion with partner at the end of each day	65.20
5	When errands together, usually have a good time	65.53
6	Look forward to vacations and enjoy the travel together	66.13
7	Partner usually listens	66.47
8	Sense of peace in life together	67.40
9	Always have to adapt to difficult circumstances	67.47
10	Unable to function well in life while in relationship	67.87
11	Disagreement on how to handle money	68.13
12	Partner criticizes ones personality	68.67
13	Often seem to get blamed for issues	69.00
14	Arguments seem to come up out of nowhere in online dating	69.13
15	Home life together feels comfortable and fun	69.33
16	Experienced trustworthy people on internet	70.00
17	Partner brings up issues abruptly or with poor timing	70.27
18	Feel close to partner in online dating	70.67
19	Find partner's negativity unsettling	73.33
20	Happy in relationship	75.67
21	Average	67.49

Interpretation:

From table number 4.44 to 4.63 twenty aspects related to the relationship through online dating applications have been studied. All these have been taken into consideration collectively in order to measure the overall significance of relationship created through online dating apps and sites. As shown in table 4.64 there is 67.49% significance was measured for relationship established with the use of online dating apps/ sites.

To understand whether such relationship is really significant, T test was performed. To measure the significance, the calculated T value has been compared with table value. Here T value is 8.06 which is higher than the table value 2.09 at 95% confidence level. It clearly indicates that there is significant relationship through online dating applications and websites.

The calculated significance value here is 0.00 which is less than 0.05 that confirms the significant relationship through online dating apps among users of Mumbai suburban area.

Table 4.65: Significance of relationship in online dating apps/ sites

Test Value = 60	
N	20
Mean	67.49
Std. Deviation	4.16
Std. Error Mean	0.93
df	19
t	8.06
Sig. (2-tailed)	0.00
Mean Difference	7.49
95% Confidence Interval of the Difference	
Lower	5.55
Upper	9.44

Interpretation:

Data collected from research showed that 69.67% people get influenced by free trials and sign-up bonuses offered by online dating apps/ sites while 10.67% do not believe so. The overall score of free trials and sign-up bonuses is 1130 out of 1500 i.e. 75.33%. It indicates strong temptation generated by free trials and sign-up bonuses.

Table 4.66: Influenced by free trials and sign-up bonuses

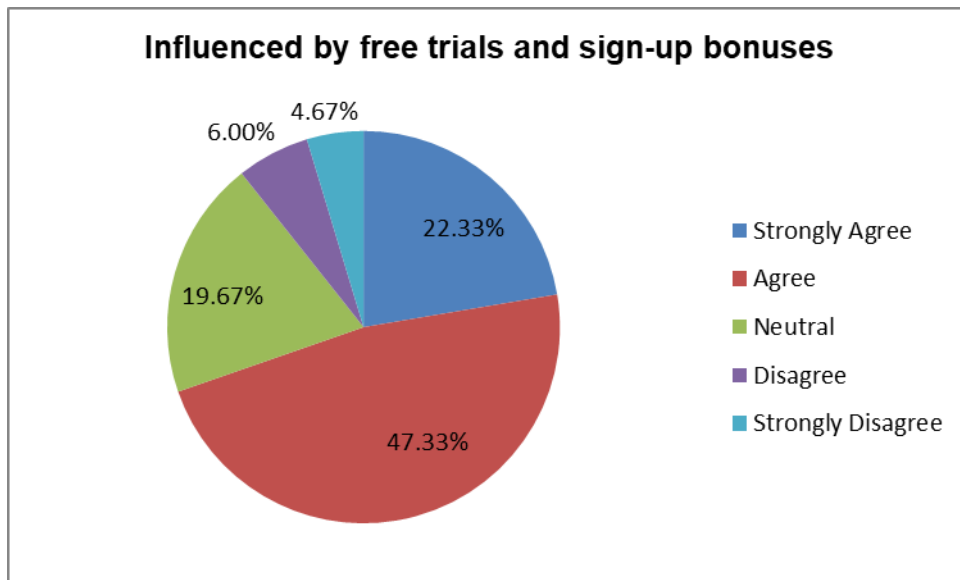| Level	Points	No. of respondents	Score
Strongly Agree	5	67	335
Agree	4	142	568
Neutral	3	59	177
Disagree	2	18	36
Strongly Disagree	1	14	14
Total		**300**	**1130**

Chart 4.60: Influenced by free trials and sign-up bonuses

Interpretation:

Data collected from research showed that 30% people get influenced by referral programs of online dating apps/ sites while 35.67% do not believe so. 34.33% remain neutral to the referral programs. The overall score for referral programs is 859 out of 1500 i.e. 57.27%. It indicates moderate influence of referral programs.

