ONLINE DATING IN THE DIGITAL ERA: A CRITICAL ANALYSIS FROM THE PERSPECTIVE OF USAGE

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CHAPTER 1

INTRODUCTION

1.1 Introduction

For as long as humans have recognized the urge to form romantic relationships, they have also recognized that finding an appropriate partner can be challenging, and that sometimes it is useful to get some help. From the Jewish shadchan immortalized in the musical Fiddler on the Roof, to the khastegari customs of Iran, to the arranged marriages still prevalent in parts of Southeast Asia, there is a tradition—millennia old—of romantic relationships arising not only from chance encounters between two individuals but also from the deliberate intervention of third parties (**Coontz, 2005**). For most of those millennia, the resources available to these third parties remained the same: a broad social network, strong opinions about the sorts of people who belong together, and the willingness to apply those judgments to the formation of actual couples (**Ahuvia & Adelman, 1992**).

The advancement of internet and digital media has brought new dynamics in the micro level of communication: interpersonal communication. Digital apps and social media platforms became integral parts in human's interaction pattern and fulfillment of needs, including the activity of looking for new friends and dating partners. Nowadays, online dating apps is one of youth's choices to build relationship (**McCay-Peet and Quan-Haase, 2017**).

In the digital era, online dating has emerged as a transformative force in the realm of romantic relationships. With the advent of the internet and the proliferation of digital technologies, the way people meet, connect, and form relationships has undergone a significant shift. Online dating platforms have revolutionized the dating landscape, providing individuals with unprecedented opportunities to explore potential partners and navigate the complexities of modern romance. This introductory chapter

aims to provide an overview of online dating in the digital era, highlighting its impact, challenges, and potential benefits **(Henry-Waring and Barraket, 2008).**

In the modern digital era, online dating has become a prominent and transformative aspect of how individuals seek romantic relationships. The advent of the internet and the proliferation of digital technologies have revolutionized the dating landscape, offering new avenues for connection and interaction. Online dating platforms have emerged as popular tools that allow people to meet potential partners, fostering a significant shift in the dynamics of finding love and companionship.

This introductory chapter aims to provide an overview of online dating in the digital era, exploring its evolution, societal impact, and the complexities it introduces into the realm of romantic relationships. By delving into the history, current perceptions, and emerging issues associated with online dating, we can gain a comprehensive understanding of its significance and implications in contemporary society.

1.2   The Evolution of Online Dating/History

The history and evolution of online dating can be traced back several decades, starting with the emergence of computer-based matchmaking services and leading to the modern online dating platforms we see today. Here is a timeline highlighting key milestones in the evolution of online dating:

1960s-1970s: Early Computer-Based Matchmaking

- In the 1960s, Harvard students used the university's mainframe computer to create the first computer-based matchmaking program. This program used a questionnaire to match students based on their responses.

- In the 1970s, companies like Operation Match and Dateline started offering computer-based matchmaking services to the general public. Users would fill out paper questionnaires and submit them via mail. The companies would then use computer algorithms to match individuals based on their responses **(Dinh, et.al., 2022).**

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1980s-1990s: Bulletin Board Systems and Chat rooms

- With the rise of personal computers, bulletin board systems (BBS) became popular in the 1980s. Some BBS systems included sections for personal ads and dating.

- In the 1990s, the internet became more accessible to the general public, and online chatrooms started gaining popularity. People could connect and communicate with others who shared similar interests, including dating **(Schafer and Thierry, 2017).**

1995: Match.com Launch

- Match.com, one of the first and most influential online dating websites, was launched in 1995. It allowed users to create profiles, browse other profiles, and communicate with potential matches via email.

- Match.com pioneered the subscription-based model, where users paid a fee to access premium features and interact with other members **(Orchard, 2019).**

Late 1990s-2000s: Expansion and Differentiation

- Online dating platforms began to proliferate in the late 1990s and early 2000s, catering to different niches and interests. Websites like eHarmony (2000) focused on long-term relationships and utilized compatibility matching algorithms.

- Mobile dating also emerged during this time with the advent of mobile phones and wireless internet access. Mobile dating services allowed users to connect and interact with potential partners through their mobile devices **(Schwartz and Velotta, 2018).**

2010s-Present: Rise of Mobile Dating Apps and Mainstream Acceptance

- The 2010s witnessed the rise of mobile dating apps that revolutionized the online dating landscape. Tinder (2012), with its swipe-based matching system,

gained immense popularity and introduced a more casual approach to online dating.

- Other popular dating apps, such as Bumble, OkCupid, and Hinge, emerged, offering different features and targeting specific demographics.

- Online dating became more mainstream and widely accepted, with a growing number of people using these platforms to meet potential partners (**Aman, 2023**).

2020s: Continued Innovation and Integration

- Online dating platforms continue to evolve, incorporating new features and technologies. This includes video chat capabilities, enhanced matching algorithms, and integration with social media platforms.

- The COVID-19 pandemic in 2020 further accelerated the adoption of online dating as people sought alternative ways to connect while practicing social distancing (**Sheth, 2020**).

The evolution of online dating has been driven by advancements in technology, changes in societal attitudes toward online interactions, and the increasing reliance on digital platforms for social connections. Online dating has become a common and widely accepted method of meeting potential partners, offering a convenient and accessible way to connect with a diverse range of people.

1.3   Current Perceptions of Discrimination, Deception and Danger

Perceptions of discrimination, deception, and danger in the context of online dating can vary among individuals and are influenced by personal experiences, cultural factors, and media portrayals. Here are some current perceptions associated with these aspects:

Discrimination:

1. **Racial and Ethnic Discrimination:** There is a growing awareness of racial and ethnic discrimination within online dating. Studies have shown that certain

racial or ethnic groups may face biases or stereotypes that affect their desirability and match outcomes on dating platforms.

2. **Body-Shaming and Appearance-Based Discrimination:** Some individuals may perceive online dating as a space where appearance plays a significant role, leading to body-shaming or discriminatory behavior based on physical attributes.

3. **LGBTQ+ Discrimination:** Members of the LGBTQ+ community may encounter discrimination or prejudice when using online dating apps, such as facing limited options, encountering transphobia or homophobia, or experiencing misgendering.

Deception:

1. **Misrepresentation and Catfishing**: There is an awareness of the potential for misrepresentation and catfishing on online dating platforms. Individuals may fear that others may use false information or photos to deceive and manipulate them.

2. **Heightened Skepticism:** Some people approach online dating with caution due to concerns about the authenticity of profiles, exaggerated self-presentation, or the potential for encountering dishonest individuals.

Danger:

1. **Personal Safety:** Online dating can raise concerns about personal safety, as individuals meet strangers they have connected with online. Stories of scams, harassment, or even physical harm contribute to perceptions of potential danger.

2. **Online Harassment and Stalking:** Some users may worry about experiencing online harassment or stalking behaviors from other users they encounter on dating apps. This can include unsolicited explicit messages, persistent unwanted attention, or the invasion of privacy.

3. **Online Privacy and Data Security**: The collection and handling of personal data by online dating platforms raise concerns about privacy and data security. Users may worry about the misuse or mishandling of their personal information.

It is also notable that while these perceptions exist, they may not necessarily reflect the experiences of all individuals or the overall reality of online dating. Online dating platforms have made efforts to address discrimination, deception, and safety concerns by implementing user reporting systems, profile verification processes, and privacy policies. However, ongoing discussions, awareness, and advocacy are crucial in promoting safer and more inclusive online dating environments. Individuals engaging in online dating should also take necessary precautions to protect their personal information and ensure their own safety **(Lauckner, 2019).**

1.4 Young Adults and Online Dating

Online dating has become increasingly popular among young adults as a way to meet potential romantic partners. Here are some key aspects related to young adults and online dating:

1. **Increased Acceptance:** Online dating has become more widely accepted among young adults in recent years. It is seen as a normal and convenient way to meet new people, especially for those who are busy with work, education, or other commitments.

2. **Broadening Horizons:** Online dating provides young adults with access to a larger pool of potential partners beyond their immediate social circles. It offers opportunities to connect with people from different backgrounds, interests, and geographical locations.

3. **Casual and Serious Relationships:** Young adults use online dating for various relationship goals. Some may seek casual dating, hookups, or non-committal experiences, while others are actively looking for long-term, committed relationships. Online dating platforms cater to a wide range of preferences and intentions.

4. **Convenience and Efficiency:** Online dating apps and websites offer convenience and efficiency for young adults. They provide easy-to-use interfaces, matching algorithms, and messaging features that allow users to browse and connect with potential partners at their own pace and convenience.

5. **Overcoming Shyness and Social Anxiety:** Online dating can be beneficial for young adults who are shy or experience social anxiety. It provides a platform where they can initiate and maintain conversations with potential partners in a more comfortable and controlled environment.

6. **Self-Presentation and Image Management:** Young adults often put effort into curating their online dating profiles to present themselves in a desirable way. They carefully select photos, write bios, and highlight their interests and qualities to attract potential matches. Online dating allows for a certain level of self-expression and image management.

7. **Learning and Personal Growth:** Engaging in online dating can be a learning experience for young adults. It offers opportunities to better understand one's own preferences, boundaries, and values in relationships. It can also provide insights into effective communication, building connections, and navigating the dynamics of dating.

8. **Safety and Precautions:** Young adults should be mindful of safety precautions while using online dating platforms. This includes being cautious about sharing personal information, meeting in public places for initial dates, and trusting their instincts if something feels off.

It's important to note that while online dating can be a positive experience for many young adults, it also comes with potential challenges and risks. Young adults should approach online dating with realistic expectations, open communication, and a sense of personal responsibility for their own well-being **(Lykens, 2019).**

1.5   Factors that Lead to Online Dating

Several factors contribute to the prevalence and popularity of online dating among individuals. Here are some key factors that lead to the rise of online dating:

1. **Accessibility and Convenience**: Online dating platforms provide easy access to a wide pool of potential partners. People can create profiles, browse other profiles, and connect with others from the comfort of their own homes or using mobile devices. This convenience makes online dating appealing, especially for busy individuals or those with limited opportunities to meet new people in their offline lives.

2. **Expanding Social Networks**: Online dating allows individuals to expand their social networks and connect with people outside of their immediate social circles. This is particularly beneficial for those living in small communities or lacking diverse social networks. Online dating broadens the pool of potential partners and offers the opportunity to meet individuals with shared interests or from different backgrounds.

3. **Changing Social Dynamics**: Modern society has experienced shifts in social norms and expectations regarding dating and relationships. The traditional ways of meeting potential partners, such as through friends, family, or social events, have become less prominent. Online dating provides an alternative approach that aligns with the digital and interconnected nature of contemporary life.

4. **Busier Lifestyles**: Many individuals have increasingly busy lifestyles, with work, education, and other commitments taking up a significant amount of their time. Online dating offers a more efficient way to meet people, as it allows for flexibility and can be done at any time. It eliminates the need to allocate specific time for socializing or dating, making it appealing to those with limited free time.

5. **Desire for Choice and Control:** Online dating platforms offer users the ability to be selective and have control over their dating experiences. Users can set

preferences, filter potential matches based on specific criteria, and initiate or end conversations as they see fit. This sense of choice and control can be attractive, as individuals feel empowered in their search for compatible partners.

6. **Disconnection from Traditional Methods:** Online dating has become a norm for many people, especially younger generations who have grown up in the digital age. As traditional methods of meeting potential partners, such as through mutual acquaintances or chance encounters, become less common, online dating fills the gap and provides an alternative approach.

7. **Changing Attitudes and Stigma Reduction**: There has been a shift in societal attitudes toward online dating. It is increasingly accepted and viewed as a legitimate way to meet potential partners. The stigma associated with online dating has diminished over time, making it more socially acceptable and encouraging greater participation.

8. **Technological Advancements**: Advances in technology, particularly the widespread use of smartphones and the availability of high-speed internet, have significantly contributed to the growth of online dating. Mobile dating apps and user-friendly interfaces have made online dating more accessible and engaging for a broader audience.

These factors interact with each other and can vary among individuals based on personal preferences, cultural factors, and individual circumstances. Online dating provides a platform that caters to diverse needs and desires in the realm of romantic relationships (**Kang and Hoffman, 2011**).

1.6   Changing Attitudes Toward Online Dating

Attitudes toward online dating have undergone significant changes in recent years. While there was initially some skepticism and stigma surrounding online dating, attitudes have shifted, and it has become more widely accepted and mainstream. Here are some key changes in attitudes toward online dating:

1. **Increased Acceptance**: Online dating is now widely accepted as a legitimate and common way to meet potential partners. People are more open to the idea of finding love or companionship online, and the perception of online dating as a last resort or desperate measure has diminished.

2. **Normalization:** Online dating has become normalized in society, particularly among younger generations who have grown up with digital technology. It is seen as a natural extension of social interactions in the digital age, where people connect and communicate through various online platforms.

3. **Success Stories**: The increasing number of success stories and positive experiences shared by individuals who have found meaningful relationships through online dating has contributed to a more positive perception. These success stories help counter the notion that online dating is solely for casual hookups or superficial connections.

4. **Changing Dating Culture:** The dating landscape has shifted, with a greater emphasis on individual autonomy and exploration of various options. Online dating aligns with this cultural shift, as it offers a platform for individuals to explore different potential partners and dating experiences.

5. **Convenience and Efficiency**: The busy nature of modern life has made online dating more appealing. It is viewed as a convenient and time-efficient way to meet new people, as users can access dating platforms at any time and connect with potential partners without geographical constraints.

6. **Social Media Influence**: Social media platforms have played a role in changing attitudes toward online dating. Many people are accustomed to connecting and interacting with others through social media, and online dating platforms align with this social media-driven culture.

7. **Demographic Changes**: As younger generations enter the dating pool, their attitudes toward online dating influence societal perceptions. Younger adults,

who are more tech-savvy and open to digital interactions, are driving the changing attitudes toward online dating.

8. **Cultural Shifts**: Societal attitudes toward relationships, marriage, and dating have evolved over time. Online dating fits into this evolving landscape, providing individuals with more options and flexibility in their search for romantic connections.

While attitudes toward online dating has become more positive overall, individual opinions and experiences may still vary. Some people may still hold reservations or prefer traditional methods of meeting partners. However, the general trend shows that online dating is increasingly seen as a viable and accepted avenue for finding romantic relationships **(Sautter et. al., 2010).**

1.7   Advantages of Online Dating Apps

Online dating apps have revolutionized the way people meet and connect in the modern world. With their increasing popularity, these apps have become an integral part of the dating landscape. While they are not without their drawbacks, the advantages of online dating apps are significant and have transformed the dating experience for many individuals.

Online dating apps offer several advantages that have contributed to their popularity and success. Here are some key advantages of online dating apps:

1. **Increased Access to Potential Partners:** Online dating apps provide a vast pool of potential partners, expanding the dating options beyond one's immediate social circle or local community. Users have the opportunity to connect with people from different backgrounds, cultures, and geographical locations, increasing the likelihood of finding compatible matches.

2. **Convenience and Efficiency**: Online dating apps offer a convenient and efficient way to meet potential partners. Users can access the apps at any time and from anywhere, using their smart phones or other devices. This flexibility

allows individuals to browse profiles, send messages, and engage in conversations at their own pace and according to their schedule.

3. **Detailed Profiles and Compatibility Matching**: Online dating apps typically require users to create detailed profiles, including information about their interests, hobbies, values, and preferences. This information can help individuals assess compatibility before engaging in conversations or meeting in person. Some apps also use matching algorithms to suggest potential matches based on shared interests and values.

4. **Filtered Search and Preferences**: Online dating apps allow users to set specific criteria and preferences when searching for potential partners. Users can filter based on age, location, interests, and other factors, ensuring that they are matched with individuals who meet their desired criteria. This feature saves time and helps narrow down the options to those who are more likely to be compatible.

5. **Flexibility in Communication**: Online dating apps provide a platform for communication that offers flexibility and comfort. Users can exchange messages, engage in video chats, or use other forms of digital communication to get to know each other before meeting in person. This flexibility allows individuals to build a connection and establish rapport before taking the next steps.

6. **Opportunity for Introverted or Shy Individuals**: Online dating apps can be particularly beneficial for introverted or shy individuals who may find it challenging to initiate conversations in traditional social settings. The online environment provides a level of comfort and anonymity, allowing them to express themselves and engage with others more confidently.

7. **Safety and Security Measures**: Reputable online dating apps prioritize user safety and implement security measures to protect their users. They often have features such as photo verification, account verification, and reporting

mechanisms to help ensure a safer dating experience. These measures can help mitigate potential risks associated with meeting strangers.

8. **Diverse Dating Options**: Online dating apps cater to a wide range of dating preferences and orientations. Whether someone is seeking casual dating, a committed relationship, or specific interests (e.g., niche dating apps), there are platforms available to accommodate different needs and preferences.

It's important to note that while online dating apps offer advantages, individual experiences may vary. It's crucial for users to approach online dating with a level of caution, maintain realistic expectations, and prioritize their safety and well-being throughout the process.

Online dating apps have revolutionized the dating landscape, offering numerous advantages that have transformed the way people connect and find love. From increased access to potential partners and enhanced convenience to improved compatibility matching and the opportunity for personal growth **(Johnson, et. al., 2017).**

1.8   Disadvantages of Online Dating Apps

Some avoid these services for fear that the technology could be used to electronically harass users. Another issue is "asymmetry of interests", i.e. an attractive user receives excessive attention from other users and leaves, which may result in deterioration of membership. At the 2012 Date Mobile Dating Conference, the first ever consumer focus group for mobile dating apps unanimously reiterated the same complaints from years prior. All participants had some concerns about risk. These concerns varied between participants and included physical, emotional and sexual risks, the risk of being scammed, the risk of encountering dangerous and dodgy people, the risk of pregnancy, risks to family and the risk of lies and deceit. To counter these risks, participants undertook various activities that made use of the technological resources available to them and also assessed how others did or did not use technology. An issue amplified by dating apps is a phenomenon known as 'ghosting', whereby one party in a Relationships cuts off all communication with the other party without warning or

explanation. Ghosting poses a serious problem for dating apps as it can lead to users deleting the apps. For this reason, companies like Bumble and Badoo are cracking down on the practice with new features that make it easier for users to end chat conversations more politely. Entering a different era with much technological advancement a "techno sexual era", we also enter a different era of dating more "sexualized". Hackers and Fake I'Ds are also fear of the users. India is the second-largest revenue market for dating apps, after the US, with $323 million in revenue in 2020, according to Statisa.com. Across India, dating app executives have noted an unexpected Covid effect: the growth of users in cities outside the metros, without any specific marketing push. And, a persistent and growing gender imbalance: out of the 31 million Indian dating app users in 2020, 67 per cent were men **(Lauckner, 2019).**

While online dating apps have numerous advantages, it's important to acknowledge the potential disadvantages they can present. Here are some key disadvantages of online dating apps:

1. **Limited Information and Impersonal Interactions:** Online dating apps often provide limited information about potential partners. Users rely on profiles and brief descriptions to make initial judgments, which can lead to oversimplification and superficial assessments. The absence of non-verbal cues and physical presence in online interactions can make it difficult to gauge true compatibility.

2. **Misrepresentation and Deception**: Online dating apps can be a breeding ground for misrepresentation and deception. Users may embellish their profiles, use outdated or misleading photos, or even engage in catfishing—creating entirely fake identities. This can lead to disappointment, wasted time, and potential emotional harm when users realize the discrepancies between online representations and reality.

3. **Excessive Choices and Decision Paralysis**: The vast number of potential partners on dating apps can create decision paralysis. Users may find it challenging to make choices and commit to a connection when there are

seemingly endless alternatives. This "paradox of choice" can lead to a sense of dissatisfaction, as individuals may constantly wonder if there's a better match just a swipe away.

4. **Superficial Judgments Based on Appearance**: Online dating apps often prioritize visual attraction, leading to a heavy emphasis on physical appearance. Users may make snap judgments based solely on someone's photos or swipe left or right without fully considering other important compatibility factors. This emphasis on looks can contribute to objectification and reinforce shallow dating norms.

5. **Unsolicited and Inappropriate Messages**: Online dating apps can expose users to unsolicited and inappropriate messages. Some individuals may engage in disrespectful or harassing behavior, sending explicit or offensive messages. This can create a negative and unsafe environment, particularly for marginalized groups, and can lead to feelings of discomfort, frustration, or even anxiety.

6. **Risk of Scams and Fraud:** Online dating platforms can be targeted by scammers and individuals with malicious intent. Users may encounter fake profiles or be tricked into financial scams. It's important to be cautious and vigilant when sharing personal information or engaging in financial transactions with individuals met through online dating apps.

7. **Addiction and Time Consumption**: Online dating apps, with their constant availability and potential for addictive behavior, can consume significant amounts of time and attention. Excessive use of these apps can impact personal relationships, productivity, and mental well-being. It's crucial to maintain a healthy balance and prioritize real-life connections.

8. **Lack of Serendipity and Organic Connections:** Online dating apps remove the element of serendipity and spontaneous connections that can occur in offline dating. The algorithms and search features may limit exposure to individuals

who fall outside specific criteria, potentially missing out on unexpected and meaningful connections.

It's essential to recognize that not all users will experience these disadvantages, and some may have positive experiences with online dating apps. However, being aware of these potential pitfalls can help users approach online dating with caution, set realistic expectations, and prioritize their safety and well-being **(Kirchhoff, 2021).**

1.9   Online Dating V/S Conventional Offline Dating

Online dating fundamentally differs from conventional offline dating in several ways. Here are some key aspects that highlight the differences:

1. **Initial Interaction**: In offline dating, initial interactions typically occur face-to-face, often in social settings or through mutual acquaintances. Online dating, on the other hand, begins with virtual interactions through dating platforms or apps. People connect and communicate online before meeting in person, if they choose to do so.

2. **Access to Potential Partners:** Online dating offers a much larger pool of potential partners compared to offline dating. Users have access to a diverse range of individuals from various backgrounds, locations, and interests. In contrast, offline dating relies on social circles and chance encounters, limiting the number of potential partners.

3. **Communication Channels**: Online dating primarily relies on written communication, such as messaging or emailing, as the initial mode of interaction. This allows individuals to carefully craft their messages and responses. In offline dating, communication is primarily verbal and non-verbal, with cues like tone of voice, body language, and facial expressions playing a significant role.

4. **Presentation and Perception**: In online dating, individuals have more control over their self-presentation. They can choose the information and photos they share on their profiles, highlighting specific aspects of their personality or

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appearance. This curated presentation can influence the initial perception of potential partners. In offline dating, self-presentation occurs in real-time and is based on immediate impressions.

5. **Availability and Convenience**: Online dating offers the advantage of being available 24/7, allowing users to engage with the platform at their convenience. It eliminates geographical limitations, allowing individuals to connect with potential partners from anywhere. Offline dating, however, is limited by time and physical proximity.

6. **Relationship Intentions**: Online dating platforms often provide users with the opportunity to specify their relationship intentions and preferences upfront. Users can indicate whether they are seeking casual dating, long-term relationships, or other specific types of connections. This upfront information can help filter and match individuals based on their compatibility. Offline dating often involves discovering relationship intentions through social cues and gradually getting to know the person.

7. **Assessment of Compatibility**: Online dating platforms often employ algorithms and matching systems to assess compatibility based on user profiles and preferences. Offline dating relies more on personal interactions and shared experiences to assess compatibility. The reliance on profiles and algorithms in online dating may introduce a level of abstraction and potentially overlook important offline compatibility factors.

8. **Meeting in Person**: While online dating facilitates initial connections, the ultimate goal for many individuals is to transition from online to offline interactions. Meeting in person allows for a deeper assessment of compatibility, physical attraction, and chemistry. Offline dating involves more immediate and direct interactions, allowing individuals to gauge these aspects from the start.