Table 4.67: Influenced by referral programs

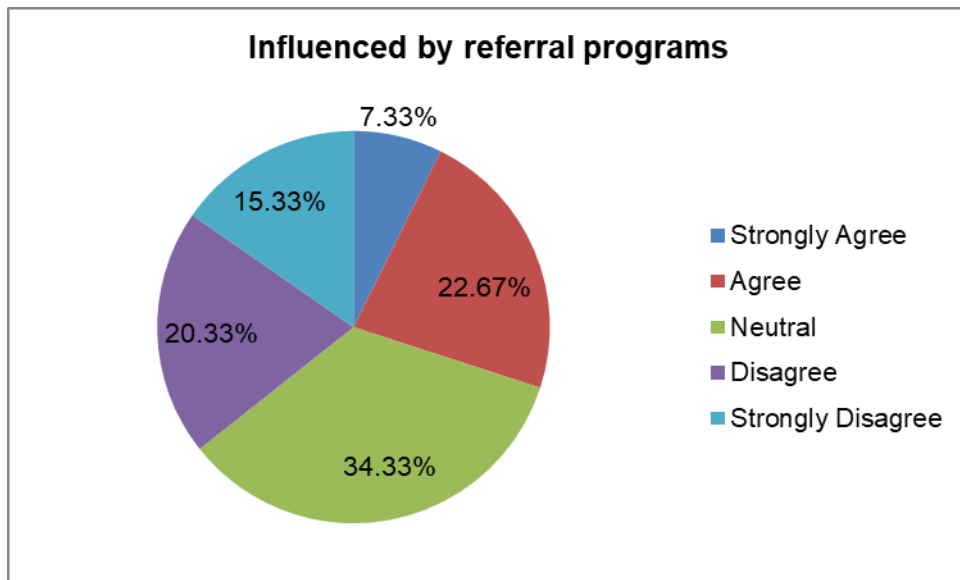| Level	Points	No. of respondents	Score
Strongly Agree	5	22	110
Agree	4	68	272
Neutral	3	103	309
Disagree	2	61	122
Strongly Disagree	1	46	46
Total		**300**	**859**

Chart 4.61: Influenced by referral programs

Interpretation:

Data collected from research showed that 55.67% people get influenced by discounts offered by online dating apps/ sites while 19% do not believe so. The overall score of discounts is 1056 out of 1500 i.e. 70.40%. It indicates strong temptation generated by discounts for online dating apps.

Table 4.68: Influenced by discounts

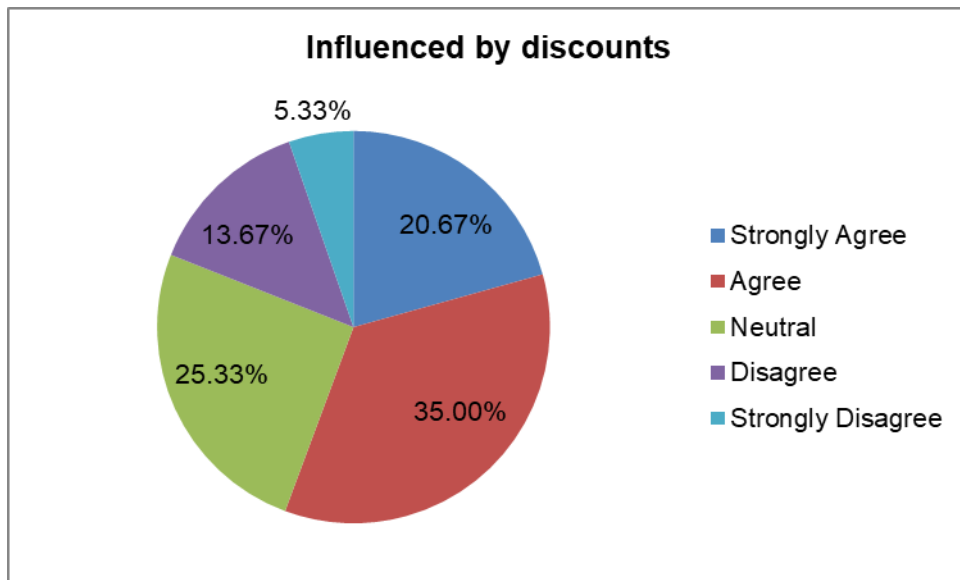| Level	Points	No. of respondents	Score
Strongly Agree	5	62	310
Agree	4	105	420
Neutral	3	76	228
Disagree	2	41	82
Strongly Disagree	1	16	16
Total		**300**	**1056**

Chart 4.62: Influenced by discounts

Interpretation:

Data collected from research showed that 73.33% people get influenced by social media campaigns of online dating apps/ sites while 10.33% do not believe so. The overall score of social media campaigns is 1156 out of 1500 i.e. 77.07%. It indicates strong temptation generated by social media campaigns for online dating apps.

Table 4.69: Influenced by social media campaigns

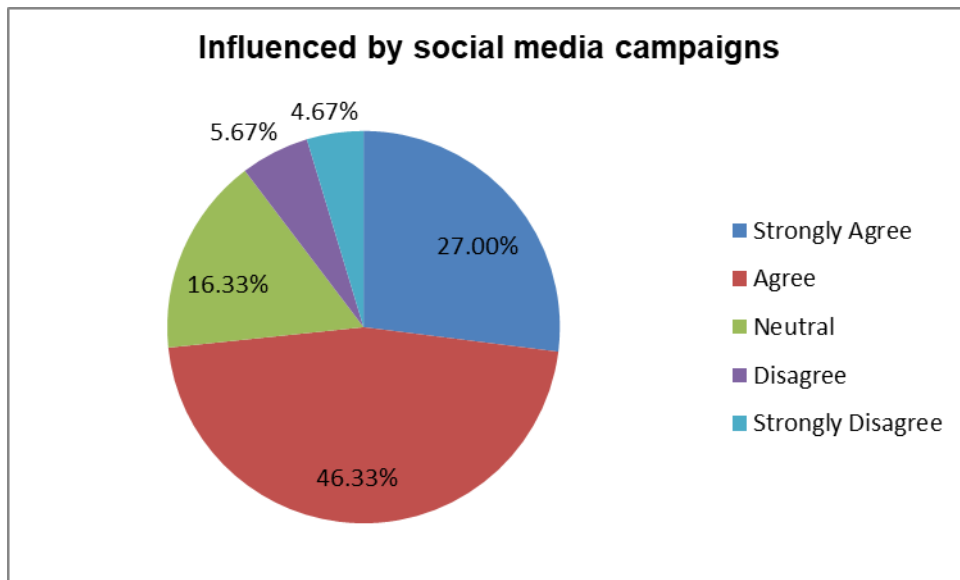| Level	Points	No. of respondents	Score
Strongly Agree	5	81	405
Agree	4	139	556
Neutral	3	49	147
Disagree	2	17	34
Strongly Disagree	1	14	14
Total		**300**	**1156**

Chart 4.63: Influenced by social media campaigns

Interpretation:

Data collected from research showed that 50.33% people get influenced by sponsored events of online dating apps/ sites while 28.33% do not believe so. The overall score of sponsored events is 978 out of 1500 i.e. 65.20%. It indicates strong temptation generated by sponsored events for using online dating apps.

Table 4.70: Influenced by event sponsored by online dating app

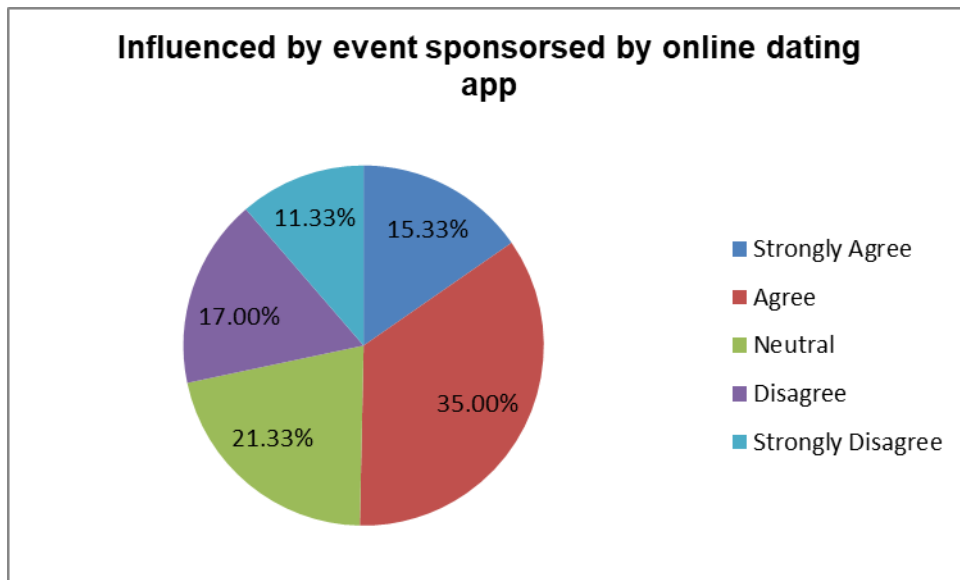| Level	Points	No. of respondents	Score
Strongly Agree	5	46	230
Agree	4	105	420
Neutral	3	64	192
Disagree	2	51	102
Strongly Disagree	1	34	34
Total		**300**	**978**

Chart 4.64: Influenced by event sponsored by online dating app

Interpretation:

Data collected from research showed that 46.33% people get influenced by in-app challenges and games of online dating apps/ sites while 31% do not believe so. The overall score of in-app challenges and games is 950 out of 1500 i.e. 63.33%. It indicates moderate temptation generated by in-app challenges and games for using online dating apps.

Table 4.71: Influenced by in-app challenges and games

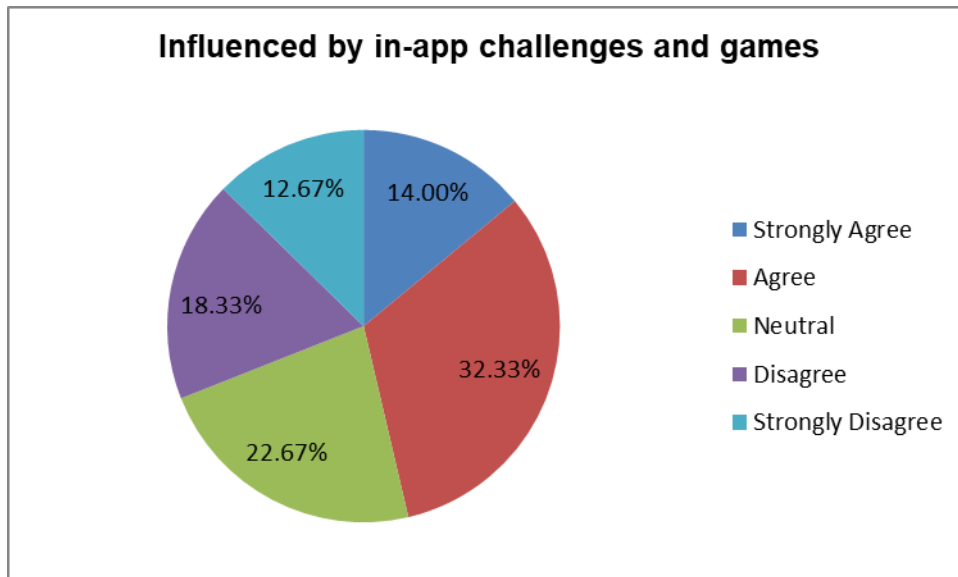| Level	Points	No. of respondents	Score
Strongly Agree	5	42	210
Agree	4	97	388
Neutral	3	68	204
Disagree	2	55	110
Strongly Disagree	1	38	38
Total		**300**	**950**

Chart 4.65: Influenced by in-app challenges and games

Interpretation:

Data collected from research showed that 19.33% people get influenced by email marketing of online dating apps/ sites while 38.67% do not believe so. The overall score of email marketing is 809 out of 1500 i.e. 53.93%. It indicates low interest generated by email marketing for using online dating apps.