Online dating offers unique advantages and differences compared to offline dating, the two approaches are not mutually exclusive. Many individuals engage in a

combination of online and offline dating strategies to maximize their chances of finding compatible partners **(Arias and Punyanunt, 2018).**

1.10   The Psychological Impact of Dating Apps

Online dating application has gained prominence and is an effective tool for communication access, matching and promotes better outcomes than convent offline dating as mentioned third sites has changed the dating picture to a large extent online dating has become a pervasive means seeking potential partner. These sites had drastically all altered the romantics process. It offers compatibility with potential partners before the division of meeting face to face to for long term Relationships It has radically altered the dating landscape Since its inception 15 to 20 years.

Now there are lots of options are available to the site to cater with the needs of partner with the use of Internet 35% of the total population of the earth has access.

Dating apps have had a significant psychological impact on individuals who use them. While they offer convenience and the potential for romantic connections, it's important to consider the psychological effects that these apps can have on users. Here are some key aspects of the psychological impact of dating apps:

1. **Increased Anxiety and Decision Overload:** Dating apps provide users with a vast number of potential matches, which can lead to decision overload and heightened anxiety. The abundance of choices can make it difficult for individuals to make decisions and commit to a particular person. This paradox of choice can create anxiety and a fear of missing out on better options, ultimately impacting satisfaction with chosen partners.

2. **Reinforcement of Superficial Judgment**: Dating apps often prioritize visual attraction, leading to a focus on physical appearance as a primary factor in swiping decisions. This emphasis on appearance can reinforce shallow judgment and objectification, as individuals may be judged solely based on their photos. This can have negative effects on self-esteem and body image, as users may feel pressured to conform to societal beauty standards.

3. **Self-Presentation and Impression Management**: Dating apps require users to carefully curate their profiles and present themselves in a desirable light. This process of self-presentation and impression management can lead to feelings of pressure and the need to project an idealized version of oneself. Users may experience anxiety about crafting the perfect profile, leading to a constant evaluation of how they are perceived by others.

4. **Disillusionment and Disappointment:** Online dating apps can create a cycle of high expectations and potential disillusionment. Users may build up idealized versions of their potential partners based on limited information and interactions. However, when they meet in person, the reality may not live up to the perceived image, leading to disappointment and a sense of wasted time and emotional investment.

5. **Reduced Authenticity and Emotional Connection**: The digital nature of dating apps can hinder the development of authentic connections. The reliance on text-based communication and limited non-verbal cues can make it challenging to convey emotions and establish deep emotional connections. The constant availability of other options may also lead to a lack of commitment and difficulty in building meaningful and lasting relationships.

6. **Rejection and Negative Impact on Self-Esteem**: Dating apps expose users to a higher frequency of potential rejection compared to offline dating. Receiving constant swipes or messages that do not lead to desired connections can negatively impact self-esteem and self-worth. Users may internalize these rejections, leading to feelings of inadequacy or questioning their desirability.

7. **Addiction and Time Consumption**: Dating apps can become addictive and lead to excessive time consumption. The constant availability of potential matches and the validation-seeking nature of app usage can result in a compulsive need to continually check for new messages or matches. Excessive app usage can interfere with other aspects of life, such as work, social relationships, and overall well-being.

8. **Privacy and Security Concerns**: Using dating apps requires sharing personal information, which can raise concerns about privacy and security. Users may worry about the misuse of their data or the potential for online harassment or scams. These concerns can create anxiety and affect the overall experience of using dating apps.

Although these psychological impacts may vary among individuals. Some users may have positive experiences with dating apps, finding meaningful connections and satisfaction. To mitigate the potential negative effects, it's crucial for individuals to practice self-care, set boundaries, and approach dating apps with realistic expectations. Seeking support from friends, family, or professionals can also be beneficial for managing the psychological impact of dating apps **(Holtzhausen, et. al., 2020).**

1.11   Online Dating Technology Effects on Interpersonal Relationships

Before the advent of online era people has to meet at various meeting points. Hence now communication provided by online dating application and websites the new era has been launched for the benefits of youngsters of Relationships forming through new options like text messing, chats, interaction and video calling there are endless potential Available in the online world which strengthens intent gratification's and promotes more interpersonal romantic successes. Tinder has over 100 million users. And has his own benefits and drawback People swipe left and rights until the exhaust their options of selections. Online dating application provides viable meaning of communication.

The advent of online dating technology has had significant effects on interpersonal relationships. While these technologies offer new opportunities for connection and romance, they also present unique challenges and changes in how people relate to one another. Here are some key effects of online dating technology on interpersonal relationships:

1. **Expanded Pool of Potential Partners**: Online dating technology has vastly expanded the pool of potential partners available to individuals. It allows people

to connect with others beyond their immediate social circles and geographical boundaries. This can increase the likelihood of finding a compatible partner and provide opportunities for diverse relationships.

2. **Changes in Dating Norms and Expectations**: Online dating technology has brought about changes in dating norms and expectations. The convenience and accessibility of these platforms have led to a more casual and fast-paced dating culture. People may engage in serial dating or multiple simultaneous relationships, and the pressure to make quick judgments based on limited information can impact the development of deeper connections.

3. **Decreased Face-to-Face Interaction**: The rise of online dating technology has led to a reduction in face-to-face interaction during the early stages of dating. People often engage in extensive digital communication before meeting in person, which can alter the dynamics of initial connections. This shift may impact the development of non-verbal communication skills and the ability to gauge chemistry and compatibility in real-time.

4. **Online Communication Challenges**: Online dating technology relies heavily on written communication, such as messaging or texting. While it provides a convenient platform for getting to know someone, it can also present challenges. Misinterpretation of tone or intention in written messages is common, and the absence of non-verbal cues can lead to misunderstandings or the inability to fully convey emotions and intentions.

5. **Increased Focus on Self-Presentation**: Online dating technology places a strong emphasis on self-presentation. Users craft profiles and carefully select photos to create a desirable image. This can lead to self-consciousness and a pressure to project an idealized version of oneself. The focus on self-presentation may impact authenticity in relationships and create pressure to maintain a certain image throughout the dating process.

6. **Impacts on Trust and Deception**: Online dating technology has also introduced new challenges related to trust and deception. The anonymity and distance provided by these platforms can make it easier for individuals to engage in dishonesty or misrepresentation. Catfishing, where individuals create fake identities, is a prevalent concern. These issues can erode trust and lead to skepticism and caution when engaging with potential partners.

7. **Heightened Rejection Sensitivity**: Online dating technology exposes individuals to a higher frequency of potential rejection compared to traditional offline dating. The process of swiping or matching can lead to a sense of judgment and constant evaluation. The repeated experience of rejection or lack of response can impact self-esteem and increase feelings of inadequacy or undesirability.

8. **Impact on Long-Term Relationship Formation**: While online dating technology can facilitate initial connections, its effects on long-term relationship formation are still evolving. Research suggests that relationships initiated online may be more prone to early breakups and lower levels of relationship satisfaction. However, it's important to note that online dating technology can also lead to successful, fulfilling long-term relationships when individuals actively work towards building a strong foundation beyond the initial online connection.

In conclusion, online dating technology has transformed interpersonal relationships by expanding the dating pool, changing dating norms, and altering the dynamics of communication and trust. While it offers new opportunities, it also presents challenges in terms of self-presentation, face-to-face interaction, and trust-building. Navigating the effects of online dating technology requires individuals to be mindful of these changes and to approach relationships with open communication, authenticity, and realistic expectations **(Homnack, 2015).**

1.12   Mobile Dating in The Digital Age

"Mobile Dating in the Digital Age" refers to the phenomenon of using mobile devices, such as smartphones and tablets, to engage in dating and romantic relationships. With the widespread availability of mobile technology and the proliferation of dating apps, mobile dating has become increasingly popular and has transformed the way people meet and connect with potential partners.

In the digital age, mobile dating offers several advantages over traditional dating methods. It provides a convenient and accessible platform for individuals to search for and connect with potential partners anytime and anywhere. Mobile dating apps, such as Tinder, Bumble, and OkCupid, have revolutionized the dating landscape by offering features like swiping, matching algorithms, and location-based search capabilities.

Mobile dating apps typically utilize geolocation technology, allowing users to find and connect with people in their vicinity. This feature enables individuals to meet others in real-time, facilitating spontaneous connections and increasing the likelihood of meeting in person. Additionally, these apps often provide tools for communication, such as instant messaging and video chats, which foster interaction and help individuals get to know each other before meeting face-to-face.

The mobile dating experience is characterized by a high level of convenience and efficiency. Users can create profiles, upload photos, and provide information about themselves, making it easier for others to assess compatibility. The swiping mechanism, popularized by apps like Tinder, allows users to quickly browse through profiles and make instant judgments based on appearance and brief descriptions. This streamlined process saves time and effort compared to traditional dating methods, where individuals may have to go through lengthy processes of meeting people in person or relying on introductions from friends.

Mobile dating in the digital age has also brought about changes in social norms and attitudes towards dating. It has normalized the use of technology in the pursuit of romantic relationships and has made online dating more socially accepted. People of all

ages and backgrounds now engage in mobile dating, breaking down barriers and expanding the possibilities of finding love.

However, mobile dating in the digital age also poses certain challenges and considerations. It can lead to an increased emphasis on superficial aspects, such as physical attractiveness, due to the visual nature of profile-based swiping. This may contribute to a culture of objectification and shallow judgments based on appearance alone **(James, 2015).**

Furthermore, the reliance on digital communication can create a sense of detachment and make it challenging to establish genuine connections. Miscommunication and misinterpretation of text-based messages are common, and the absence of non-verbal cues can hinder the development of emotional intimacy and understanding.

Privacy and security concerns are also important considerations in mobile dating. Users must be cautious about sharing personal information and be aware of the potential risks associated with meeting strangers in person **(Albury, et. al., 2017).**

In summary, mobile dating in the digital age has transformed the way people pursue romantic relationships. It offers convenience, accessibility, and a wide range of potential partners at one's fingertips. However, it also presents challenges related to superficial judgments, digital communication limitations, and privacy concerns. Understanding these dynamics is crucial for individuals navigating the mobile dating landscape and making informed choices about their interactions and relationships.

1.13   Data Cultures of Mobile Dating and Hook-Up Apps: Emerging Issues

The data cultures of mobile dating and hook-up apps refer to the ways in which these platforms collect, handle, and utilize user data. As these apps have become increasingly popular, concerns regarding privacy, data security, and the ethical use of personal information have emerged. Here are some of the emerging issues related to the data cultures of mobile dating and hook-up apps:

1. **Data Collection**: Mobile dating and hook-up apps collect a significant amount of user data, including personal information, preferences, and behavior patterns. This data is typically used to improve the app's algorithms, enhance user experiences, and target advertisements. However, there are concerns about the scope and transparency of data collection practices, as well as the potential for unauthorized access or misuse of user data.

2. **Privacy Concerns**: Users of mobile dating and hook-up apps often share personal information, photos, and intimate details about themselves. There is a growing concern about how this data is protected and whether users have control over its use. Breaches of privacy, data leaks, or unauthorized sharing of user information can have significant consequences for individuals, including identity theft, harassment, or public embarrassment.

3. **Data Sharing with Third Parties**: Many mobile dating and hook-up apps share user data with third-party companies, often for advertising and marketing purposes. This raises concerns about the extent of data sharing, the security of data transfers, and the potential for user data to be used in ways that individuals may not be aware of or consent to. Users may feel that their personal information is being commodified or used to target them with unwanted ads or services.

4. **Algorithmic Bias and Profiling**: Mobile dating and hook-up apps use algorithms to match users based on their preferences and behaviors. However, there is a concern that these algorithms may perpetuate biases and reinforce existing social inequalities. For example, they may prioritize certain racial or socioeconomic groups or reinforce gender stereotypes. Users may also be subjected to profiling based on their data, which can impact their experiences and opportunities within the app.

5. **Consent and Data Control**: There is a need for greater transparency and control over user data in mobile dating and hook-up apps. Users should have clear information about what data is collected, how it is used, and the ability to

consent to or opt out of certain data practices. Empowering users to have more control over their data can help address privacy concerns and ensure that individuals feel comfortable using these platforms.

6. **Ethical Considerations**: The ethical implications of data cultures in mobile dating and hook-up apps are a significant concern. App developers and operators should consider issues such as data security, informed consent, and data anonymization to protect user privacy. There is a growing call for industry standards and regulations that address the ethical use of personal data in these platforms.

In summary, the data cultures of mobile dating and hook-up apps present emerging issues related to privacy, data security, algorithmic bias, and ethical considerations. It is essential for app developers, operators, and regulators to address these concerns to ensure that user data is handled responsibly and transparently, and that individuals have control over their personal information. Users should also be aware of the data practices of these apps and take measures to protect their privacy and security when using them **(Albury, 2017).**

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CHAPTER 2

REVIEW OF LITERATURE

Online dating is progressively normal with an expanding number of cell phone applications coming to showcase that intend to encourage dating. In India, the typical development way for any individual is to finish instruction, find beneficial business, discover an accomplice and afterward "settle down" into the daily practice of marriage and parenthood. With the accessibility of the web, and the availability of Worldwide innovation and media, Indians have more data about the propensities and practices of the Western world. One such change is the presentation of internet dating. The market for online dating has seen a noteworthy development in India (Joshi and Kumar, 2012). In spite of the fact that the nation fortifies the job of customary approaches to frame connections, urban focuses are available to more current methods for being a piece of a relationship.

Online dating apps satisfy one such need. India has never opened up to dating as an idea, take off alone tolerating a dating application. It would in this manner be fascinating to comprehend whether the clients of Tinder in India are as receptive in their methodology as is seen or do they have hang-ups which mirror their social legacy. Users' swipe through various profile matches given by these apps. On the off chance that two user's right swipes one another, it is alluded to as "a match." For a nation that has expound techniques to assemble a wedding, it is fascinating to realize how individuals react to these apps which offer just the chance of short term objectives. Dating apps in today's world play a major role not only socially but psychologically. It plays both positively and negatively and it does have advantages and disadvantages of the same which differs from person to person and gender to gender.

Review is a method that plays a significant role in research. This is because it teaches the scholar about the relevant field of study carried out in the past. This insight strengthens the researcher's awareness and offers advice to identify his/her research challenge. Since a review of the associated experiments offers details on the work

already completed in the analysis, one inevitably receives information on the work not done. It then provides overview of the problem and the way in which the problem can be treated. The literature review offers you knowledge of the available literature. The literature and research applicable to this thesis is discussed in this section.

The literature review acts as a basis for the researcher to understand the research issues from the description of past studies in a topic. It lets researchers explore the difference in expertise, the degree to which the topic has accepted, previous debates, past topics, methodologies and approaches to measure the theory, definitions, etc. The aim of this literature review is to communicate the information and ideas on this subject.

This chapter analyzes the related literature, including various literatures such as online dating, importance of online dating in present times, advantages and disadvantages of online dating, review of literature on online dating from the perspective of use in this digital age, interpersonal relationships A review of the literature on the impact of online dating technology on and finally a review of the literature on the psychological impact of dating apps on the brains of young adults. Through this chapter it will be easy for us to find out the research gaps.

2.1   Review of Literature on Online Dating

Online dating websites and apps offer an array of conveniences that have captivated those looking to form new relationships. However, as these platforms have grown in popularity, companies have had to grapple with their potential to act as catalysts for sexual violence and abuse both on and offline. In light of increasing anecdotal, popular media, and law enforcement reports, there is growing academic interest in online dating as a specific avenue of technology-facilitated sexual violence, with its own potential contextual drivers and safeguards. Using a scoping review methodology, the authors map this emerging literature's contours, characterize its theoretical, methodological, and empirical contents, and identify lacunae and opportunities for future research. Areas addressed in the current literature include the prevalence of digital sexual harassment and abuse, individual differences in

victimization and perpetration, mechanisms by which online dating technologies facilitate or impede sexual violence, and responses from industry, policymakers, and the general public. Among other gaps, there is need for additional longitudinal and experimental research, qualitative analyses of online dating technologies' digital architectures, and investigation into the psychological and social sequelae of online dating violence **(Filice, et al., 2022).**

Despite the constant growth in the use of online dating sites and mobile dating applications, research examining potential problematic use of online dating has remained scarce. Previous research has obviated problematic use of online dating in favour of users' personality correlates and scams through online dating services. A systematic review was carried out using databases to gather previous findings that address potential problematic use of online dating by (i) identifying use and motivations, (ii) assessing users' personality correlates, (iii) outlining negative correlates of use, (iv) examining sexual and impulsive behaviour, (v) exploring substance use and behavioural addictions in relation to online dating, and (vi) examining problematic use of online dating, resulting in 43 studies. Findings suggest that personality correlates such as neuroticism, sociability, sensation-seeking, and sexual permissiveness are related to greater use of online dating services. Sex-search and self-esteem enhancement are predictors of problematic use of online dating. Previous research coincides with online dating risks (e.g. fear of deception) and objectification tendency due to online dating services (sites and apps) design. Observations regarding methodological weaknesses and future research implications are included **(Bonilla et. al., 2021).**

Online dating has become increasingly popular among older adults following broader social media adoption patterns. The current study examined the visual representations of people on 39 dating sites intended for the older population, with a particular focus on the visualization of the intersection between age and gender. All 39 dating sites for older adults were located through the Google search engine. Visual thematic analysis was performed with reference to general, non-age-related signs (e.g.,

facial expression, skin color), signs of aging (e.g., perceived age, wrinkles), relational features (e.g., proximity between individuals), and additional features such as number of people presented. The visual analysis in the present study revealed a clear intersection between ageism and sexism in the presentation of older adults. The majority of men and women were smiling and had a fair complexion, with light eye color and perceived age of younger than 60. Older women were presented as younger and wore more cosmetics as compared with older men. The present study stresses the social regulation of sexuality; as only heterosexual couples were presented. The narrow representation of older adults and the anti-aging messages portrayed in the pictures convey that love, intimacy, and sexual activity are for older adults who are "forever young" (**Gewirtz et. al., 2018).**

With millions of users worldwide, online dating platforms strive to assert themselves as powerful tools to find dates and form romantic relationships. However, significant differences exist in male and female use of this mate-matching technology with respect to motivation, preferences, self-presentation, interaction and outcomes. While existing research has routinely reported on gender differences in online dating, these insights remain scattered across multiple studies. To gain a systematic insight into existing findings, in this study we conduct a meta-review of existing research. We find that evolutionary theory generally holds true in online dating: Users still follow natural stereotypes when it comes to choosing a mate online. Physical attractiveness is the key criteria for men; while women, being much more demanding, prioritize socio-economic attributes when choosing a male partner. Together, our structured findings offer a deeper insight into the underlying dynamics of gender differences in online dating (**Abramova, et. al., 2016).**

Millions of people are using online dating sites to seek for partners in this era of digital technology. Dating sites are commonly used by people all around the world. There are various risks of meeting potential mates online. This paper investigates the negative impacts brought by online dating, and to what extent do they affect online

users. It is discovered that there are eight main harmful aspects impacting the people and society **(Kee, 2015).**

The rise of online dating and, even more recently, the rise of app dating services, have brought about many fundamental questions for social science researchers trying to understand the current landscape of intimate relationships. Among the questions are: Is online dating streamlining the mate selection process? Do the websites' matching algorithms actually procure more compatible partners? Is online dating fundamentally changing how we find and choose partners? Are there differences between those relationships formed online and those initiated offline? Using the most current literature, we address these and many more enquiries now occupying the forefront of online dating and intimacy research. As well, we include a historical review of dating services in the USA and discuss how online dating has been received in various global markets **(Schwartz and Velotta, 2018).**

Many older adults maintain interest in intimate partner relationships and actively seek dates. Online dating websites are gaining popularity as being a convenient way to link with potential dates, particularly for women and individuals who live in independent dwellings or rural areas. Several online dating websites market exclusively to individuals 50 and older. Although connecting with others via the Internet can decrease social isolation, there are potential risks involved in online dating. Health care providers do not always assess dating and sexual health in the older adult population. Nurses are in a position to assess the dating relationships of older patients and can ask targeted questions to determine if patients are in a potentially risky relationship. A non-judgmental attitude and compassionate approach is essential. Knowledge of safe practices, alerting red lags, and available resources are essential tools for gerontological nurses to possess **(Wion and Loeb, 2015).**

In Dutch society the concept of meeting a romantic partner online is well known. According to Statistics Netherlands, between 2008 and 2013, 13 percent of Dutch people met their partners online, and half of these met on dating sites (**Kooiman & Latten 2014**). In the context of mediated dating environments, users are highly

motivated to control the impression they create (e.g., **Toma, Hancock & Ellison 2008**). **Ellison, Heino and Gibbs (2006)** discuss how online daters are able to optimize their self-presentation and establish credibility in this environment by balancing "accuracy with self-promotions and desirability". Self-disclosure can be defined as "the act of revealing personal information about oneself to another" (**Collins & Miller 1994**). Self-disclosure can consist of both descriptive information, like one's hobbies, and evaluative information, like how someone feels about a particular life event.

This article builds on a case study of the worldwide online dating site Match.com to develop a theoretical understanding of the place of communication and affect in the information economy. Drawing on theoretical debates, secondary sources, a qualitative survey of dating profiles and an analysis of the features and affordances of the Match.com site, the article argues that internet dating seeks to guide the technologically enhanced communicative and affective capacities of internet users to work in ways so that this produces economically valuable content. This is primarily achieved through branding, which as a technique of governance that seeks to work 'from below' and 'empower' users to deploy their freedom in certain particular, pre-programmed ways. The argument is that online dating provides a good illustration of how the information economy actively subsumes communicative action as a form of immaterial labour **(Arvidsson, 2006).**

2.2   Review of Literature on Online Dating in The Digital Era

The spread of the Internet has transformed the dating landscape. Given the increasing popularity of online dating and rising immigration to Canada, this study takes an intersectional lens to examine nativity and gender differentials in heterosexual online dating. In 2018, a random-digit-dial telephone survey was conducted in Canada. Logistic regression models were used to analyze original data from this survey ($N = 1,373$). Results of the study shows that immigrants are more likely than native-born people to have used online dating in Canada, possibly because international relocation makes it more difficult for immigrants to meet romantic partners in other ways. In online-to-offline transitions, both native-born and immigrant online daters

follow gendered scripts where men ask women out for a first date. Finally, immigrant men, who likely have disadvantaged positions in offline dating markets, also experience the least success in finding a long-term partner online. Extending search theory of relationship formation to online dating, this study advances the understanding of change and continuity in gendered rituals and mate-selection processes in the digital and globalization era. Integrating search theory and intesectionality theory, this study highlights the efficiency of using the Internet to search for romantic partners and the socially constructed hierarchy of desirability as interrelated mechanisms that produce divergent online dating outcomes across social groups. Internet dating, instead of acting as an agent of social change, may reproduce normative dating practices and existing hierarchies of desirability **(Qian, 2021).**

The advancement of internet and digital media has brought new dynamics in the micro level of communication: interpersonal communication. Digital apps and social media platforms became integral parts in human's interaction pattern and fulfillment of needs, including the activity of looking for new friends and dating partners. Nowadays, online dating apps is one of youth's choices to build relationship. However, in Indonesia, the usage practice of online dating apps brings up certain problem surrounding the socio-cultural condition, in which the common view of the society in regards to morality and religion has clashed with modern influence brought by cultural transnationalism and globalization. At this level, the concept of self-disclosure and intimacy is significant in determining the interpersonal communication takes place in online dating platform. Thus, this research aims to analyze the interpersonal relationship built by online dating apps' users. The study area of this research covers the interpersonal communication studies, particularly in the relation between media psychology and the forming of digital culture among youth users. Data and research method used is virtual ethnography as the main method, with new ethnography as supporting method, in order to gain depth personal experience of online dating apps user. Expected findings of this research include why certain self-disclosure practice and meaning of intimacy developed by youth amidst the socio-cultural condition in

Indonesia, in the usage practice of online dating apps. The significance of this research lies in the effort to approach media and communication issue in this digital era from the perspective of interpersonal human communication culturally and critically, notably the issue of online dating, self, and intimacy **(Fandia, 2020).**

The use of online dating websites and applications is becoming an increasingly accepted way to meet a potential partner. Dating is known to be an ambiguous and contradictory process, highly vulnerable to influences from cultural settings. In this paper I argue upon the capabilities online dating may have in reframing the dating process and in generating changes in the social structure of our society. These changes would result in the adherence of a globalized dating culture as online dating applications increase in popularity world-wide. This paper also reviews literature on behavior in online dating environment, underling the advantageous characteristic that computer-mediated communication is known to have. Moreover, a retrospective with regard to popular concepts that explain relationships in the digital era is made (**Stoicescu**, **2019**).

This article unravels some of the complexities involved for heterosexual women aged 30 years and older using online dating to seek out intimate and sexual relationships with men. Drawing on interviews with online dating users in Canada and from media analysis of women's 'women-seeking-men' profiles posted on popular online dating sites, we analyses these data in terms of the discursive and material practices required to 'become' and perform heterosexuality within the public spaces of cyber dating. Our broad aim is to show some of the ways in which online dating as a technology and sociality affects, through everyday practices the production of heterosexual subjectivity as an ongoing process through the life course. More specifically, we argue that 'heterosexual profiling', a term that refers to the exigency of online dating to make obvious an otherwise unmarked identity emptied of sexual agency and desire, presents particular challenges for women in what is seen as a dating market for the young.

Therefore, online dating and the myriad routine everyday activities required to be successful in finding a suitable man entailed a simultaneous negotiation of sexuality

and negotiation of ageing for this group of women, who found both pleasure and restriction in their forays online **(Frohlick and Migliardi, 2011).**

In the computer mediated communication (CMC), the 'hyperpersonal perspective' occurred when the CMC became more intimate than face-to-face communication (**Walther, 2008**). In this form of communication, information shared by individuals held a significant factor in shaping impressions. Some previous findings showed that 'hyperpersonal relationship' apparently took place in online dating apps (**Antheunis, et.al., 2019**). However, in regards to CMC, we cannot neglect the concept that there are the motives of reciprocity and exchange as to why human builds interaction in cyberspace (**Clemens, et.al., 2015; Orgad, 2007**). Hence, the 'hyperpersonal' did not just occurred without motives of reciprocity and exchange. In the issue of 'dating', the CMC has created 'instant gratification' for people who are searching for romantic and intimate relationship (**Clemens, et.al., 2015**). This condition established three dimensions in dating: (1) easy access to evaluate potential partner, (2) varied communication modes to communicate with potential partner, and (3) matching services through mathematical algorithms (**Finkel, et.al., 2012**).

Fiore (2004) observes the reciprocal and influential relationship between culture and online dating environments with regard to the meaning of love and relationships. From all the characteristics regarding cultural ideals of love, designers of applications borrow only a few to make visible in their dating applications, aiding in the formation of a new description of how relationships and love should look like.

2.3 Review of Literature on Advantages and Disadvantages of Online Dating

This research paper focuses on online dating services. It explores the advantages and disadvantages of online dating apps, concluding with a discussion to help users rationalize whether the benefits of dating apps can justify the risks and dangers. Marketers sell consumers the hope that finding a match is guaranteed. As online dating seeps into the modern world, more and more users are experiencing the negative consequences of using dating apps. This paper will include techniques and strategies to help users mitigate these potential harms **(Zhou, 2023).**

Adverse childhood experiences (ACEs) are a common pathway to risky behavior, violence or re-victimization, disability, illness, and premature mortality and, as such, may be associated with victimization and perpetration of dating violence not only in adolescence but also in adulthood. Method: A scoping review was performed in accordance with PRISMA guidelines. Four databases (Web of Science, Scopus, PubMed, and PsycINFO) were used to search for studies published between 2000 and 2021 that analyzed the relationship between adverse childhood experiences within the family context and the perpetration or victimization of dating violence in adulthood. Results: The search yielded 599 articles, 32 of which met the inclusion criteria and were ultimately included in the review. Most of the study samples were from the United States. Most of the studies sampled university populations. The studies had a clear objective, were of an appropriate design, contained a detailed description of the sample, and used valid and reliable measurement instruments. Conclusion: This scoping review shows that the relationship between ACEs and perpetration and/or subsequent victimization is complex and that, while adverse childhood experiences are a factor associated with adult dating violence, they are likely to coexist with other personal, family, and environmental problems. Therefore, adverse childhood experiences may not be a necessary or sufficient condition for experiencing dating violence **(Navarro et. al., 2022).**

The present study examines the differences between users and non-users of mobile-based dating applications, along with individual user experiences. To better understand the typical online dating application consumer, this research utilized quantitative analyses to compare traditional college-age users versus non-users on behavioral and attitudinal measures. Qualitative coding took place to analyze open-ended survey responses from participants regarding personal experiences. Those who use mobile-based dating applications were significantly different from non-users on all variables examined, including rates of negative drinking behaviors, drug use, sexual compulsivity, sexual deception, and negative sexual behaviors. The review of qualitative responses revealed users experiencing a wide range of negative behaviors

including stalking, consensual and non-consensual explicit photo sharing, consensual and non-consensual message sharing, and deception. This article provides a framework for the identification of potential risks of using online dating applications and highlights prevention programming that will enhance the awareness of problematic online dating behaviors (**Fansher and Eckinger, 2021**).

Taiwanese test among youthful grown-ups, scientists found that a wealth of dating choices activated all the more looking and diminished the nature of the last accomplice decision (**Wu and Chiou, 2009**). Such discoveries might be troubling on the grounds that portable dating applications surely offer clients a bunch of alternatives and are getting progressively famous (**Smith, 2016**). clients in a serious relationship are continually helped to remember the sum and nature of singles inside their closeness. In addition, this closeness affordance is known to encourage meeting, all things considered (**Yeo and Fung, 2016**), the present examination inspects the illustrative component connecting the utilization of portable dating applications and goal to submit disloyalty. In the first place, in light of the venture model (**Rusbult, 1980**); we contend that the recurrence of versatile dating application use will be decidedly connected with unfaithfulness through saw measure of accessible accomplices. Second, in view of the value hypothesis, we theorize that apparent accomplishment on portable dating applications will be emphatically identified with betrayal through self-saw attractive quality. In spite of the fact that the utilization of dating applications may diminish a few clients' confidence (**Strubel and Petrie, 2017**), accepting positive criticism from different clients can likewise build clients' self-saw attractive quality.

A few outcomes from an online review recommend that, contrasted with ladies, men are bound to utilize the application for easygoing sex and connections and ladies rather for kinship and self-approval (**Ranzini and Lutz, 2017**). Ladies additionally seem, by all accounts, to be progressively particular in their right-swiping choices contrasted with men. These outcomes are in accordance with past outcomes demonstrating that men are bound to utilize interpersonal organizations to shape new connections and discover potential mates than ladies are (**Muscanell and Guadagno,**

2012; **Mazman and Usluel, 2011**; **Raacke and Bonds-Raacke, 2008**; see Section 3 for a transformative clarification of these discoveries). The way that one thinks minimal about whom one is dating, along with the inclination of disconnected post-coordinate experiences to occur in a close setting that may have dangerous outcomes, could trigger the working of a developed mental instrument that is touchy to "present moment" questionable social communications and potential social peril **(Sevi et al., 2018).**

To understand the positives and negatives of online dating according to the lived experience of older women, telephone interviews were conducted with 45 women ages 50+ who date online. Interviews were audio recorded, transcribed verbatim, and thematically team coded. The opportunity to expand one's social network for both friendships and romantic partners, the ability to control dating risks and pace of relationship formation, and knowing more about one's partner were significant reported benefits of online dating. Dating online also includes unique risks, such as pervasive lying, attempted financial exploitation in the form of scammers, and unwanted electronic sexual aggression **(Vandeweerd, et. al., 2016).**

People-to-people recommenders constitute an important class of recommender systems. Examples include online dating, where people have the common goal of *finding a partner*, and employment websites where one group of users' needs to *find a job (employer)* and another group needs to *find an employee*. People-to-people recommenders differ from the traditional items-to-people recommenders as they must satisfy both parties; we call this type of recommender *reciprocal*. This article is the first to present a comprehensive view of this important recommender class. We first identify the characteristics of reciprocal recommenders and compare them with traditional recommenders, which are widely used in e-commerce websites. We then present a series of studies and evaluations of a content-based reciprocal recommender in the domain of online dating. It uses a large dataset from a major online dating website. We use this case study to illustrate the distinctive requirements of reciprocal recommenders and highlight important challenges, such as the need to avoid bad recommendations since they may make users to feel rejected. Our experiments indicate that, by

considering reciprocity, the rate of successful connections can be significantly improved. They also show that, despite the existence of rich explicit profiles, the use of implicit profiles provides more effective recommendations. We conclude with a discussion, linking our work in online dating to the many other domains that require reciprocal recommenders. Our key contributions are the recognition of the reciprocal recommender as an important class of recommender, the identification of its distinctive characteristics and the exploration of how these impact the recommendation process in an extensive case study in the domain of online dating **(Pizzato, et. al., 2013).**

2.4 Review of Literature on Online Dating in the Digital Era: A Critical Analysis from the Perspective of Usage

Antheunis, M. L., Schouten, A. P., & Walther, J. B. (2019). The objective of this study examined the effect of modality switching, from online to offline interaction. This article contains research about how the virtual dating world differs from the actual dating world and how it effects people psychological behavior accordingly. In 2017 in the U.S., 30 percent of the internet users between 18 and 29 years old, were using online dating (Statisticbrain.com, 2017). According to one review of online dating processes, one of the most critical aspects of online dating sites is the communication they support that allows prospective dates to interact in the interval before they meet face-to-face (**Finkel, Eastwick, Karney, Reis, & Sprecher, 2012**).

Tinder is a location-based smart phone application used by young adults. Advertised as a popular and unique way to forge connections, Tinder's introduction into intimate life is indicative of increased information and communication technology (ICT) usage within this sphere. While the impact of ICT use within intimate life has been debated, little sociological research has investigated Tinder within this context. This article draws on data from a small scale exploratory study, including surveys (n = 203) and interviews (n = 10), examining the use of Tinder by young Australians (aged 18 to 30) and how use contributes to intimate outcomes. While survey results provide insight regarding engagement with Tinder and its use in intimate life, two key themes – (1) Tinder's use as an additional tool in intimate life and (2) its perceived impact on

'connection quality' – demonstrate Tinder's role in intimate outcomes. Findings support Jurgenson's depiction of today's societies as ones characterized by augmented reality rather than digital dualism **(Newett, 2018).**

Do people form relationships based upon political similarity? Past work has shown that social relationships are more politically similar than expected by chance, but the reason for this concordance is unclear. Is it because people prefer politically similar others, or is it attributable to confounding factors such as convergence, social structures, and sorting on nonpolitical characteristics? Addressing this question is challenging because we typically do not observe partners prior to relationship formation. Consequently, we leverage the domain of online dating. We first conducted a nationwide experiment in which we randomized political characteristics in dating profiles. Second, we analyzed behavioral data from a national online dating community. We find that people evaluate potential dating partners more favorably and are more likely to reach out to them when they have similar political characteristics. The magnitude of the effect is comparable to that of educational homophily and half as large as racial homophily **(Huber and Malhotra, 2017).**

When individuals use text-only communication channels such as texting, email, and instant messaging, they take advantage of the lack of nonverbal cues and engage in greater selective self-presentation than people can usually manage when they communicate with a fuller range of channels such as facial expressions, vocalics, and physical appearance (**Burgoon, Buller, & Woodall, 1989**). The reciprocal interaction among CMC users enhances the dynamic between selective self-presentation to and idealization even more favorable levels. Online text-based conversations prompt also a greater proportion of question- asking and self-disclosure to get information about a partner, in a way that is less obvious and undesirable than it is in face-to-face interactions (**Antheunis et al., 2012, 2007**;**Tidwell & Walther, 2002**), and which enhances interpersonal attraction online (**Antheunis et al., 2012, 2007**; **Dai, Shin, Kashian, Jang, & Walther, 2016**).

This study investigates relationships between privacy concerns, uncertainty reduction behaviors, and self-disclosure among online dating participants, drawing on uncertainty reduction theory and the warranting principle. The authors propose a conceptual model integrating privacy concerns, self-efficacy, and Internet experience with uncertainty reduction strategies and amount of self-disclosure and then test this model on a nationwide sample of online dating participants (N = 562). The study findings confirm that the frequency of use of uncertainty reduction strategies is predicted by three sets of online dating concerns—personal security, misrepresentation, and recognition—as well as self-efficacy in online dating. Furthermore, the frequency of uncertainty reduction strategies mediates the relationship between these variables and amount of self-disclosure with potential online dating partners. The authors explore the theoretical implications of these findings for our understanding of uncertainty reduction, warranting, and self-disclosure processes in online contexts **(Gibbs et. al.,2011).**

Adolescents and young adults are avid Internet users. Online social media, such as social networking sites (e.g., Facebook, MySpace), blogs, status updating sites (e.g., Twitter) and chat rooms, have become integral parts of adolescents' and young adults' lives. Adolescents are even beginning to enter the world of online dating with several websites dedicated to "teenage online dating." This paper reviews recent peer-reviewed literature and national data on 1) adolescents use of online social media, 2) gender differences in online social media and 3) potential positive and negative health outcomes from adolescents' online social media use. We also examine parental monitoring of adolescents' online activities. Given that parental supervision is a key protective factor against adolescent risk-taking behavior, it is reasonable to hypothesize that unmonitored Internet use may place adolescents at significant risk, such as cyberbullying, unwanted exposure to pornography, and potentially revealing personal information to sexual predators **(Pujazon-Zazik et. al., 2010).**

2.5   Review of Literature on Online Dating Technology Effects on Interpersonal Relationships

A culture's social fabric is deeply dependent on how its members establish romantic bonds. What happens when the way those bonds are formed is radically changed over the course of a single generation? This is the case with the rise of online dating, which is now the second most common way for people to meet a romantic partner. Despite existing research exploring issues such as mate selection, self-presentation, and impressions, we still do not know how online dating systems affect people's perceptions—about technology, relation- ships, romantic partners, and themselves—and how these perceptions affect behavior. In this paper, we introduce and explicate the Source Multiplicity, Attri- bution, Recognition, and Transformation (SMART) Model of Online Dating. The SMART model is a comprehensive theoretical framework that has interdiscipli- nary roots in human-computer interaction (HCI), computer-mediated communi- cation (CMC), psychology, and decision science **(Tong, et. al., 2016).**

This study examines the role of online daters' physical attractiveness in their profile self-presentation and, in particular, their use of deception. Sixty-nine online daters identified the deceptions in their online dating profiles and had their photograph taken in the lab. Independent judges rated the online daters' physical attractiveness. Results show that the lower online daters' attractiveness, the more likely they were to enhance their profile photographs and lie about their physical descriptors (height, weight, age). The association between attractiveness and deception did not extend to profile elements unrelated to their physical appearance (e.g., income, occupation), suggesting that their deceptions were limited and strategic. Results are discussed in terms of (a) evolutionary theories about the importance of physical attractiveness in the dating realm and (b) the technological affordances that allow online daters to engage in selective self-presentation **(Toma and Hancock, 2010).**

This article examines the growing phenomenon of online dating and intimacy in the 21ˢᵗ century. The exponential rise of communications technologies, which is both

reflective and constitutive of an increasingly networked and globalized society, has the potential to significantly influence the nature of intimacy in everyday life. Yet, to date, there has been a minimal response by sociologists to seek, describe and understand this influence. In this article, we present some of the key findings of our research on online dating in Australia, in order to foster a debate about the sociological impacts on intimacy in the postmodern world. Based on a web audit of more than 60 online dating sites and in-depth interviews with 23 users of online dating services, we argue that recent global trends are influencing the uptake of online technologies for the purposes of forming intimate relations. Further, some of the mediating effects of these technologies — in particular, the hyper communication — may have specific implications for the nature of intimacy in the global era.

Online dating is a popular new tool for initiating romantic relationships, although recent research and media reports suggest that it may also be fertile ground for deception. Unlike previous studies that rely solely on self-report data, the present study establishes ground truth for 80 online daters' height, weight and age, and compares ground truth data to the information provided in online dating profiles. The results suggest that deception is indeed frequently observed, but that the magnitude of the deceptions is usually small. As expected, deceptions differ by gender. Results are discussed in light of the Hyper-personal model and the self-presentational tensions experienced by online dating participants **(Hancock, et.al., 2007).**

2.6   Review of Literature on Psychological Impact of Dating Apps in the Minds of Young Adults

The current study is an attempt to understand the usage of the dating apps. It also takes into account the role of optimism in the usage of dating apps. This study has examined various research papers and different forms of text, and analyzed how the dating app culture is affecting the mind of teenagers and young adults across. It also gives insights about the different categories of dating apps and similarly it would talk about different types of mental health issues like anxiety, depression. Social validation and the kind of behavior that is undertaken taken by peer in the online and virtual

world. Almost 30% of the youth uses dating apps in order to enhance their interaction with people and cope up with the peer pressure. Unknowingly, it is a threat to their mental well-being which is often neglected because mental is not talked about. Psychosocial impact of dating apps and beliefs regarding dating apps were studied. How negative and positive side of dating apps affect youngster. In the current study, we investigated how dating app use and motivations related to demographic identity variables and personality-based variables among young adults **(Bhatia, 2020).**

Launched in 2012, the mobile dating application (app) Tinder has quickly gained popularity and currently counts over 50 million users worldwide **(Smith, 2018).** The aim of the study was to examine via a range of psychological factors –impulsivity, motives for use, attach- meant style, sexual desire, and self-esteem –whether subgroups of Tinder users can be identified through cluster analysis. In contrast to "traditional" online dating sites, this smart phone app has the advantage of enhanced portability and access, as well as geo localization capacity (**Schrock, 2015**).This study aims to explore the joint influence of psychological factors that have either already been implicated in adaptive or "problematic" Tinder use (e.g., motives and self-esteem), or that, despite not having been formally studied, are likely to be relevant due to their association with other behavioral addictions (e.g., attachment style, impulsivity, and sexual desire; Varfi et al., 2019). Problem that has caused some authors to approach problematic Tinder use as a behavioral addiction. The Uses and Gratifications Theory has been invoked to account for the popularity of Tinder by emphasizing that the app helps meet physical (e.g., sexual pleasure), social e.g., finding a romantic partner or Friend), and psychosocial needs (e.g., validating one's physical attractiveness; **Sumter, Vandenbosch, & Ligtenberg, 2017**; **Timmermans & De Caluwé, 2017**). High self-esteem has been linked to authentic self-representation on Tinder (**Ranzini & Lutz, 2017**), whereas low self-esteem has been linked to sexting (sharing sexually explicit photos of oneself; **Ybarra & Mitchell, 2014.**

Impulsivity refers to actions that are "poorly conceived, prematurely expressed, or unduly risky" (**Daruna & Barnes, 1993**). It has been considered a defining

characteristic of online psychology and manifesting itself across a number of potentially urge-driven behaviors, including buying, gambling, sexual behaviors, e-mailing, texting, and sexting (**Aboujaoude, 2011, 2017**)**.**

SUMMARY

Online dating has become an intricate part of today's society, especially for the younger generation. This chapter introduces briefly online dating, perspective of users, their positive and negative impact on the society, relationship status through online dating and promotional activities through online applications etc. The relevant terms explained in depth include online dating, perspective of users, their positive and negative impact on the society, relationship status through online dating and promotional activities through online applications. This chapter clearly presents the literature related with the above concerns and offers a better theoretical context for the upcoming research. The current studies are 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 this is the unique way of communication. This is the scope of current study. Also the present study would be examined how the people used dating applications.

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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.