Table 4.72: Influenced by email marketing

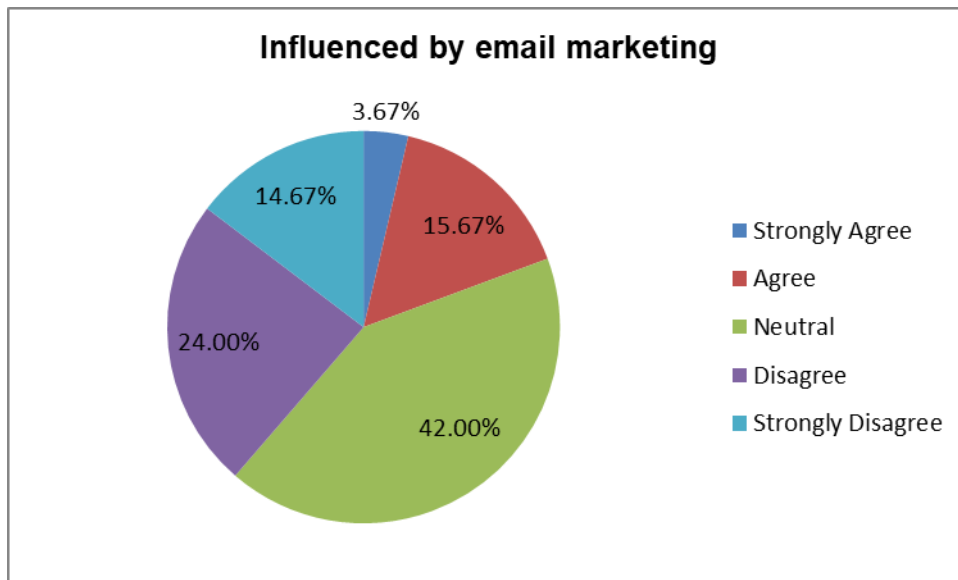| Level	Points	No. of respondents	Score
Strongly Agree	5	11	55
Agree	4	47	188
Neutral	3	126	378
Disagree	2	72	144
Strongly Disagree	1	44	44
Total		**300**	**809**

Chart 4.66: Influenced by email marketing

Interpretation:

Data collected from research showed that 33.67% people get influenced by limited-time extra features of online dating apps/ sites while 37.33% do not believe so. The overall score of limited-time extra features is 872 out of 1500 i.e. 58.13%. It indicates moderate desire generated by email marketing for using online dating apps.

Table 4.73: Influenced by limited-time features

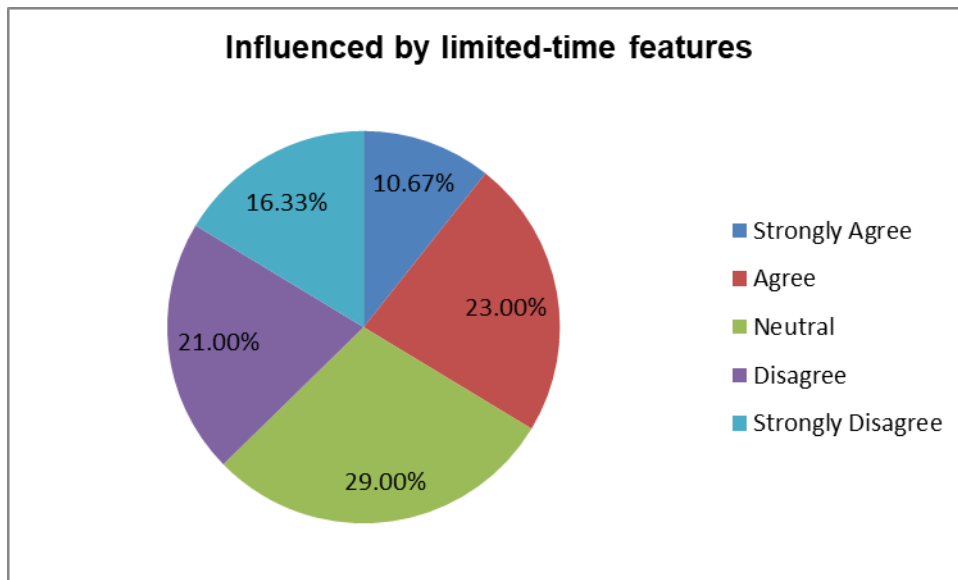| Level	Points	No. of respondents	Score
Strongly Agree	5	32	160
Agree	4	69	276
Neutral	3	87	261
Disagree	2	63	126
Strongly Disagree	1	49	49
Total		**300**	**872**

Chart 4.67: Influenced by limited-time features

Interpretation:

Data collected from research showed that 67.67% people get influenced by user-generated content of online dating apps/ sites while 11.66% do not believe so. The overall score of user-generated content is 1118 out of 1500 i.e. 74.53%. It indicates high desire generated by user-generated content for using online dating apps.