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

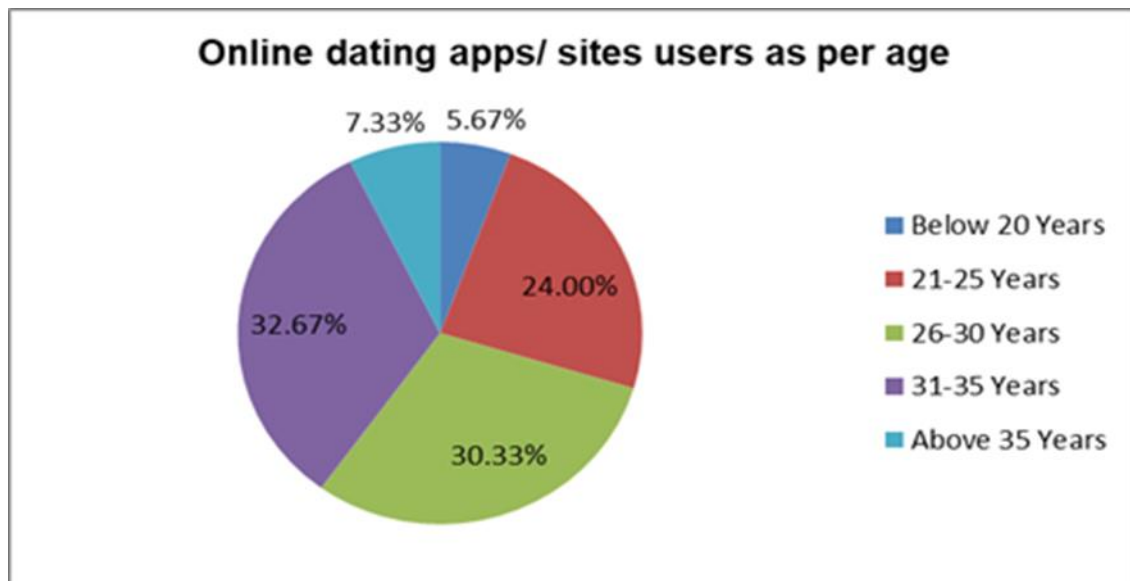| Age	No. of respondents
Below 20 Years	17
21-25 Years	72
26-30 Years	91
31-35 Years	98
Above 35 Years	22
Total	**300**

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

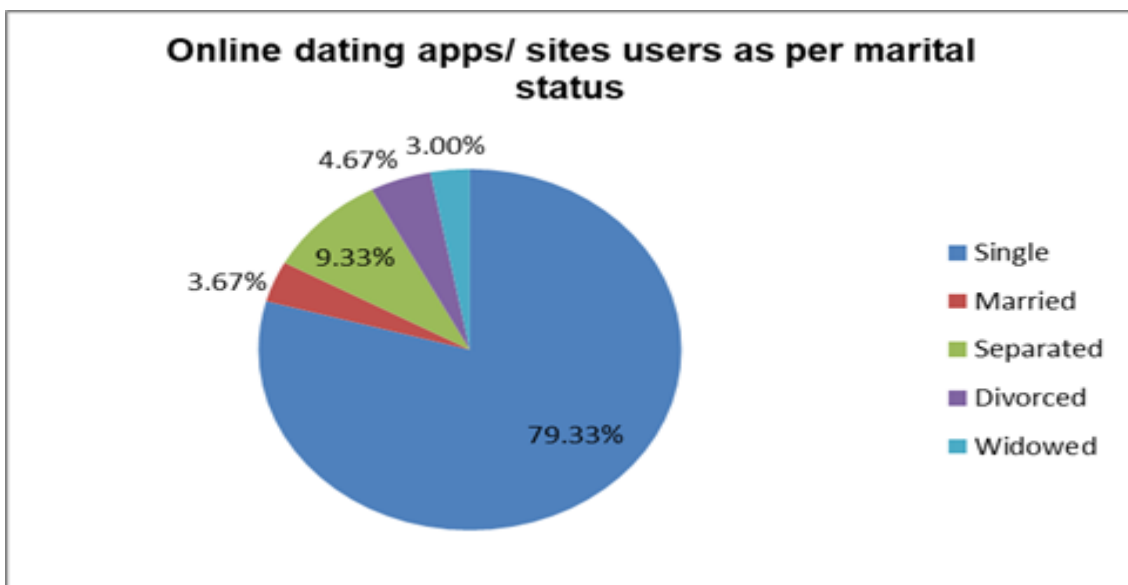| Marital status	No. of respondents
Single	238
Married	11
Separated	28
Divorced	14
Widowed	9
Total	**300**

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

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

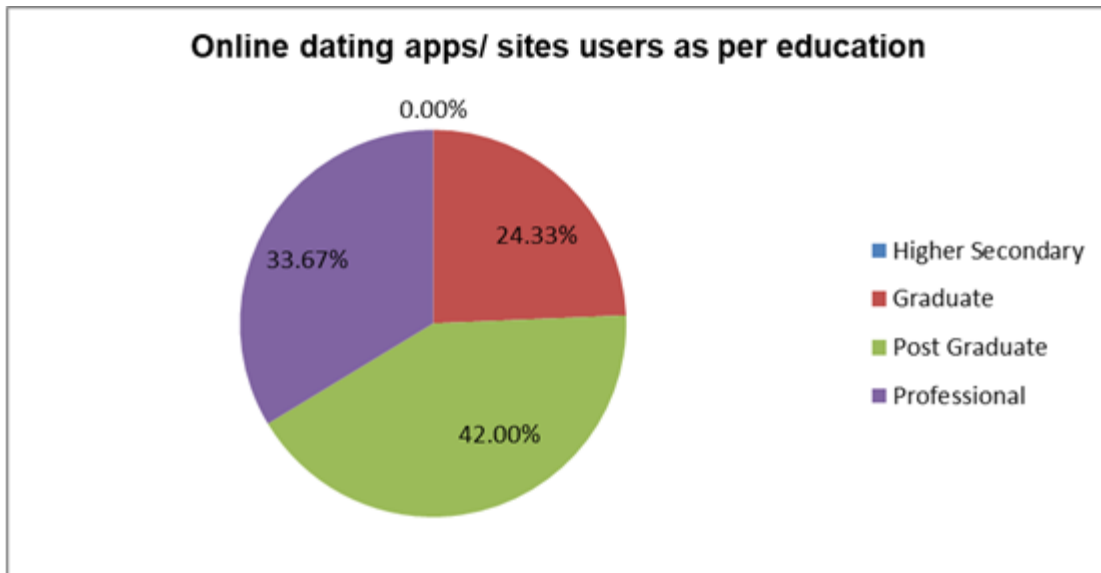| Level	No. of respondents
Higher Secondary	0
Graduate	73
Post Graduate	126
Professional	101
Total	**300**

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

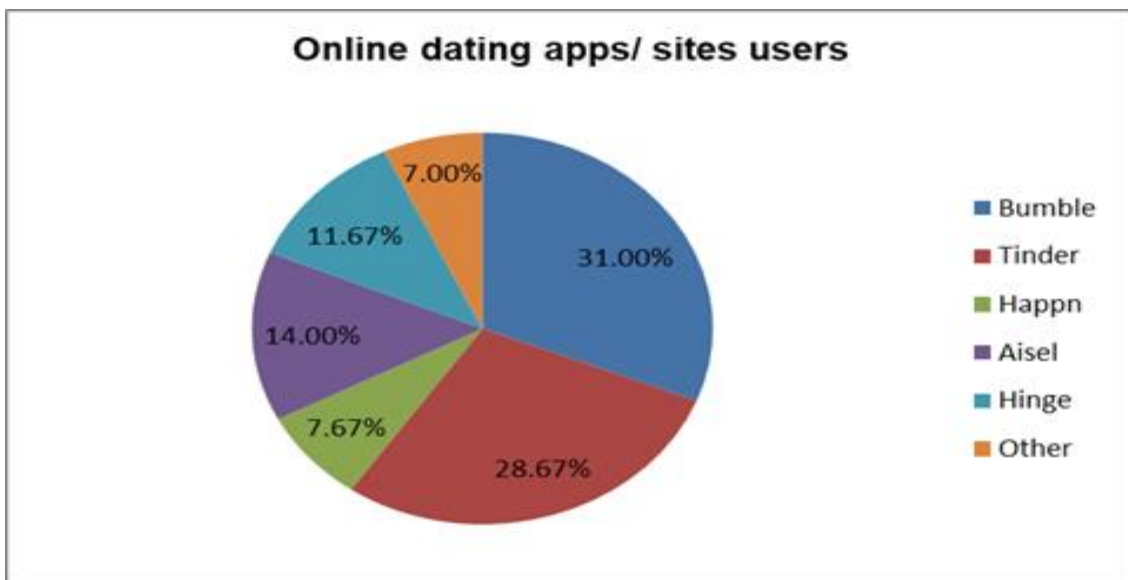| Site/App	No. of respondents
Bumble	93
Tinder	86
Happn	23
Aisel	42
Hinge	35
Other	21
Total	**300**

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

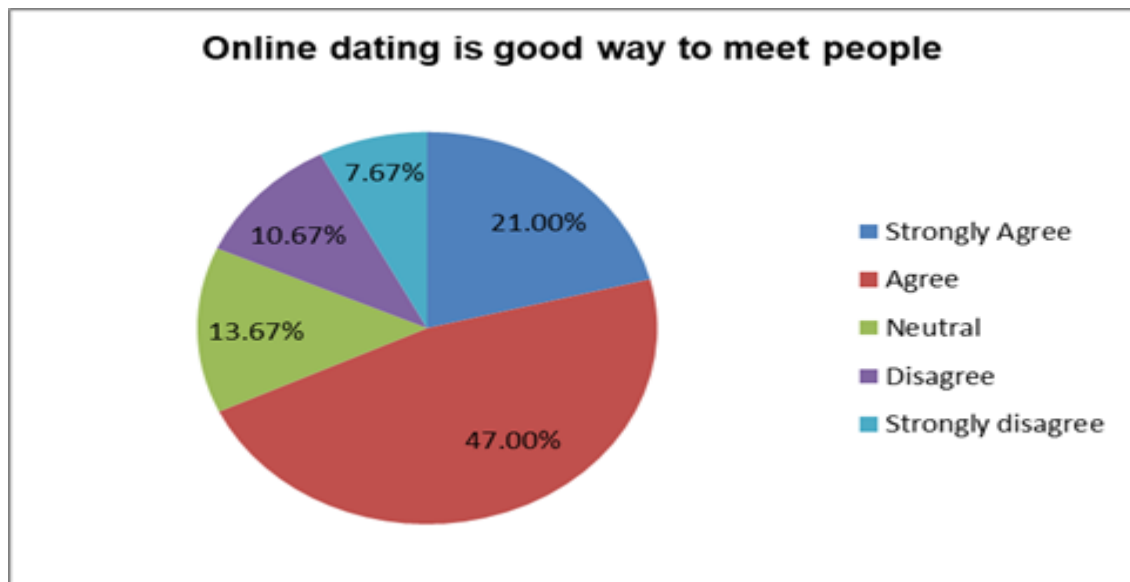| Level	Points	No. of respondents	Score
Strongly Agree	5	63	315
Agree	4	141	564
Neutral	3	41	123
Disagree	2	32	64
Strongly disagree	1	23	23
Total		**300**	**1089**

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

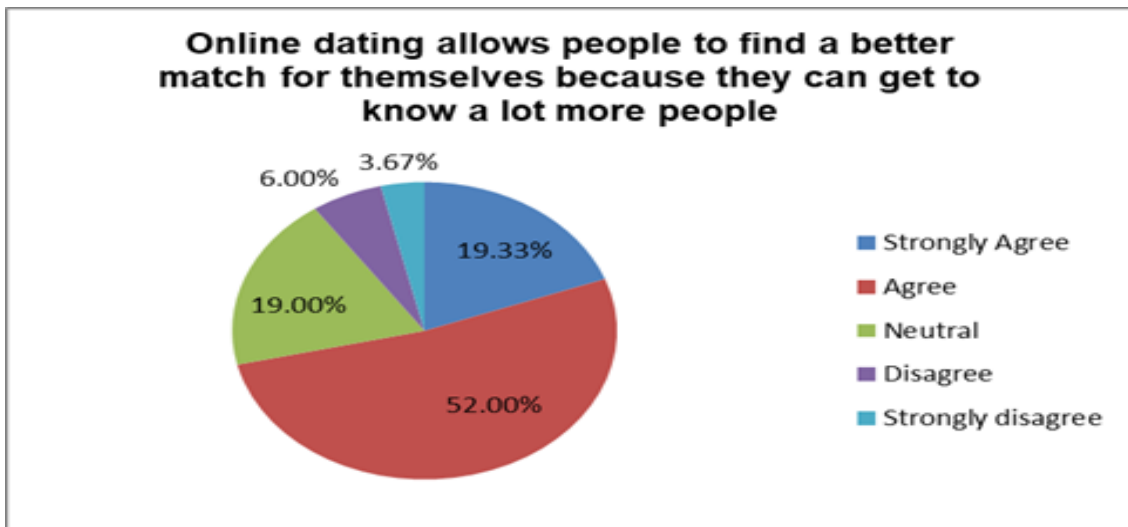| Level	Points	No. of respondents	Score
Strongly Agree	5	58	290
Agree	4	156	624
Neutral	3	57	171
Disagree	2	18	36
Strongly disagree	1	11	11
Total		**300**	**1132**

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

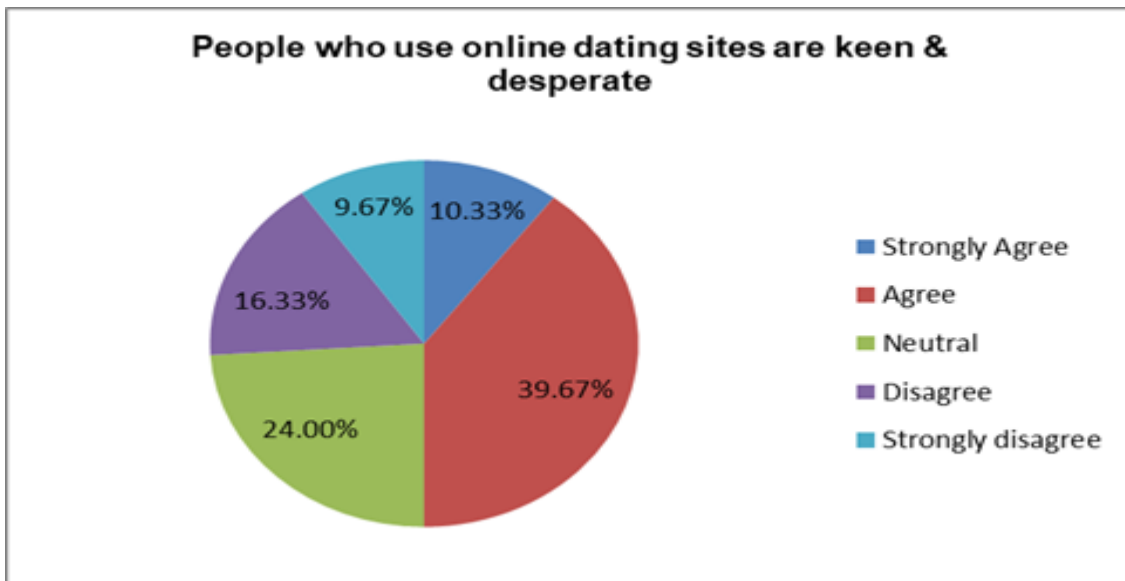| Level	Points	No. of respondents	Score
Strongly Agree	5	31	155
Agree	4	119	476
Neutral	3	72	216
Disagree	2	49	98
Strongly disagree	1	29	29
Total		**300**	**974**

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

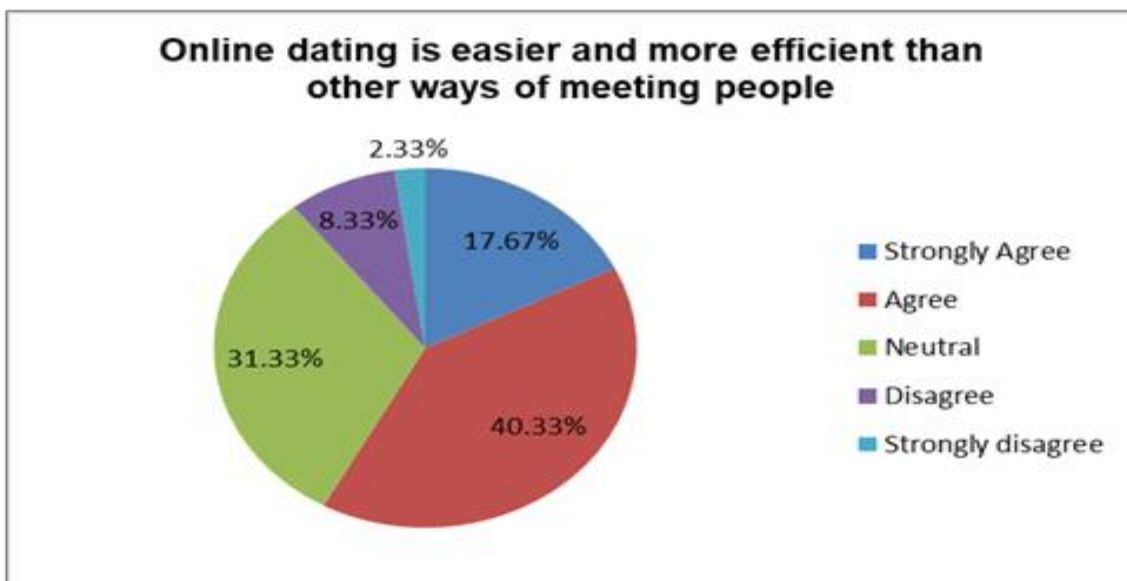| Level	Points	No. of respondents	Score
Strongly Agree	5	53	265
Agree	4	121	484
Neutral	3	94	282
Disagree	2	25	50
Strongly disagree	1	7	7
Total		**300**	**1088**

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

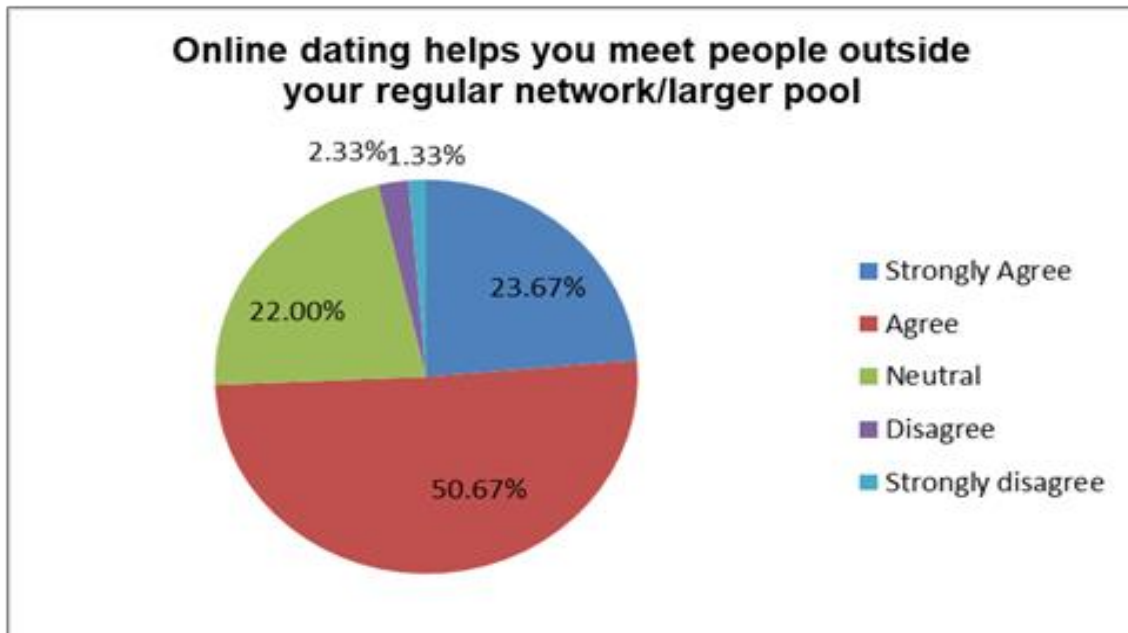| Level	Points	No. of respondents	Score
Strongly Agree	5	71	355
Agree	4	152	608
Neutral	3	66	198
Disagree	2	7	14
Strongly disagree	1	4	4
Total		**300**	**1179**

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

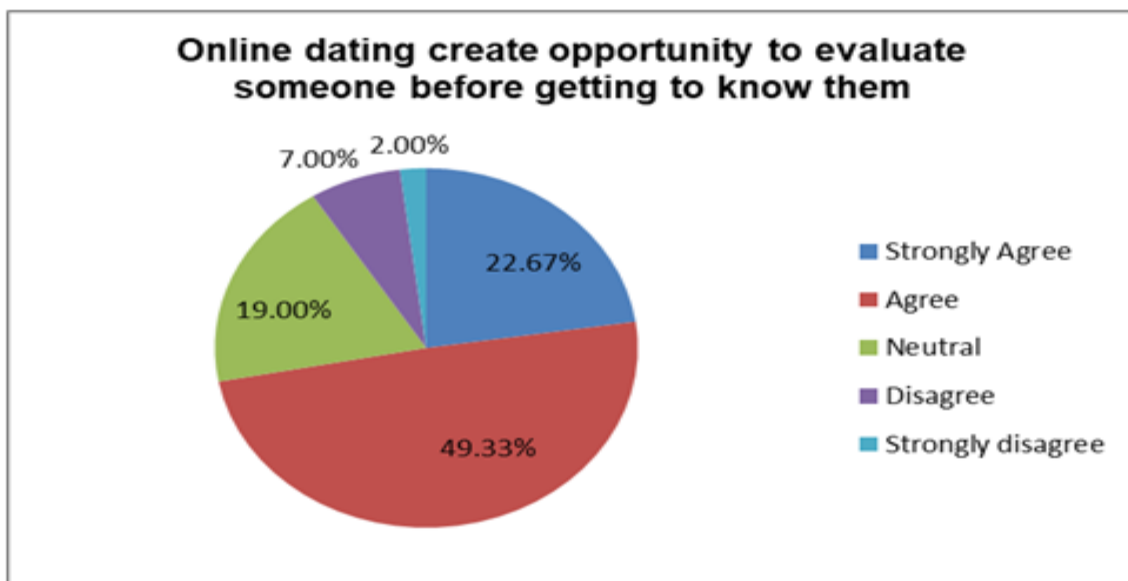| Level	Points	No. of respondents	Score
Strongly Agree	5	68	340
Agree	4	148	592
Neutral	3	57	171
Disagree	2	21	42
Strongly disagree	1	6	6
Total		**300**	**1151**

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

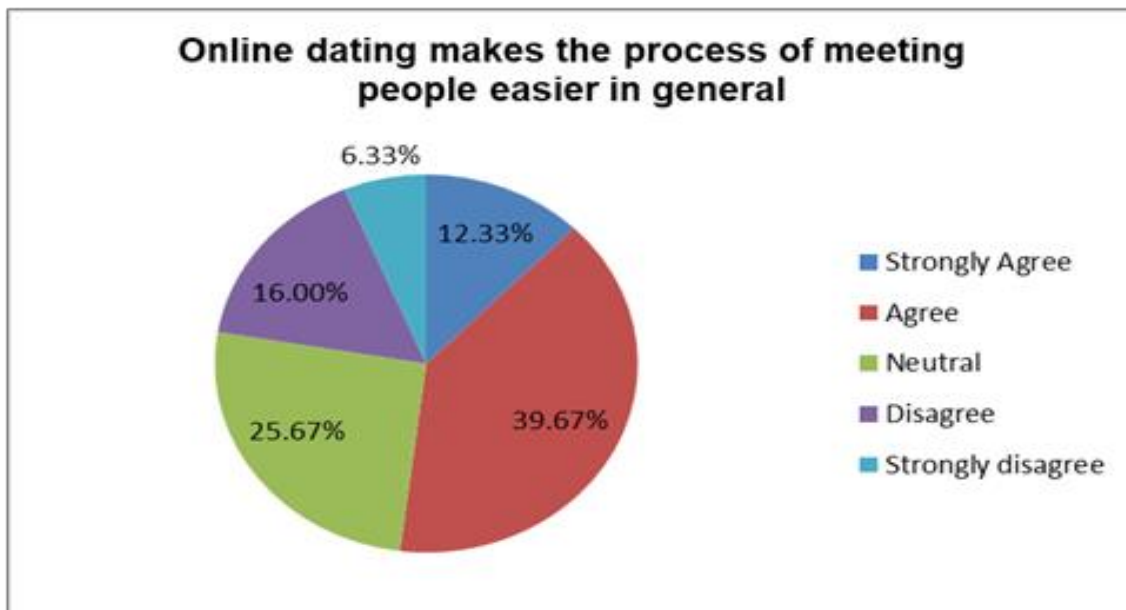| Level	Points	No. of respondents	Score
Strongly Agree	5	37	185
Agree	4	119	476
Neutral	3	77	231
Disagree	2	48	96
Strongly disagree	1	19	19
Total		**300**	**1007**

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

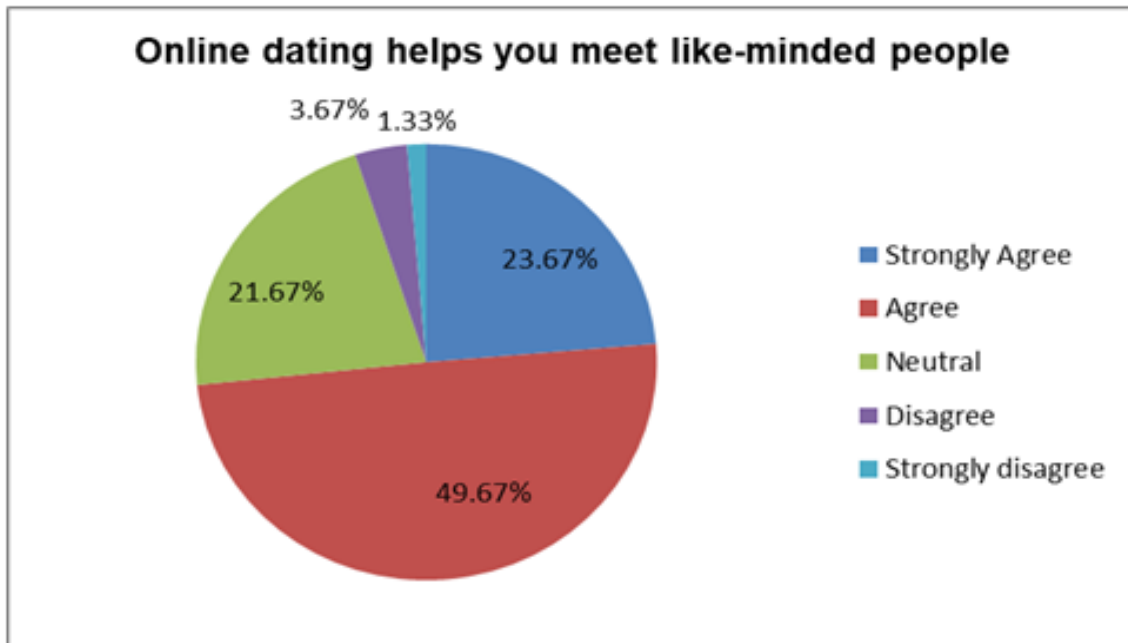| Level	Points	No. of respondents	Score
Strongly Agree	5	71	355
Agree	4	149	596
Neutral	3	65	195
Disagree	2	11	22
Strongly disagree	1	4	4
Total		**300**	**1172**

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

59

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

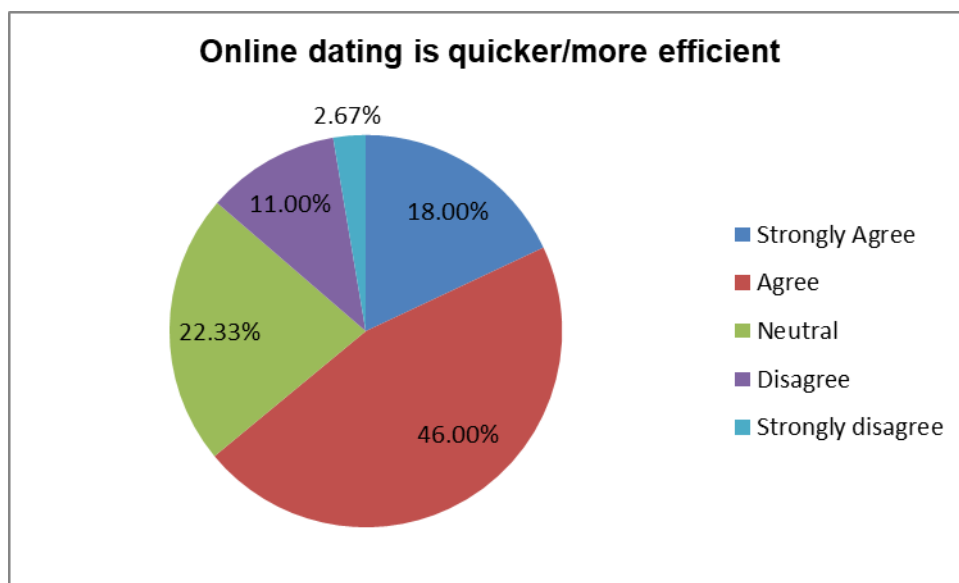| Level	Points	No. of respondents	Score
Strongly Agree	5	54	270
Agree	4	138	552
Neutral	3	67	201
Disagree	2	33	66
Strongly disagree	1	8	8
Total		**300**	**1097**

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

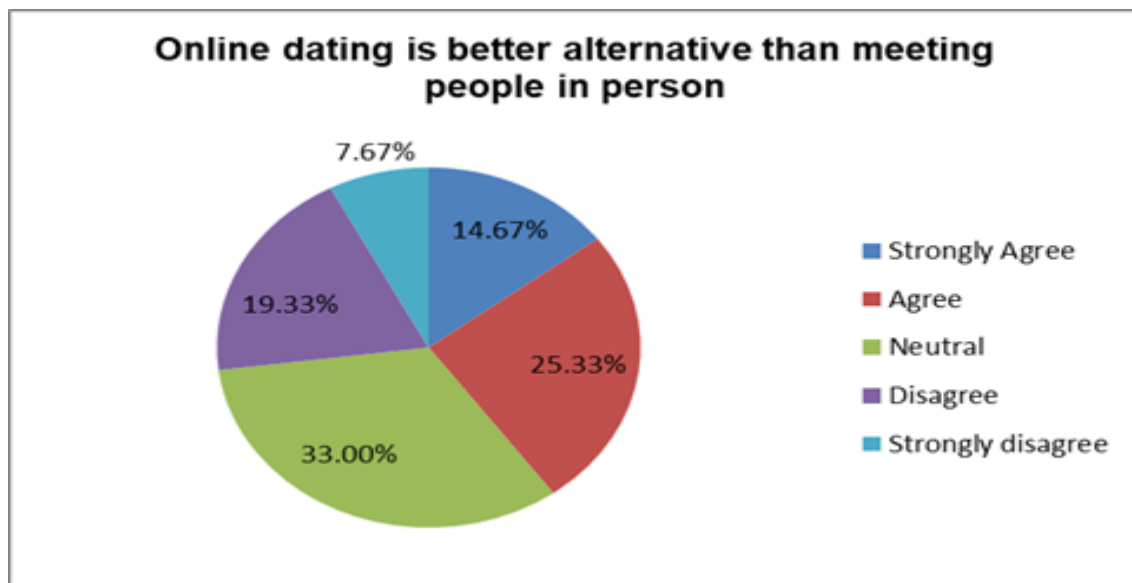| Level	Points	No. of respondents	Score
Strongly Agree	5	44	220
Agree	4	76	304
Neutral	3	99	297
Disagree	2	58	116
Strongly disagree	1	23	23
Total		**300**	**960**

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

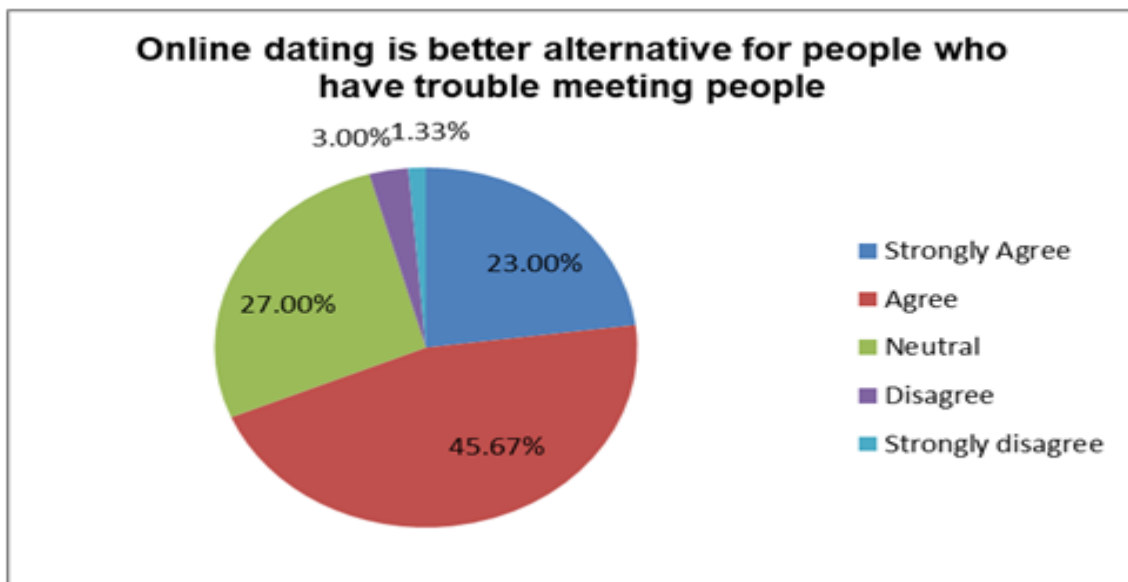| Level	Points	No. of respondents	Score
Strongly Agree	5	69	345
Agree	4	137	548
Neutral	3	81	243
Disagree	2	9	18
Strongly disagree	1	4	4
Total		**300**	**1158**

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

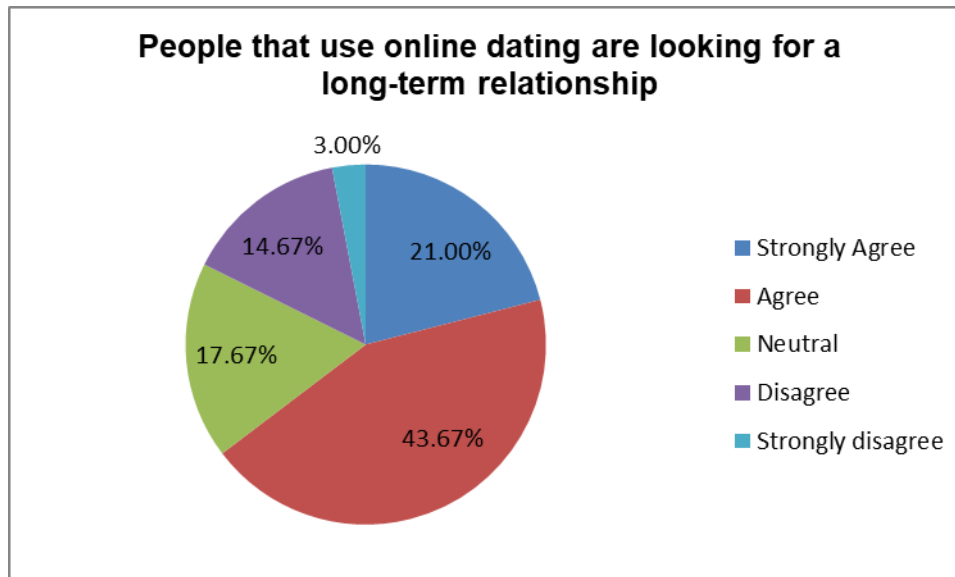| Level	Points	No. of respondents	Score
Strongly Agree	5	63	315
Agree	4	131	524
Neutral	3	53	159
Disagree	2	44	88
Strongly disagree	1	9	9
Total		**300**	**1095**

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

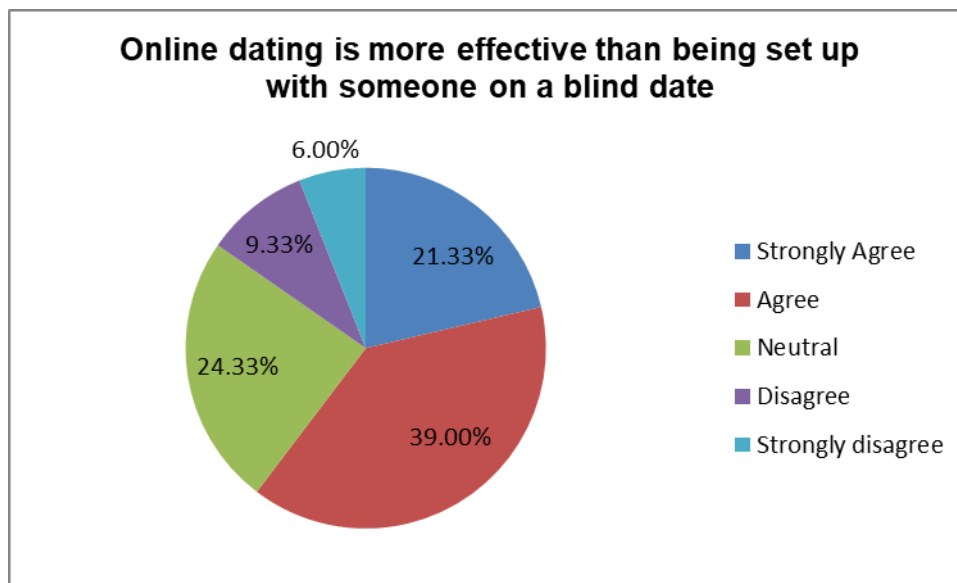| Level	Points	No. of respondents	Score
Strongly Agree	5	64	320
Agree	4	117	468
Neutral	3	73	219
Disagree	2	28	56
Strongly disagree	1	18	18
Total		**300**	**1081**

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

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

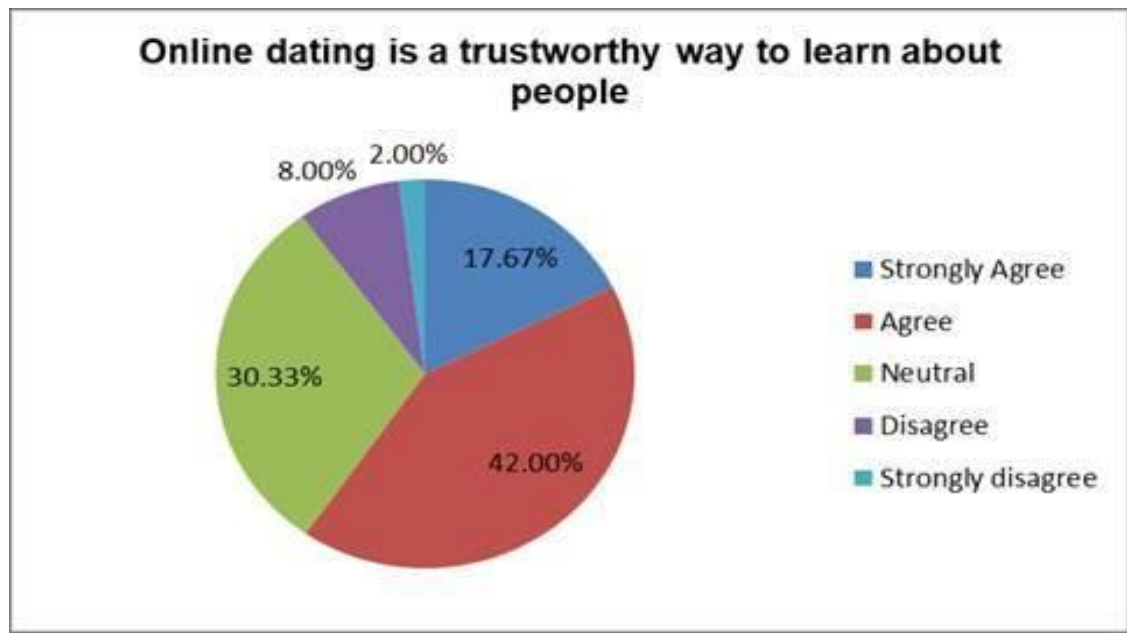| Level	Points	No. of respondents	Score
Strongly Agree	5	53	265
Agree	4	126	504
Neutral	3	91	273
Disagree	2	24	48
Strongly disagree	1	6	6
Total		**300**	**1096**

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

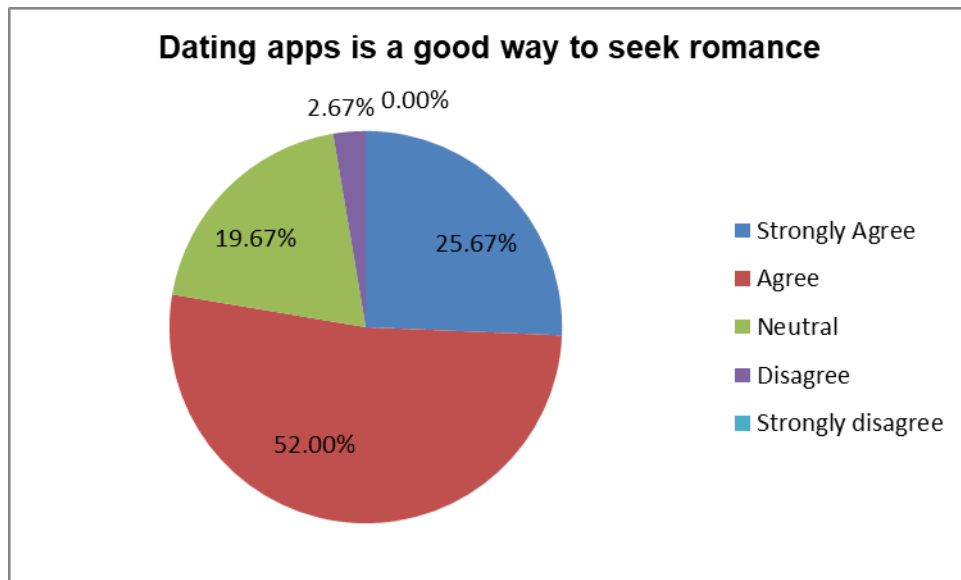| Level	Points	No. of respondents	Score
Strongly Agree	5	77	385
Agree	4	156	624
Neutral	3	59	177
Disagree	2	8	16
Strongly disagree	1	0	0
Total		300	1202

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

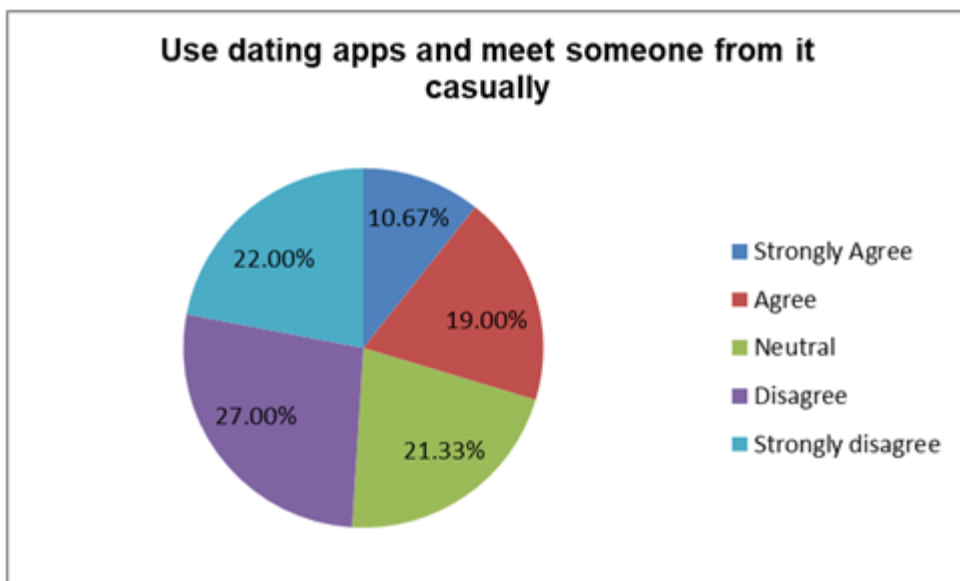| Level	Points	No. of respondents	Score
Strongly Agree	5	32	160
Agree	4	57	228
Neutral	3	64	192
Disagree	2	81	162
Strongly disagree	1	66	66
Total		**300**	**808**

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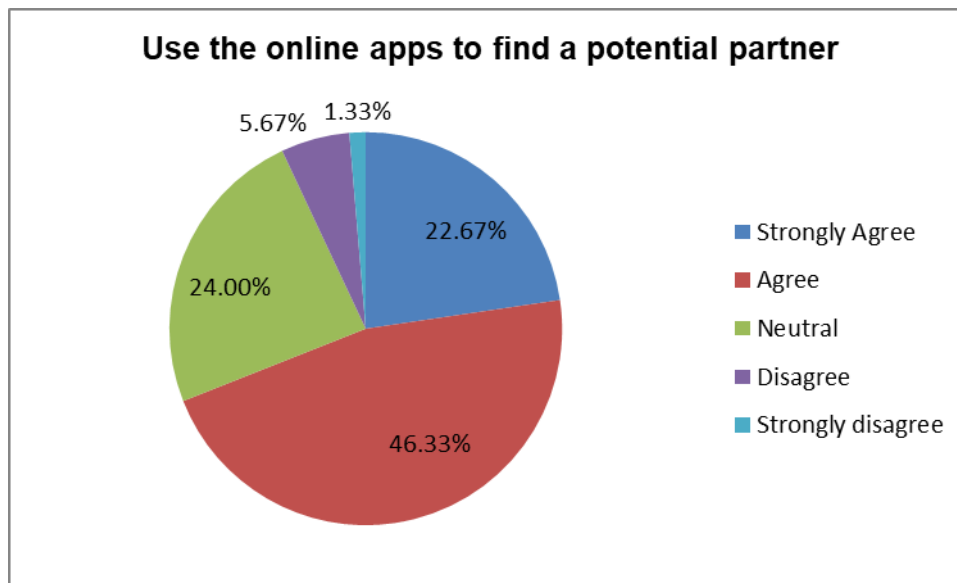
Chart 4.21: Use the online apps to find a potential partner

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

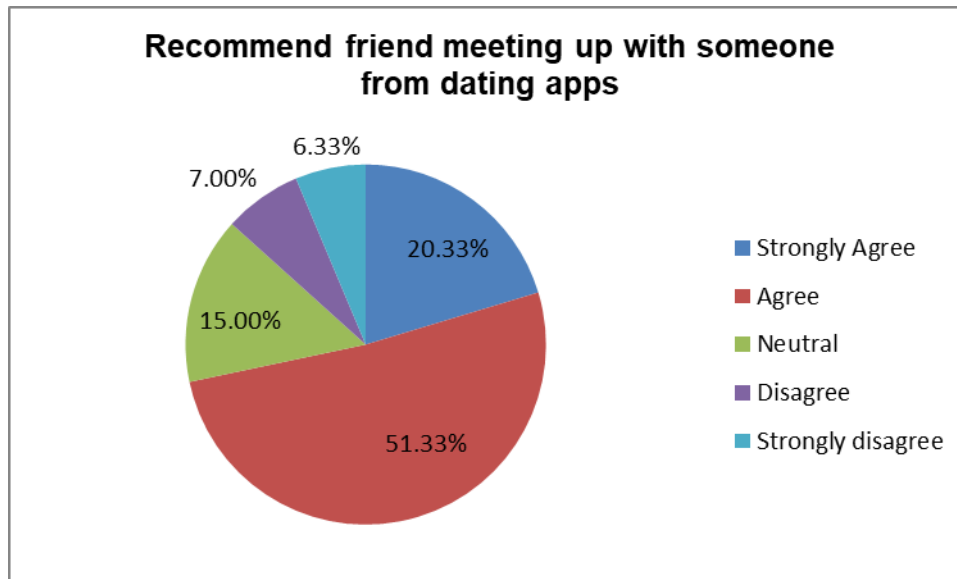Table 4.23: Perspective towards online dating apps/ sites

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:

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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

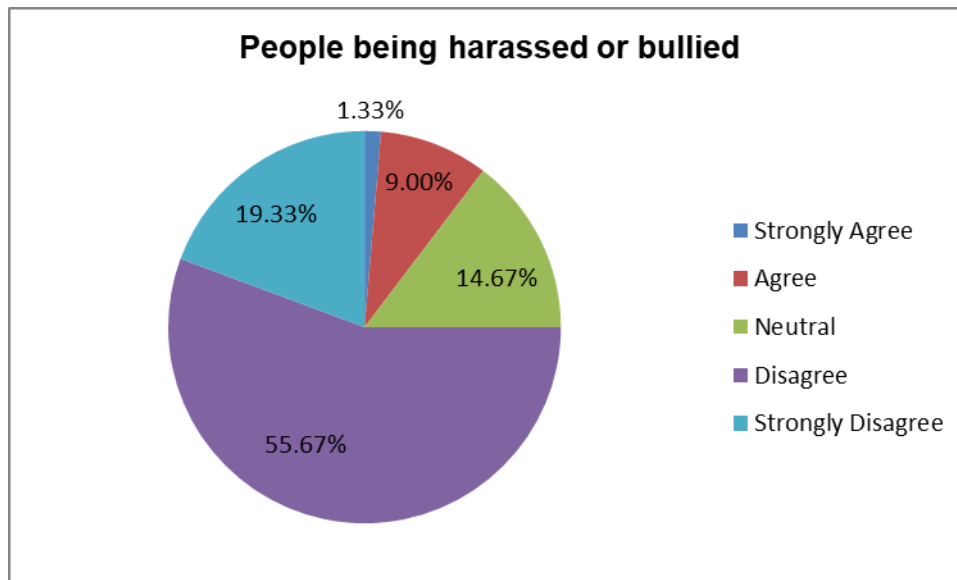| Level	Points	No. of respondents	Score
Strongly Agree	5	4	20
Agree	4	27	108
Neutral	3	44	132
Disagree	2	167	334
Strongly Disagree	1	58	58
Total		**300**	**652**