Table 4.74: Influenced by user-generated content

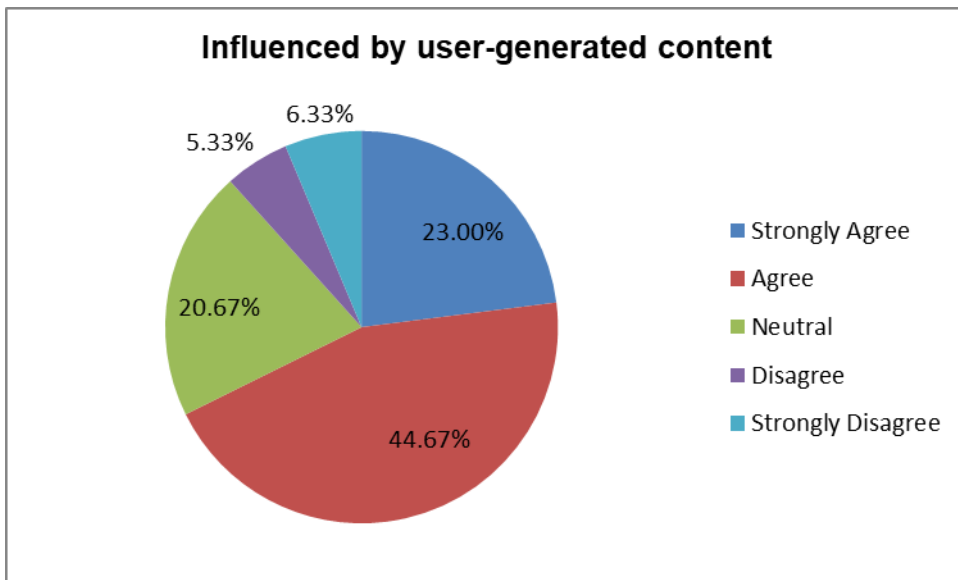| Level	Points	No. of respondents	Score
Strongly Agree	5	69	345
Agree	4	134	536
Neutral	3	62	186
Disagree	2	16	32
Strongly Disagree	1	19	19
Total		**300**	**1118**

Chart 4.68: Influenced by user-generated content

Interpretation:

Data collected from research showed that 51% people get influenced by feature updates of online dating apps/ sites while 26.66% do not believe so. The overall score of feature updates is 998 out of 1500 i.e. 66.53%. It indicates reasonable desire raised by user-generated content for using online dating apps.

Table 4.75: Influenced by feature updates

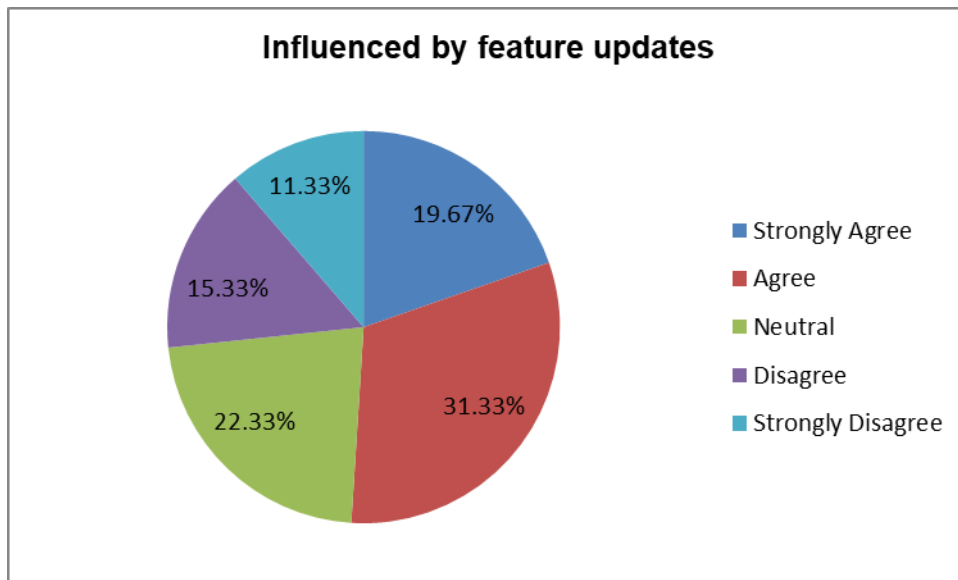| Level	Points	No. of respondents	Score
Strongly Agree	5	59	295
Agree	4	94	376
Neutral	3	67	201
Disagree	2	46	92
Strongly Disagree	1	34	34
Total		**300**	**998**

Chart 4.69: Influenced by feature updates

Interpretation:

Data collected from research showed that 46.33% people get influenced by themed events of online dating apps/ sites while 31% do not believe so. The overall score of themed events is 946 out of 1500 i.e. 63.07%. It indicates reasonable desire raised by themed events for using online dating apps.