Chart 4.23: People being harassed or bullied

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

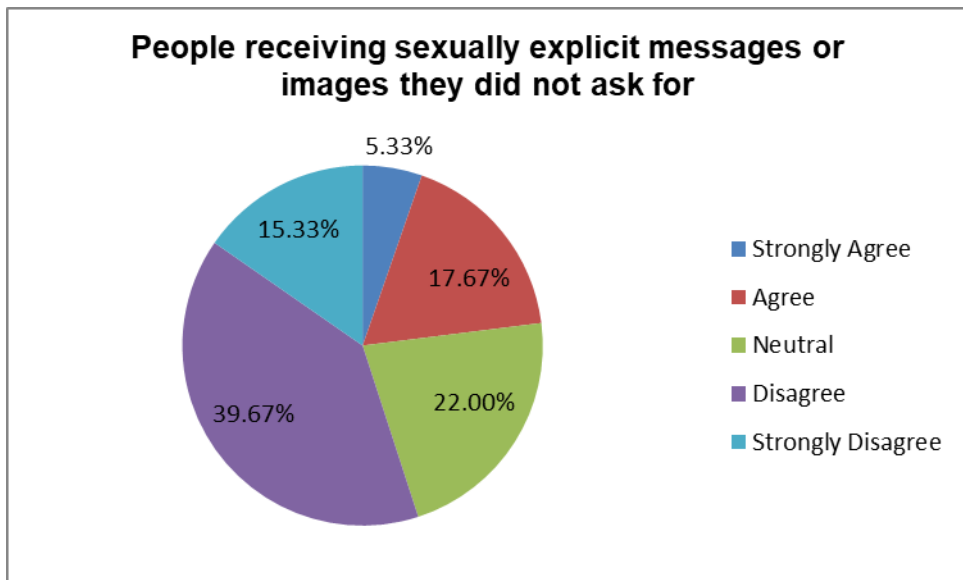| Level	Points	No. of respondents	Score
Strongly Agree	5	16	80
Agree	4	53	212
Neutral	3	66	198
Disagree	2	119	238
Strongly Disagree	1	46	46
Total		**300**	**774**

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

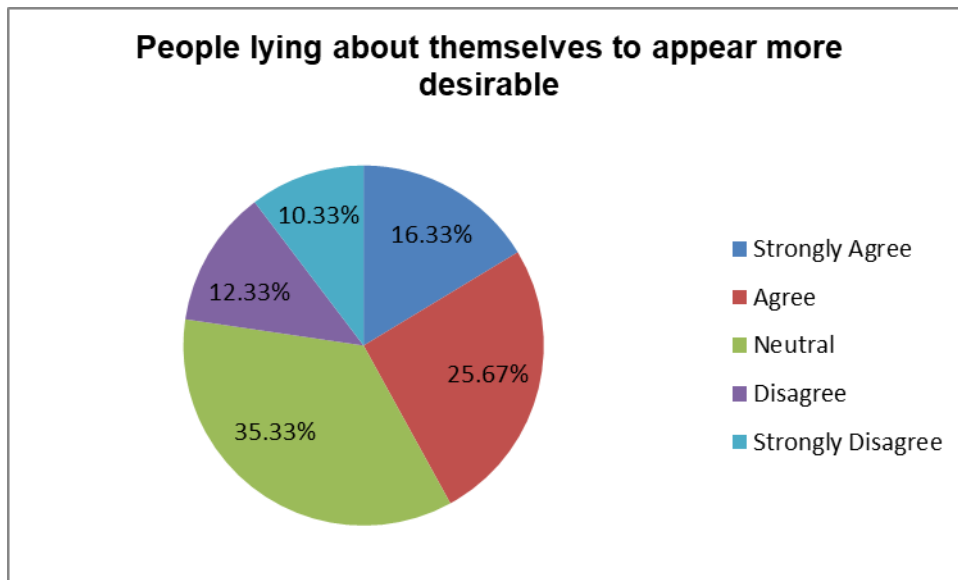| Level	Points	No. of respondents	Score
Strongly Agree	5	49	245
Agree	4	77	308
Neutral	3	106	318
Disagree	2	37	74
Strongly Disagree	1	31	31
Total		**300**	**976**

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

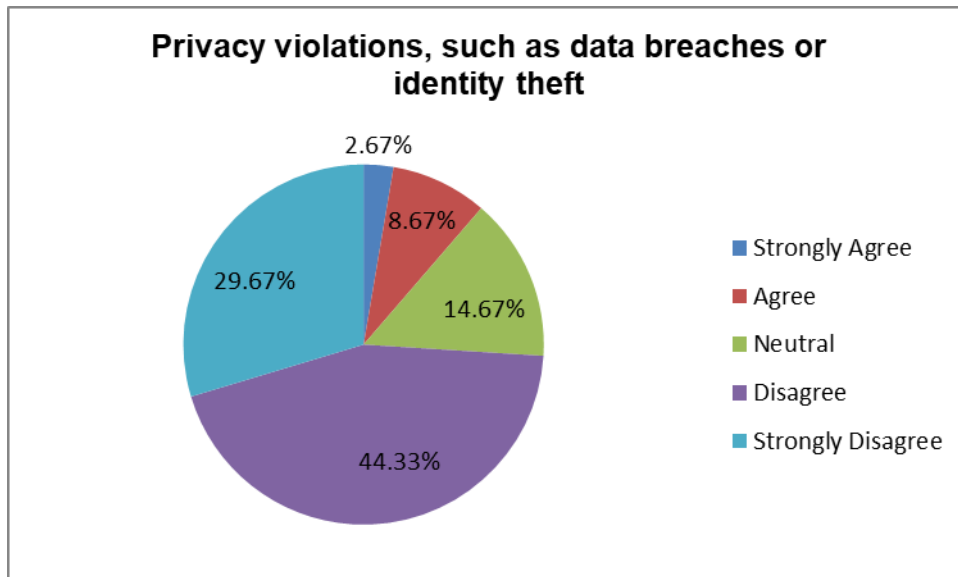| Level	Points	No. of respondents	Score
Strongly Agree	5	8	40
Agree	4	26	104
Neutral	3	44	132
Disagree	2	133	266
Strongly Disagree	1	89	89
Total		**300**	**631**

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

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

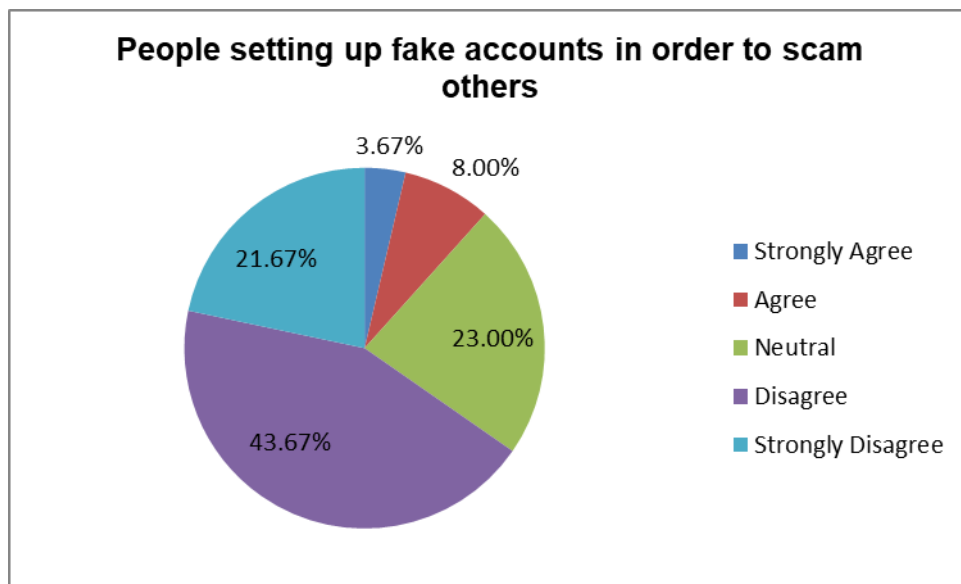| Level	Points	No. of respondents	Score
Strongly Agree	5	11	55
Agree	4	24	96
Neutral	3	69	207
Disagree	2	131	262
Strongly Disagree	1	65	65
Total		**300**	**685**

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

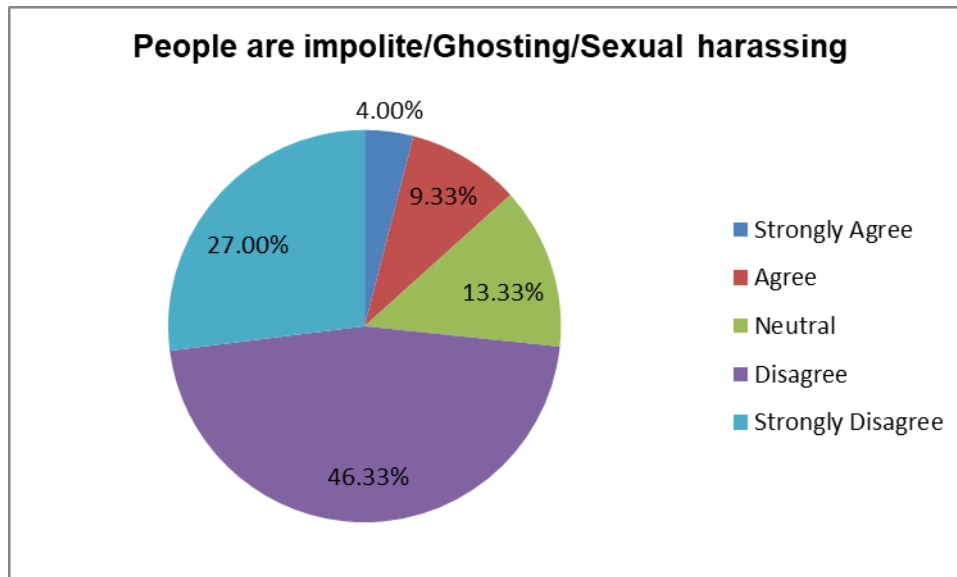| Level	Points	No. of respondents	Score
Strongly Agree	5	12	60
Agree	4	28	112
Neutral	3	40	120
Disagree	2	139	278
Strongly Disagree	1	81	81
Total		**300**	**651**

Chart 4.28: People are impolite/Ghosting/Sexual harassing

78

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

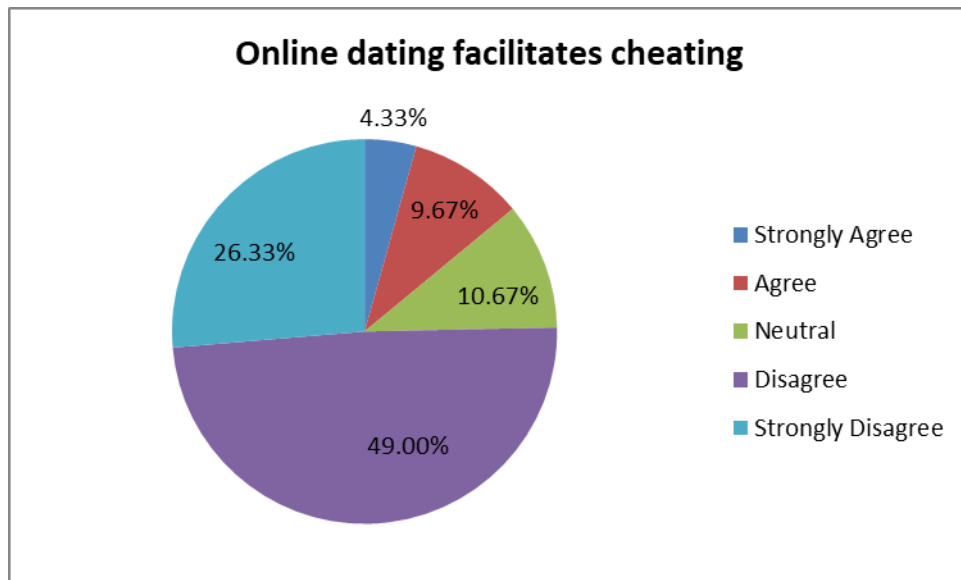| Level	Points	No. of respondents	Score
Strongly Agree	5	13	65
Agree	4	29	116
Neutral	3	32	96
Disagree	2	147	294
Strongly Disagree	1	79	79
Total		**300**	**650**

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

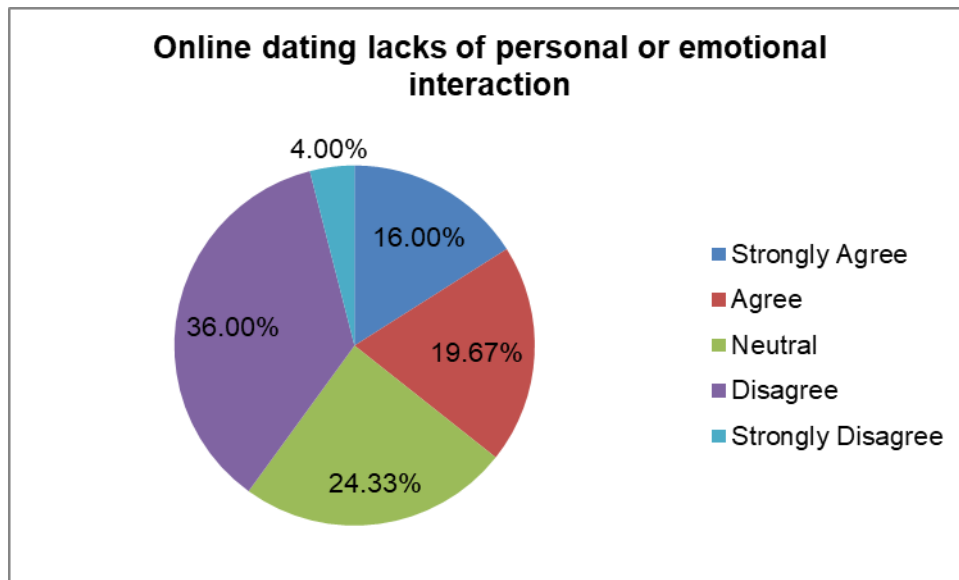| Level	Points	No. of respondents	Score
Strongly Agree	5	48	240
Agree	4	59	236
Neutral	3	73	219
Disagree	2	108	216
Strongly Disagree	1	12	12
Total		**300**	**923**

Chart 4.30: Online dating lacks of personal or emotional interaction

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

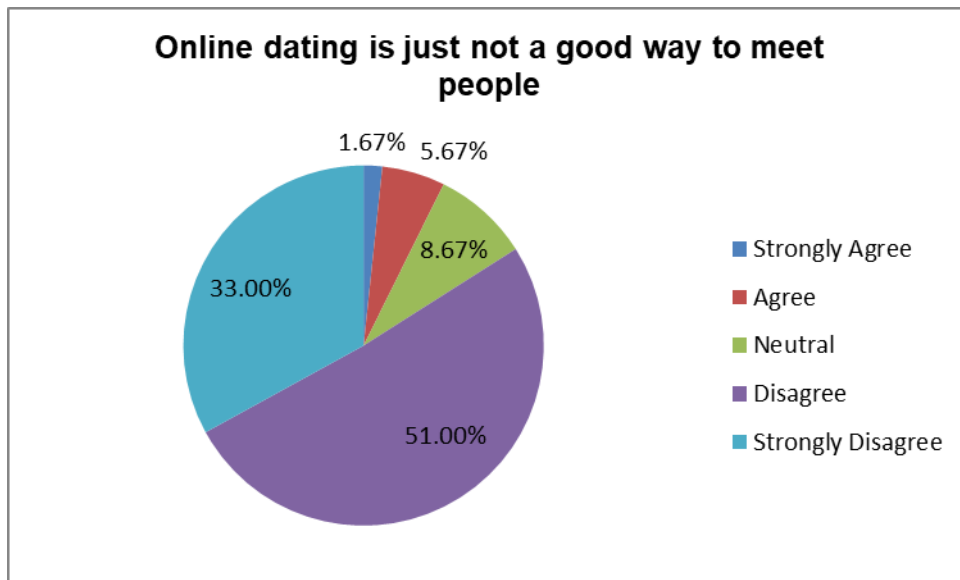| Level	Points	No. of respondents	Score
Strongly Agree	5	5	25
Agree	4	17	68
Neutral	3	26	78
Disagree	2	153	306
Strongly Disagree	1	99	99
Total		**300**	**576**

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

81

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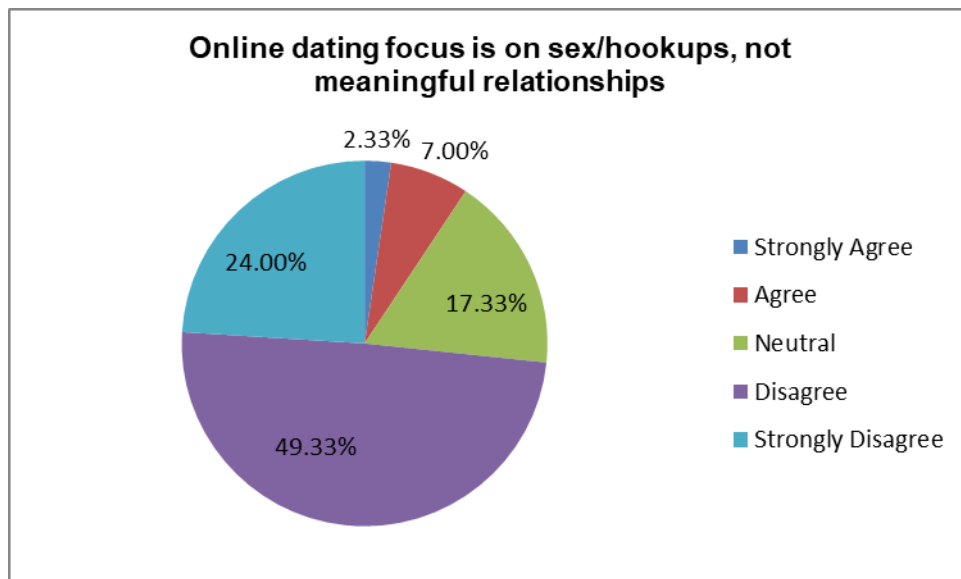
Chart 4.32: Online dating focus is on sex/hookups, not meaningful relationships

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**
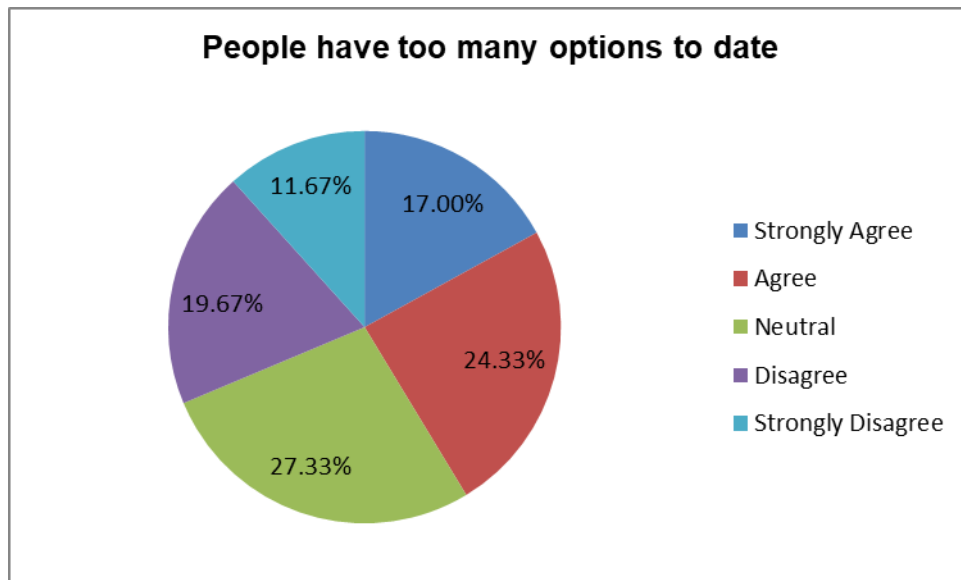
Chart 4.33: People have too many options to date

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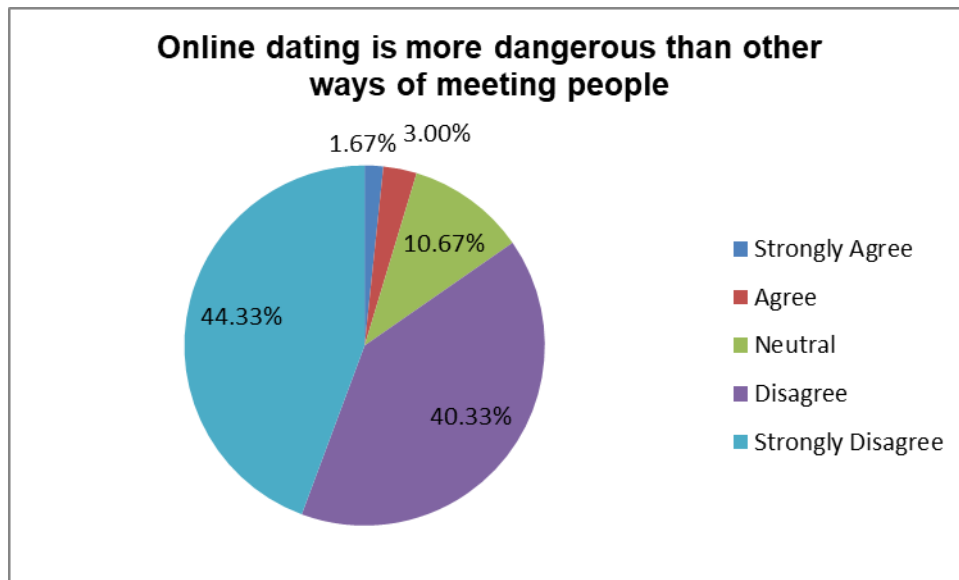
Chart 4.34: Online dating is more dangerous than other ways of meeting people

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**
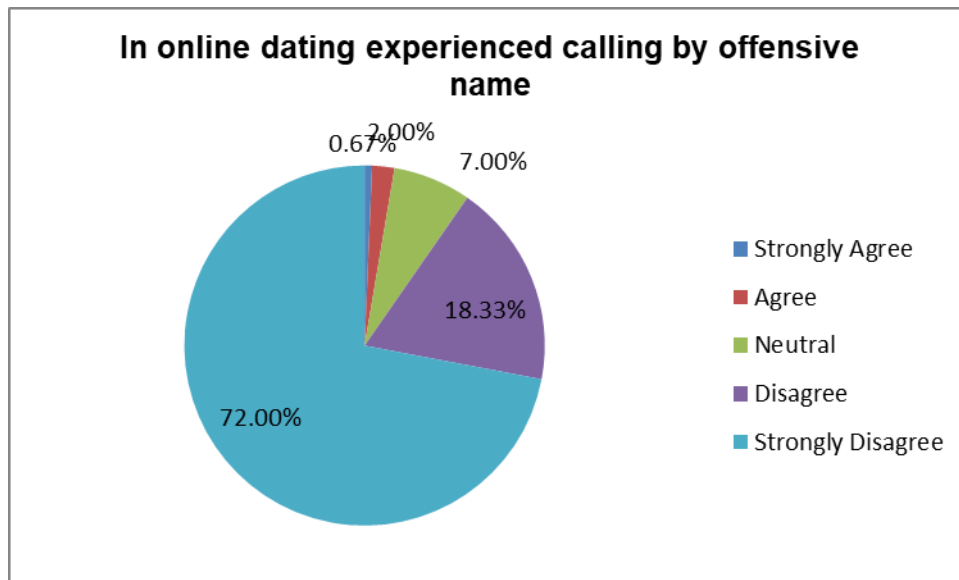
Chart 4.35: In online dating experienced calling by offensive name