Table 4.76: Influenced by themed events

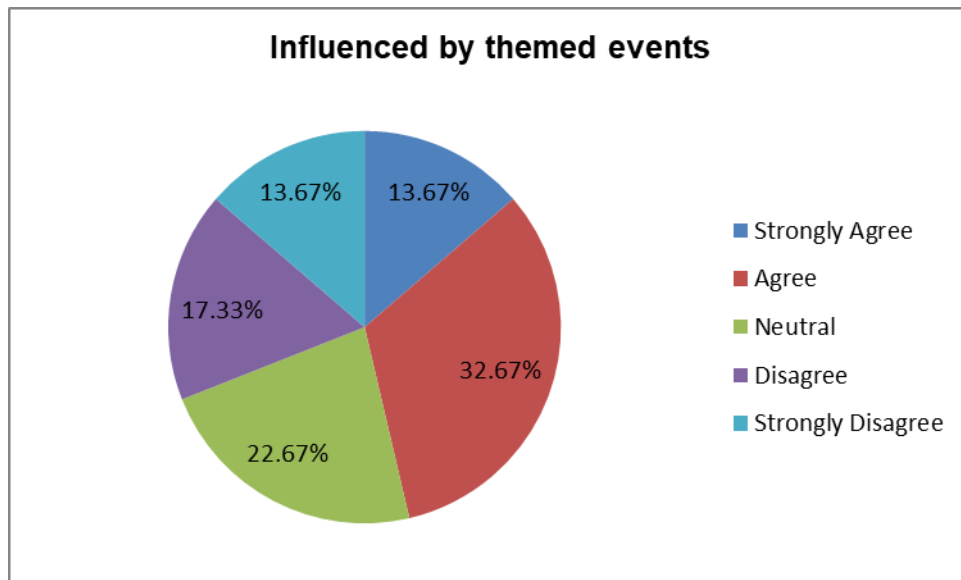| Level	Points	No. of respondents	Score
Strongly Agree	5	41	205
Agree	4	98	392
Neutral	3	68	204
Disagree	2	52	104
Strongly Disagree	1	41	41
Total		**300**	**946**

Chart 4.70: Influenced by themed events

Interpretation:

Data collected from research showed that 45.67% people get influenced by interactive webinars and Q&A sessions of online dating apps/ sites while 24.67% do not believe so. The overall score of interactive webinars and Q&A sessions is 992 out of 1500 i.e. 66.13%. It indicates reasonable desire raised by interactive webinars and Q&A sessions for using online dating apps.

Table 4.77: Influenced by interactive webinars or Q&A sessions

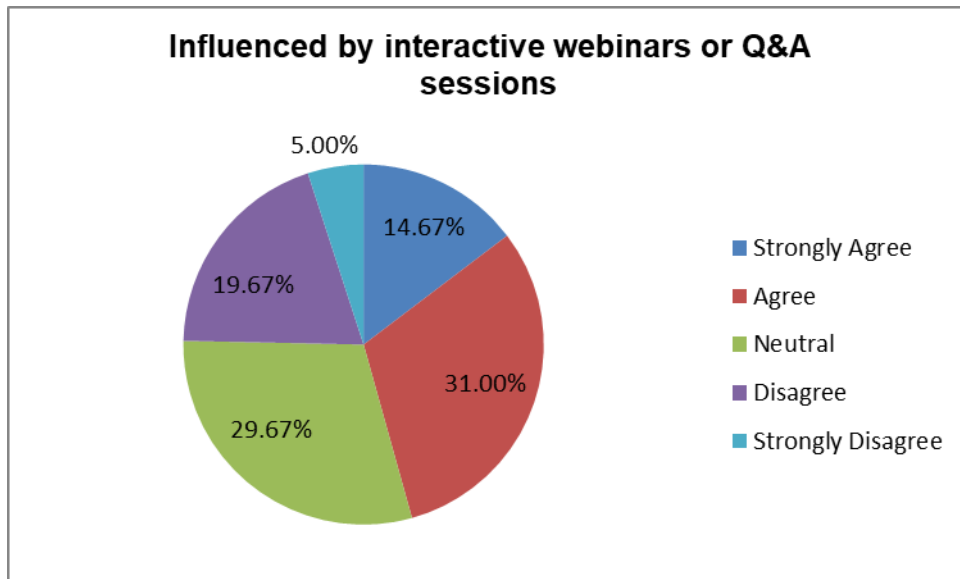| Level	Points	No. of respondents	Score
Strongly Agree	5	44	220
Agree	4	93	372
Neutral	3	89	267
Disagree	2	59	118
Strongly Disagree	1	15	15
Total		**300**	**992**

Chart 4.71: Influenced by interactive webinars or Q&A sessions

Interpretation:

Research showed that 58.33% people get influenced by localized marketing campaigns of online dating apps/ sites while 14% do not believe so. The overall score of localized marketing campaigns is 1077 out of 1500 i.e. 71.80%. It indicates more desire is raised by localized marketing campaigns for using online dating apps.