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**
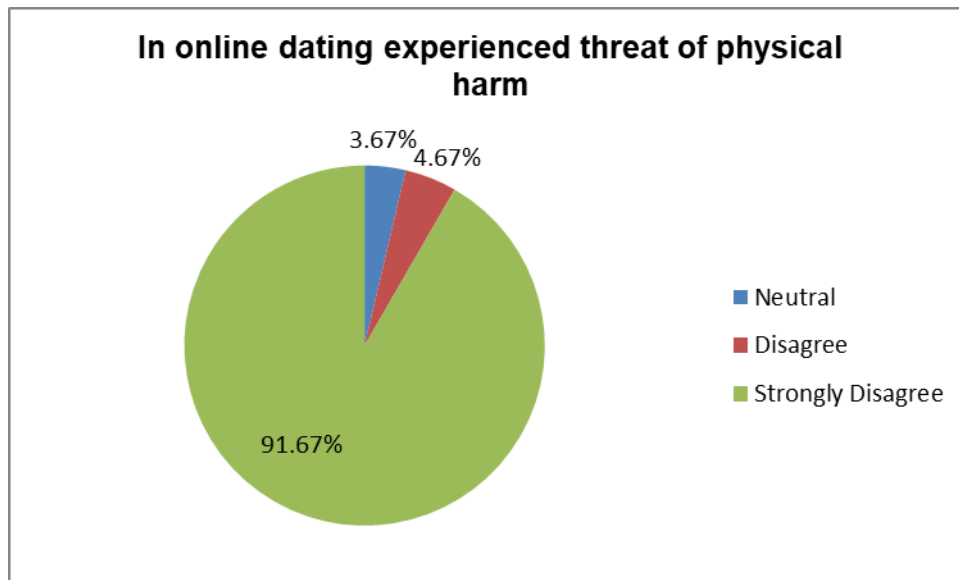
Chart 4.36: In online dating experienced threat of physical harm

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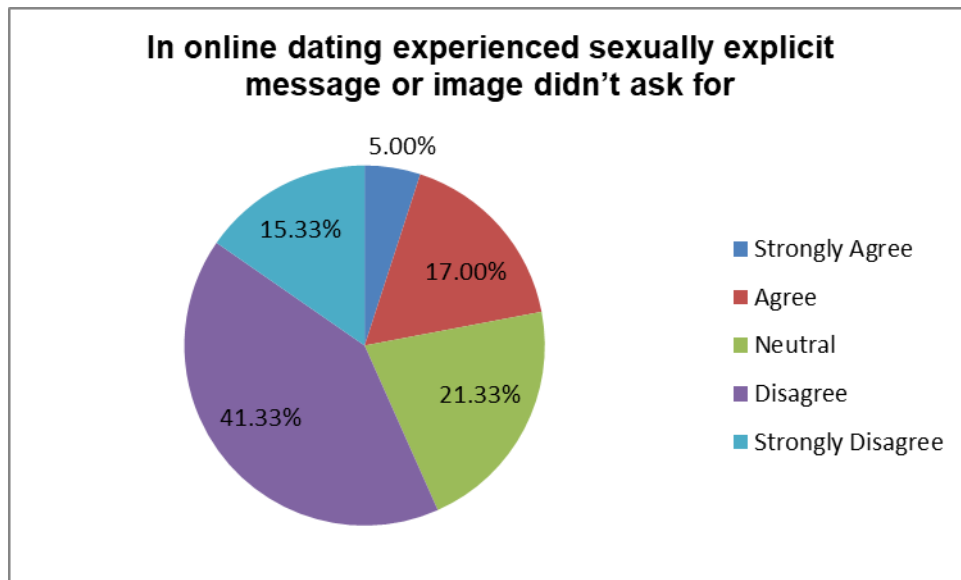
Chart 4.37: Online dating experienced sexually explicit message or image didn't ask for

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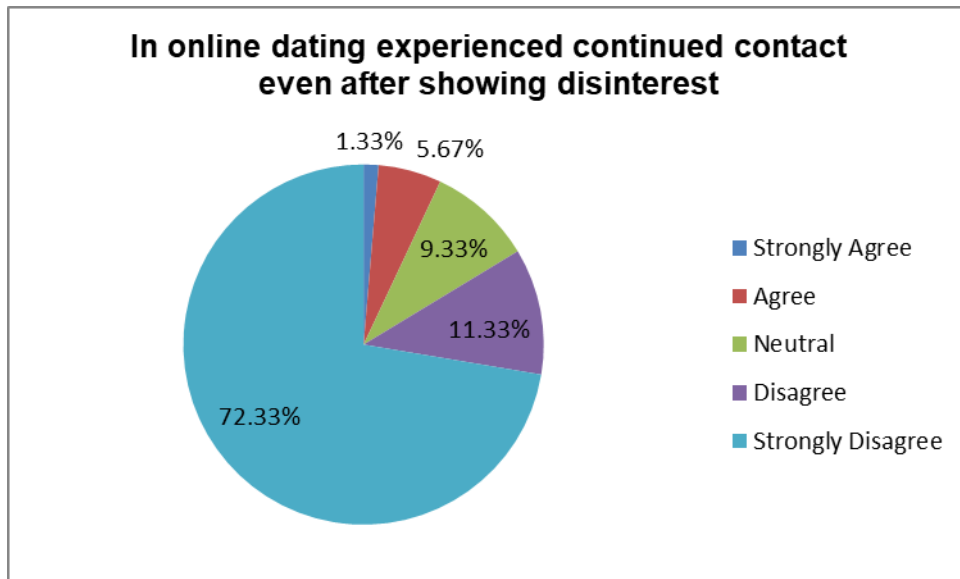
Chart 4.38: In online dating experienced continued contact even after showing disinterest

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

Interpretation:

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Table 4.42: Misuse of online dating applications

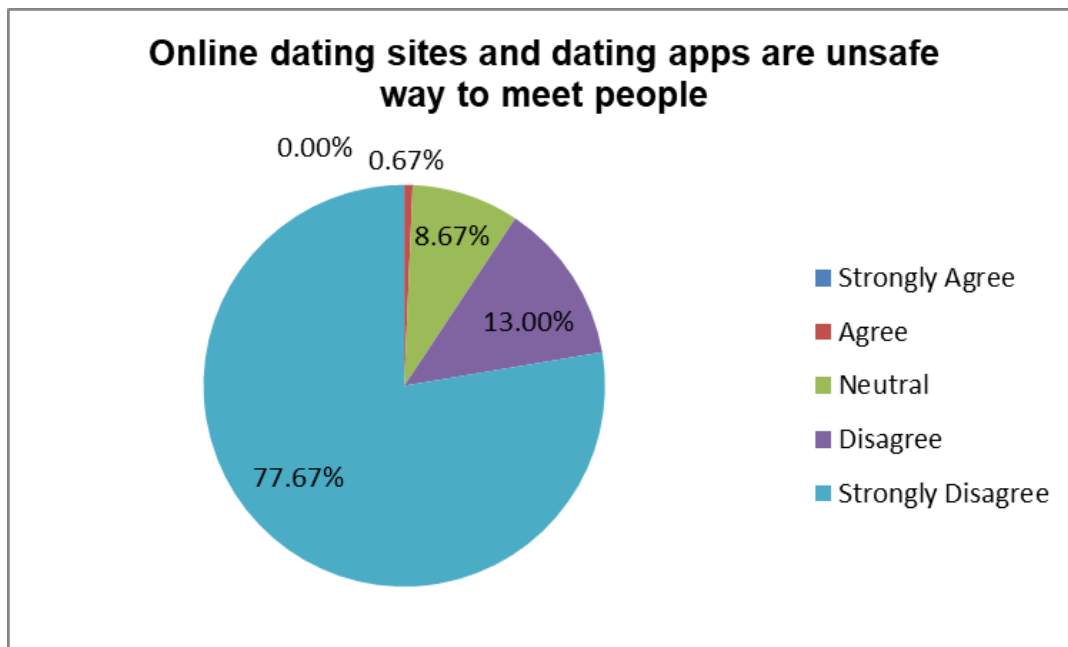| S. No.	Detail	Level (in %)
1	In online dating experienced threat of physical harm	22.40
2	online dating sites and dating apps are unsafe way to meet people	26.47
3	In online dating experienced calling by offensive name	28.20
4	In online dating experienced continued contact even after showing disinterest	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 or 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:

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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**
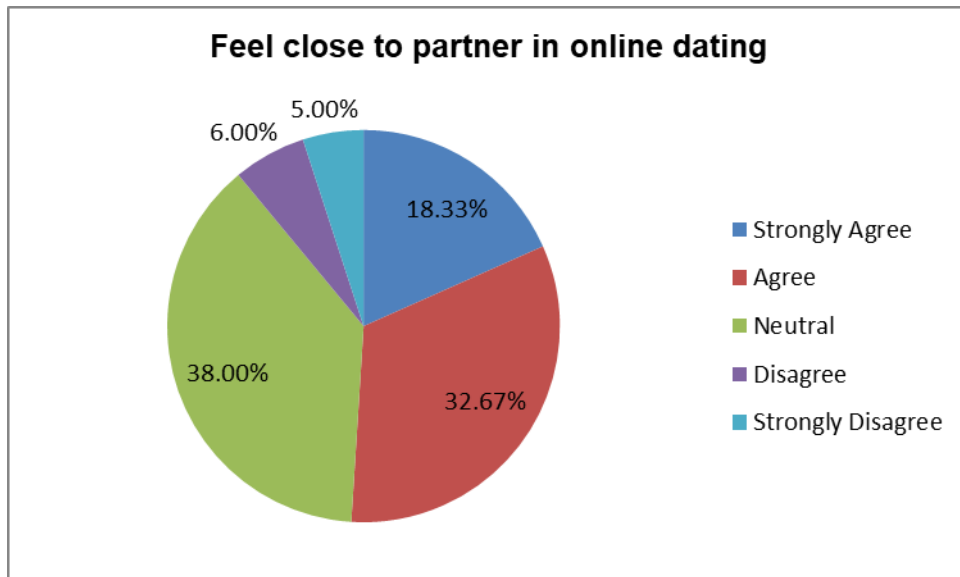
Chart 4.40: Feel close to partner in online dating

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**
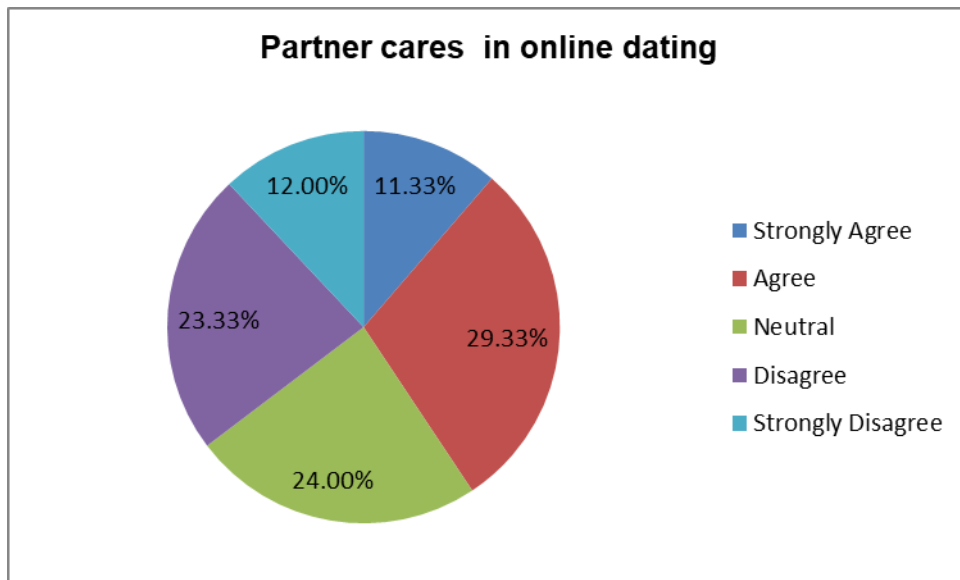
Chart 4.41: Partner cares in online dating

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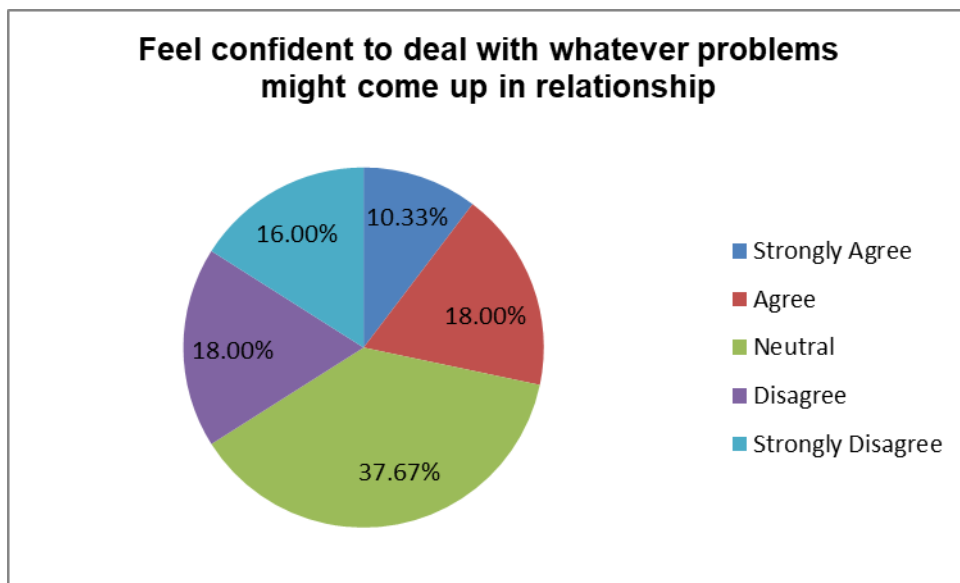
Chart 4.42: Feel confident to deal with problems might come up in relationship

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**
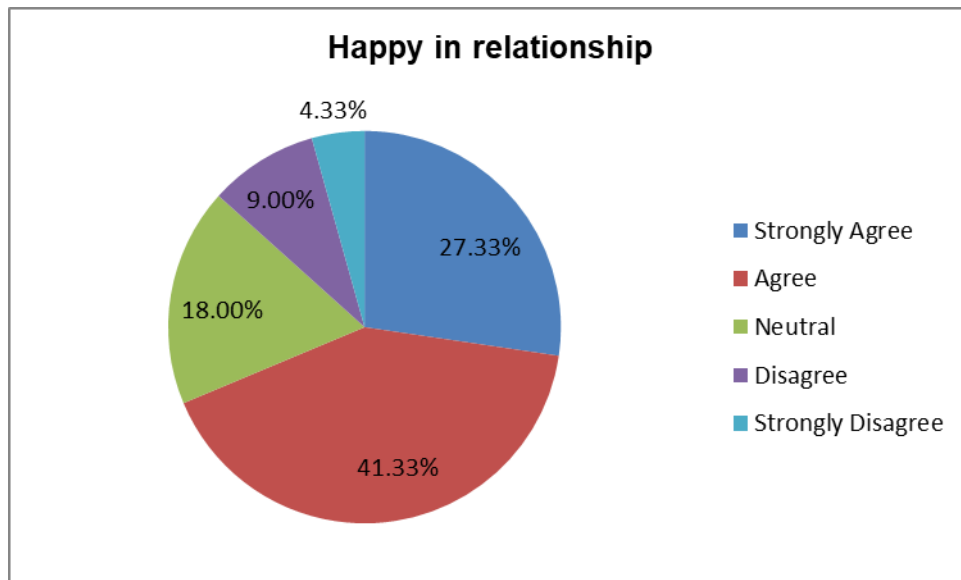
Chart 4.43: Happy in relationship

96

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**
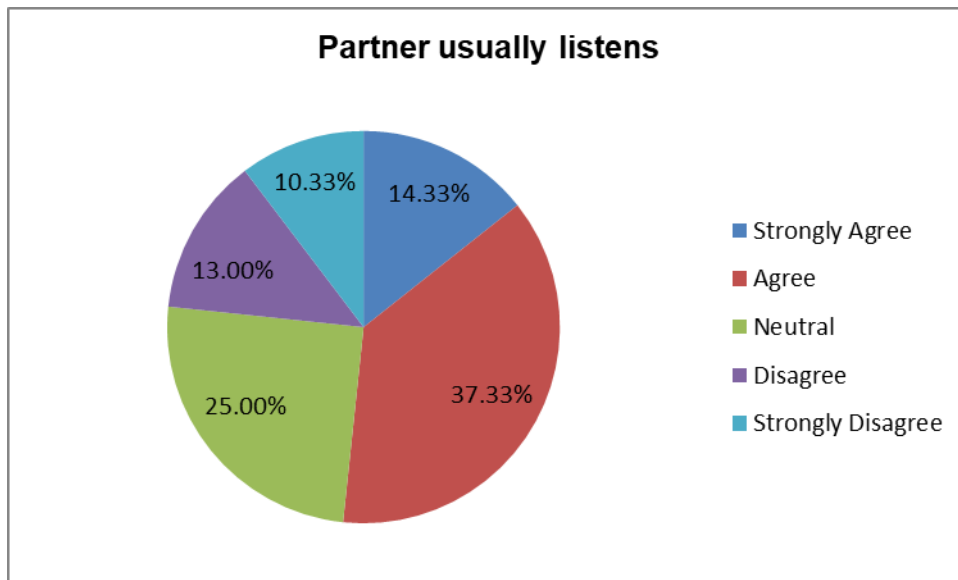
Chart 4.44: Partner usually listens

97

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**
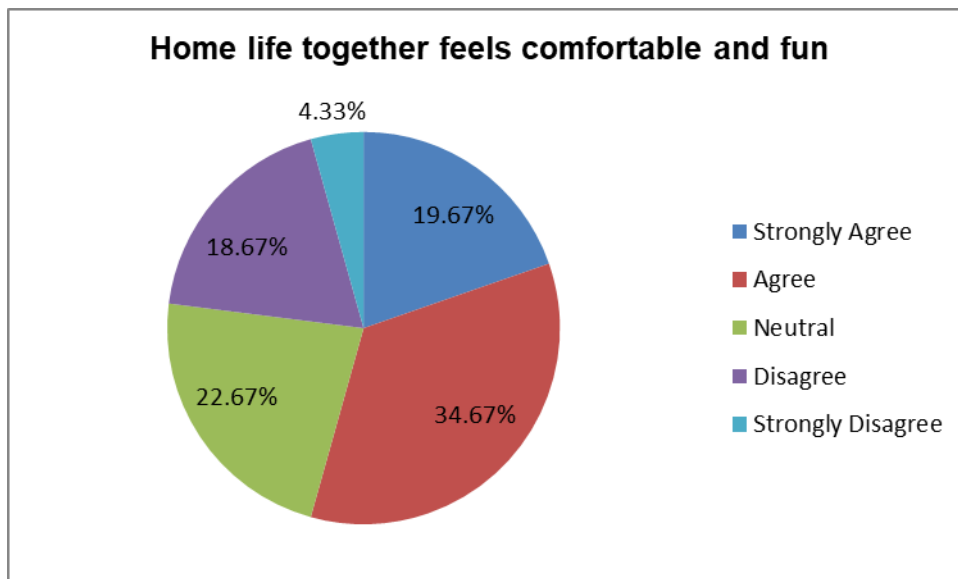
Chart 4.45: Home life together feels comfortable and fun

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**
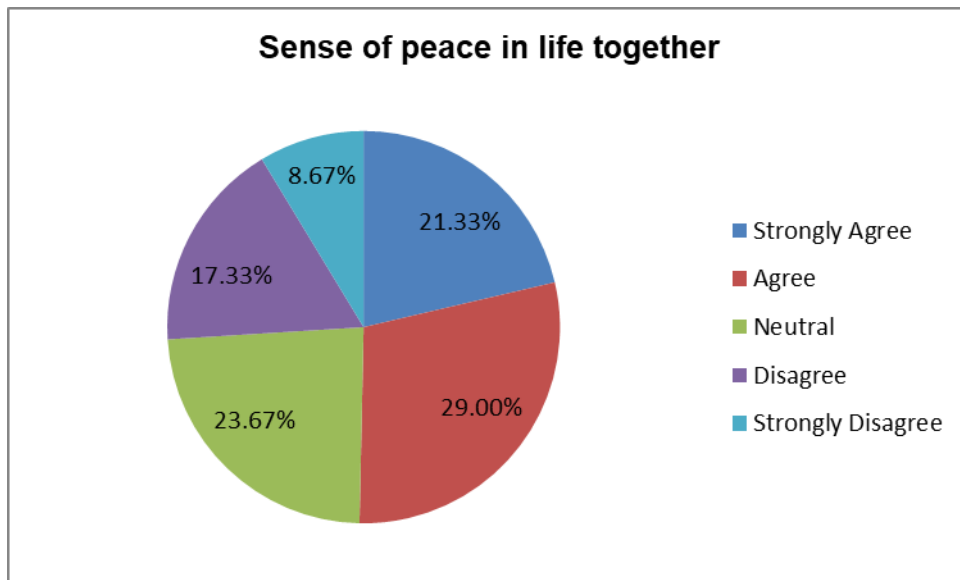
Chart 4.46: Sense of peace in life together

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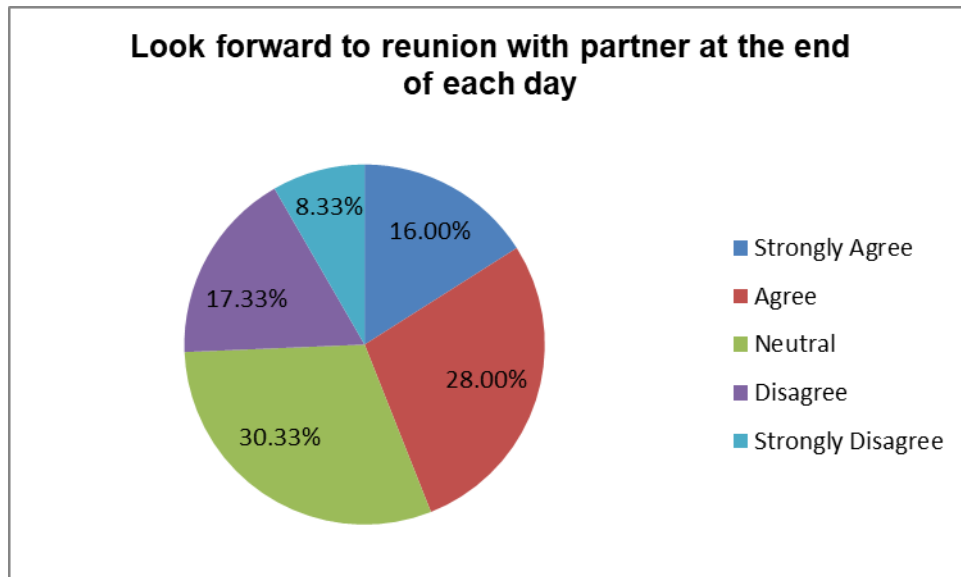
Chart 4.47 Look forward to reunion with partner at the end of each day