Table 4.78: Influenced by localized marketing campaigns

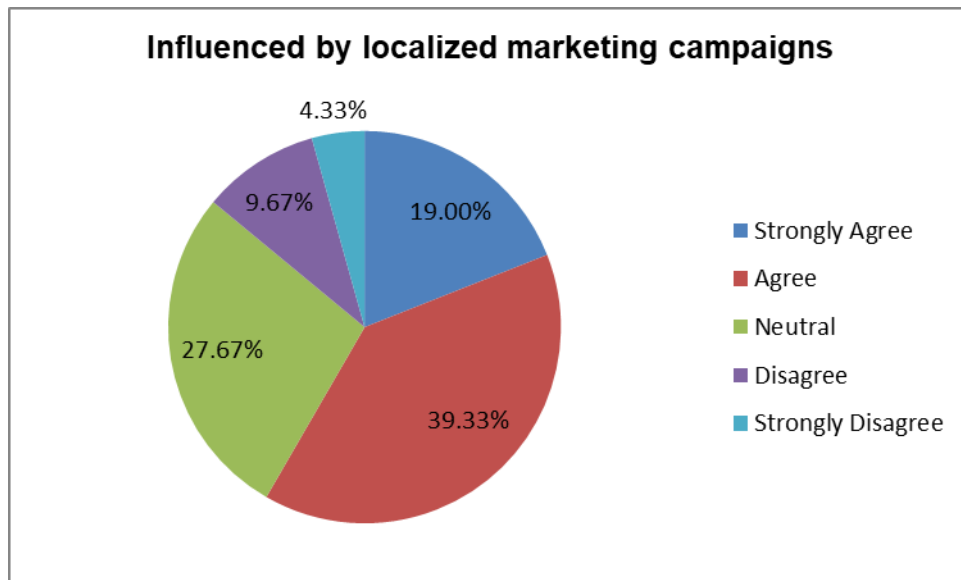| Level	Points	No. of respondents	Score
Strongly Agree	5	57	285
Agree	4	118	472
Neutral	3	83	249
Disagree	2	29	58
Strongly Disagree	1	13	13
Total		**300**	**1077**

Chart 4.72: Influenced by localized marketing campaigns

Interpretation:

Research showed that 33.67% people get influenced by enhanced accessibility of online dating apps/ sites while 41.67% do not believe so. The overall score of enhanced accessibility is 874 out of 1500 i.e. 58.27%. It indicates moderate desire is raised by enhanced accessibility for using online dating apps.

Table 4.79: Influenced by enhanced accessibility

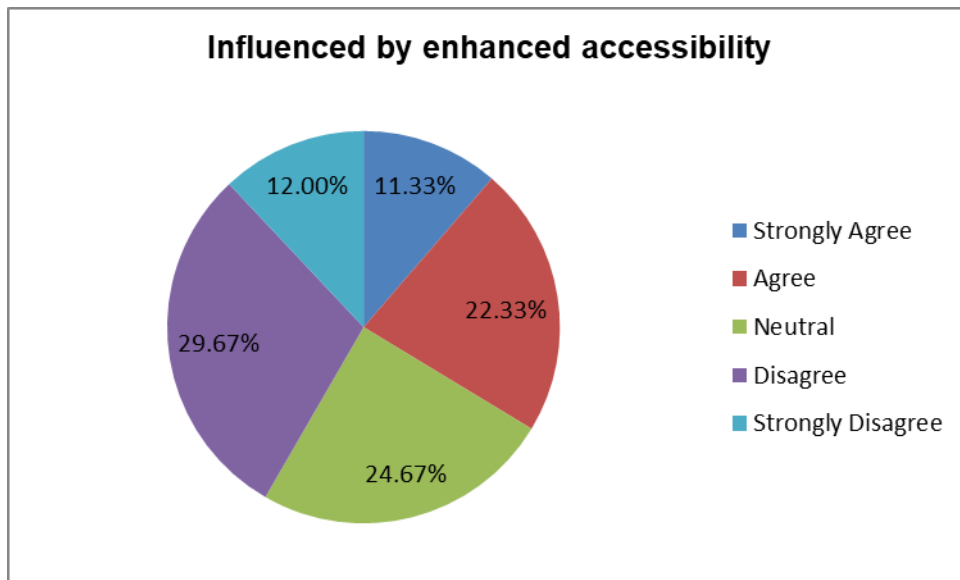| Level	Points	No. of respondents	Score
Strongly Agree	5	34	170
Agree	4	67	268
Neutral	3	74	222
Disagree	2	89	178
Strongly Disagree	1	36	36
Total		**300**	**874**

Chart 4.73: Influenced by enhanced accessibility

Interpretation:

Research showed that 27% people get influenced by celebrity endorsements of online dating apps/ sites while 45% do not believe so. The overall score of celebrity endorsements is 821 out of 1500 i.e. 54.73%. It indicates lower desire is raised by celebrity endorsements for using online dating apps.

Table 4.80: Influenced by celebrity endorsements

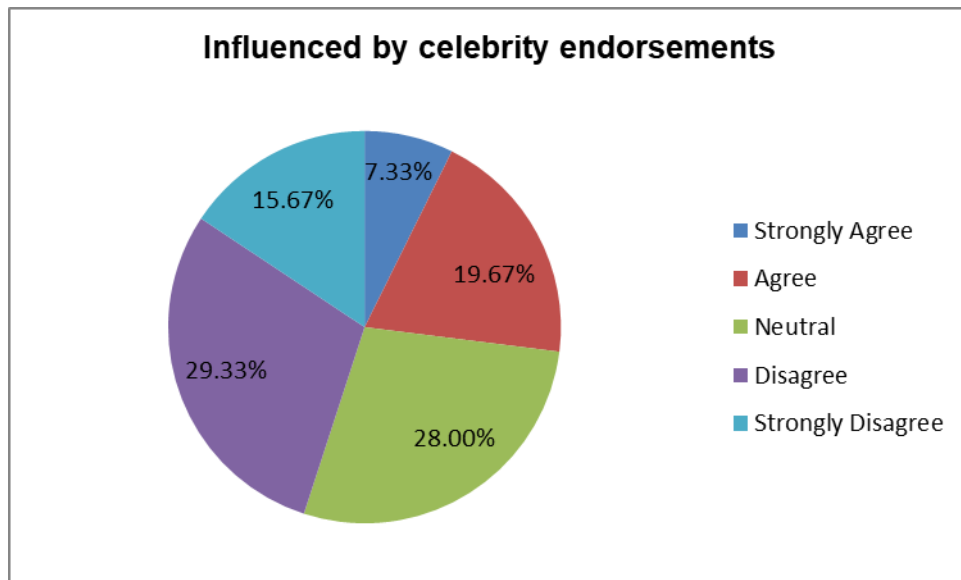| Level	Points	No. of respondents	Score
Strongly Agree	5	22	110
Agree	4	59	236
Neutral	3	84	252
Disagree	2	88	176
Strongly Disagree	1	47	47
Total		**300**	**821**

Chart 4.74: Influenced by celebrity endorsements

Interpretation:

Research showed that 43% people get influenced by education workshops of online dating apps/ sites while 28.33% do not believe so. The overall score of education workshops is 962 out of 1500 i.e. 64.13%. It indicates moderate desire is raised by education workshops for using online dating apps.

Table 4.81: Influenced by user education workshops

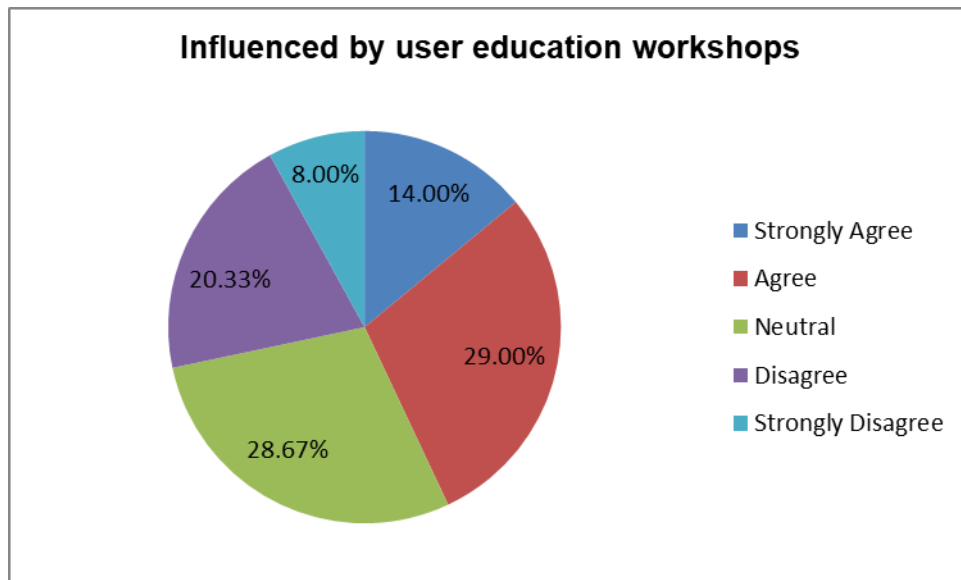| Level	Points	No. of respondents	Score
Strongly Agree	5	42	210
Agree	4	87	348
Neutral	3	86	258
Disagree	2	61	122
Strongly Disagree	1	24	24
Total		**300**	**962**

Chart 4.75: Influenced by user education workshops

Table 4.82: Overall influence of promotional activities conducted by online dating apps

Sr. No.	Detail	Level (in %)
1	Influenced by email marketing	53.93
2	Influenced by celebrity endorsements	54.73
3	Influenced by referral programs	57.27
4	Influenced by limited-time features	58.13
5	Influenced by enhanced accessibility	58.27s
6	Influenced by themed events	63.07
7	Influenced by in-app challenges and games	63.33
8	Influenced by user education workshops	64.13
9	Influenced by event sponsorsed by online dating app	65.20
10	Influenced by interactive webinars or Q&A sessions	66.13
11	Influenced by feature updates	66.53
12	Influenced by discounts	70.40
13	Influenced by localized marketing campaigns	71.80
14	Influenced by user-generated content	74.53
15	Influenced by free trials and sign-up bonuses	75.33
16	Influenced by social media campaigns	77.07
17	Average	64.99

Interpretation:

From table number 4.66 to 4.81 sixteen aspects related to the promotional activities of online dating applications have been studied. All these have been taken into consideration collectively in order to measure the overall significance of promotional activities of online dating apps and sites. As shown in table 4.82 there is 64.99% significance was measured for promotional activities of online dating apps/ sites.

To understand whether promotional activities are really significant, T test was performed. To measure the significance, the calculated T value has been compared with table value. Here T value is 2.73 which is higher than the table value 2.13 at 95% confidence level. It clearly indicates that their significant promotional activities through online applications/ sites.

The calculated significance value here is 0.02 which is less than 0.05 that confirms the significance of promotional activities done by online applications/ sites for Mumbai suburban area.

Table 4.83: Significance of relationship in online dating apps/ sites

Test Value = 60	
N	16
Mean	64.99
Std. Deviation	7.33
Std. Error Mean	1.83
df	15
t	2.73
Sig. (2-tailed)	0.02
Mean Difference	5.01
95% Confidence Interval of the Difference	
Lower	1.10
Upper	8.91