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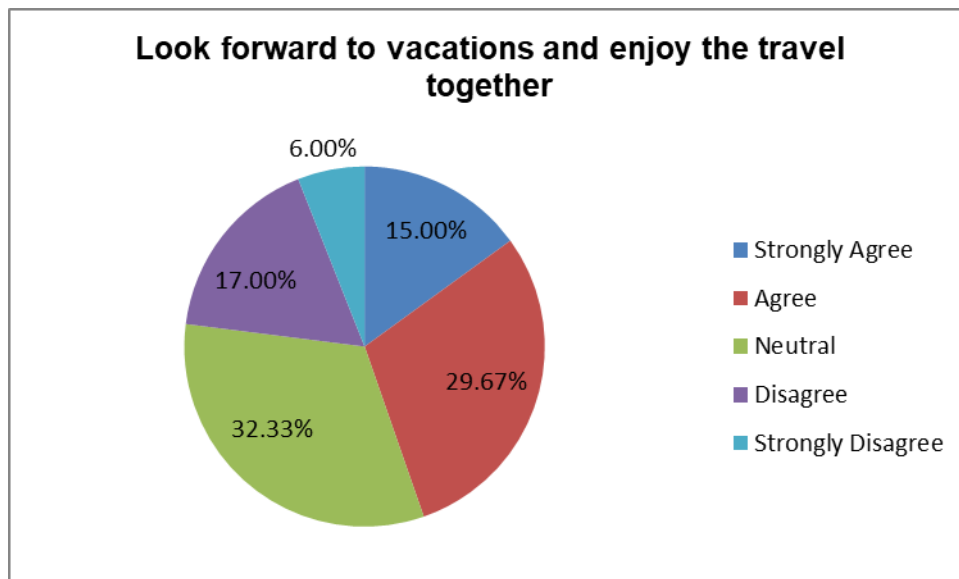
Chart 4.48: Look forward to vacations and enjoy the travel together

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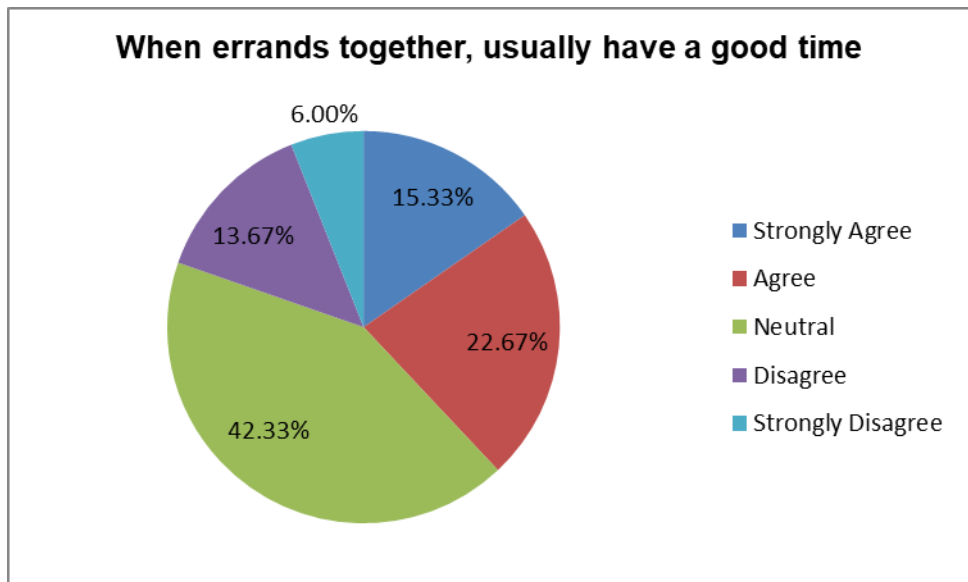
Chart 4.49: When errands together, usually have a good time

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**
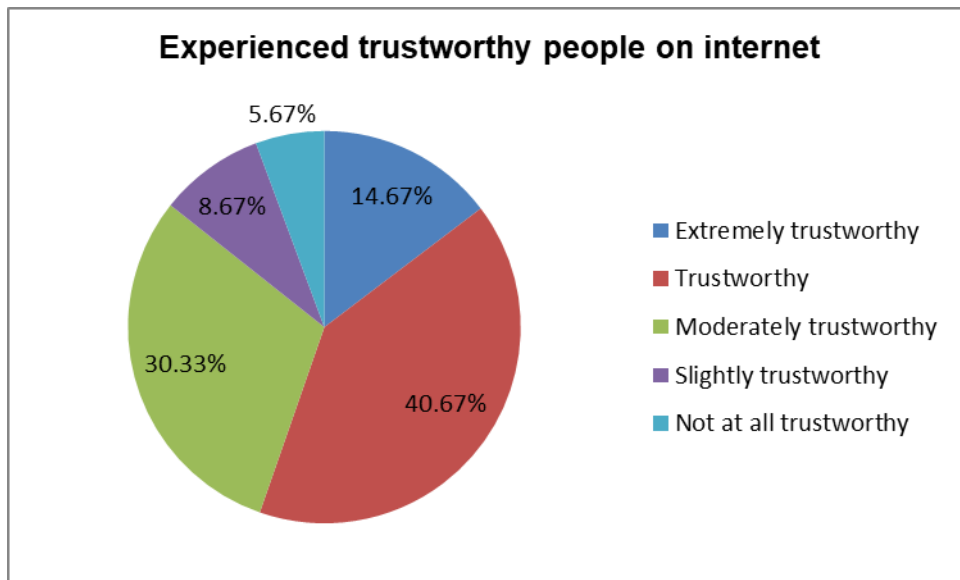
Chart 4.50: Experienced trustworthy people on internet

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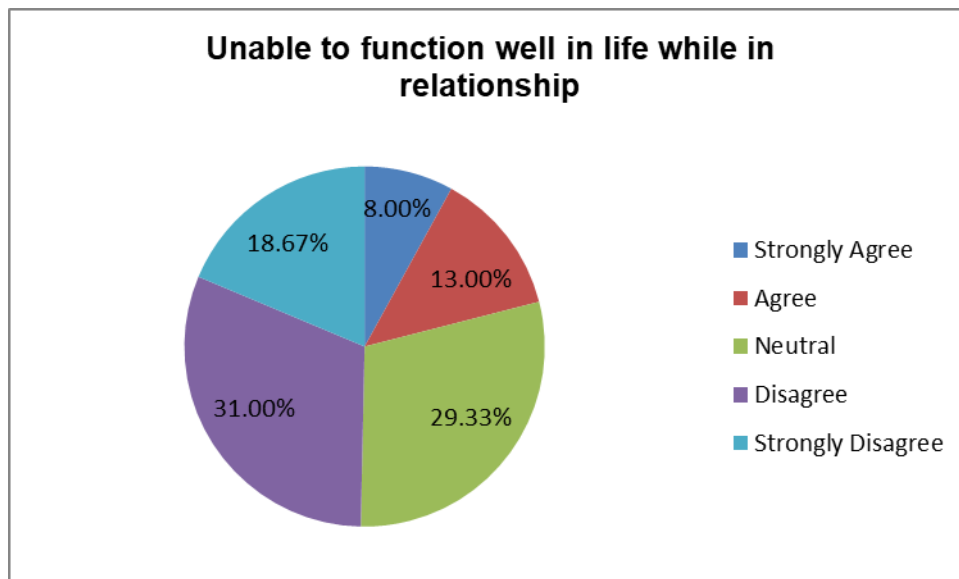
Chart 4.51: Unable to function well in life while in relationship

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**
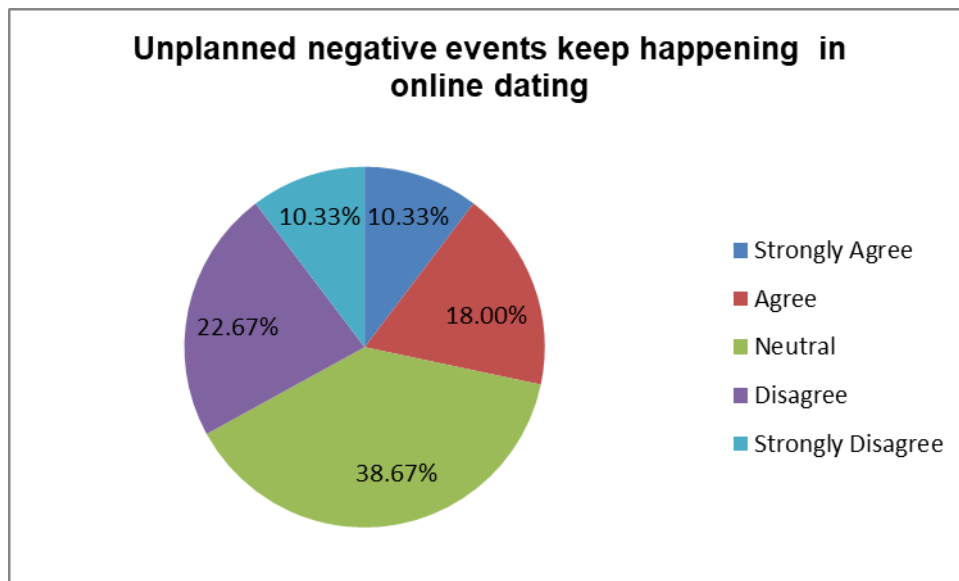
Chart 4.52: Unplanned negative events keep happening in online dating

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**
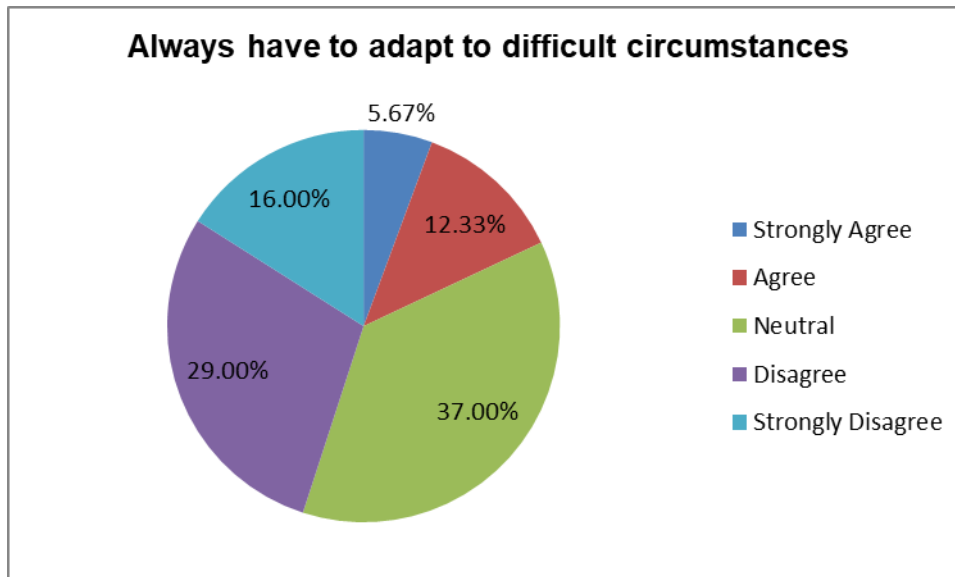
Chart 4.53: Always have to adapt to difficult circumstances

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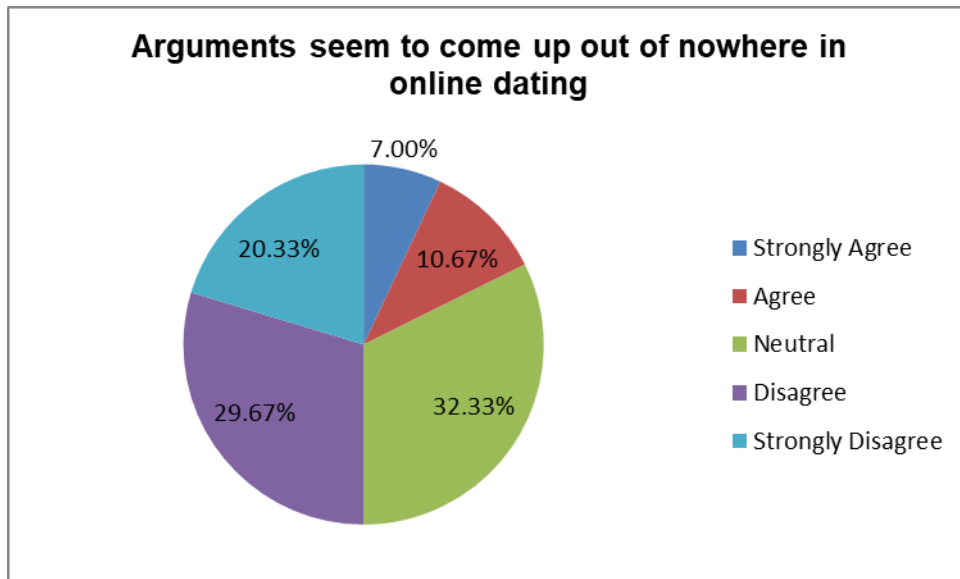
Chart 4.54: Arguments seem to come up out of nowhere in online dating

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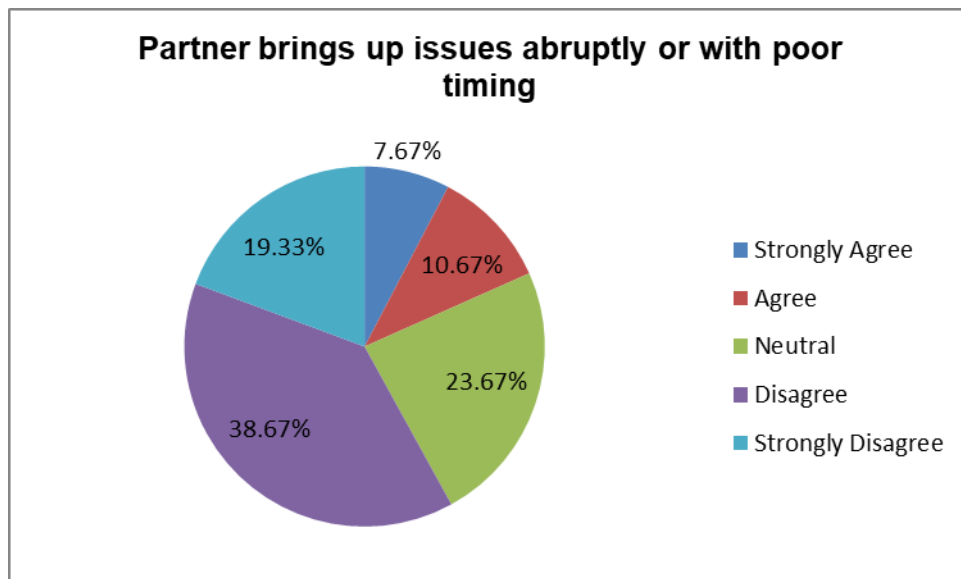
Chart 4.55: Partner brings up issues abruptly or with poor timing

108

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**
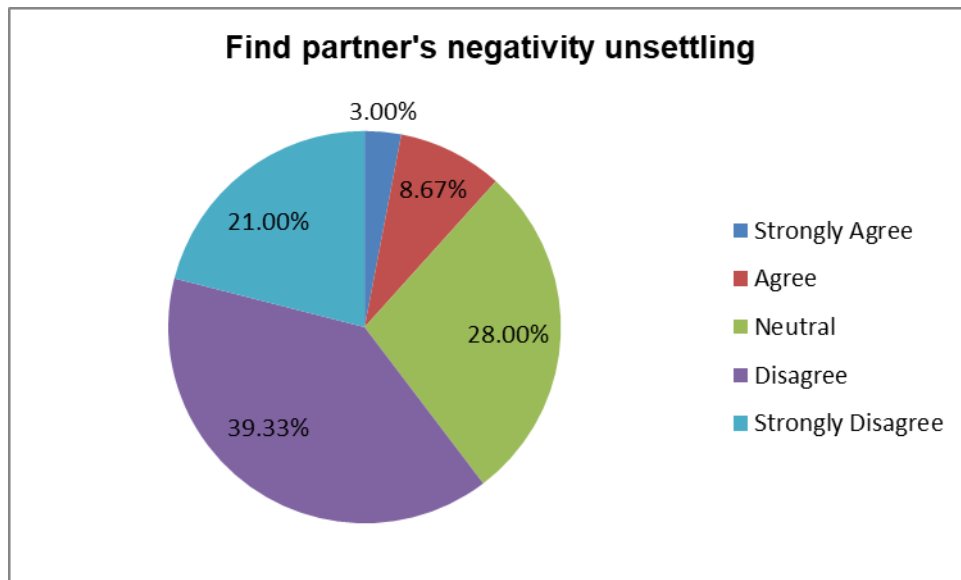
Chart 4.56: Find partner's negativity unsettling

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**
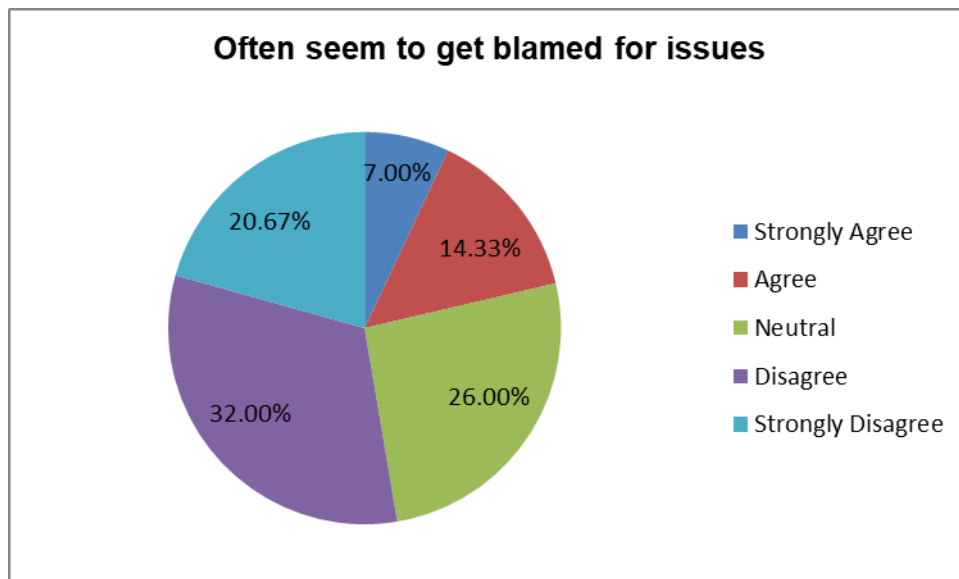
Chart 4.57: Often seem to get blamed for issues

110

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**
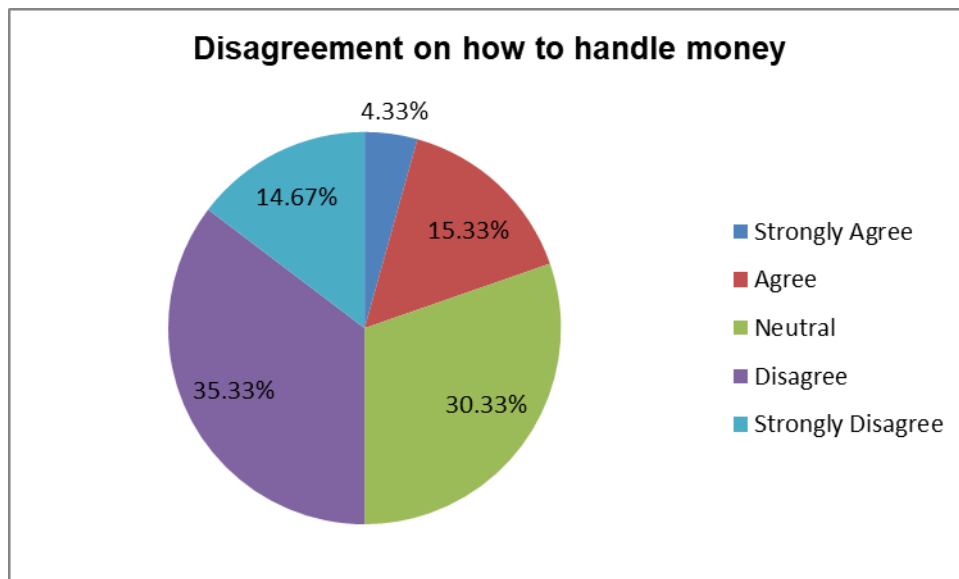
Chart 4.58: Disagreement on how to handle money

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**
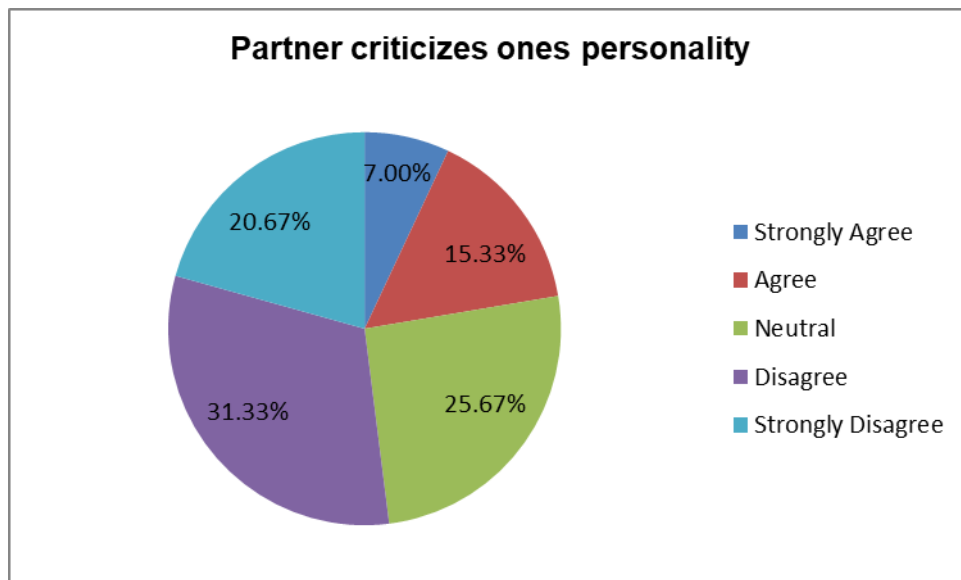
Chart 4.59: Partner criticizes ones' personality

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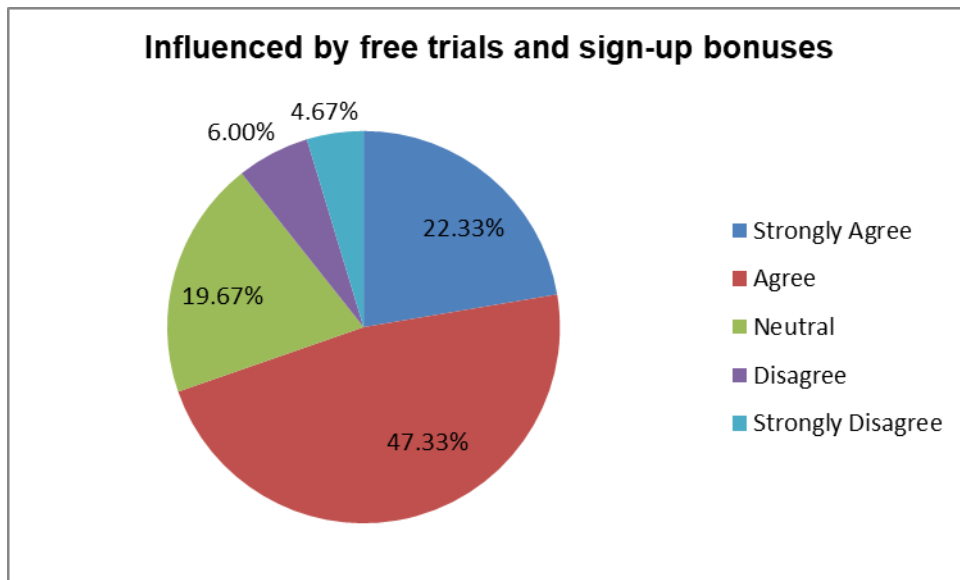
Chart 4.60: Influenced by free trials and sign-up bonuses

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**
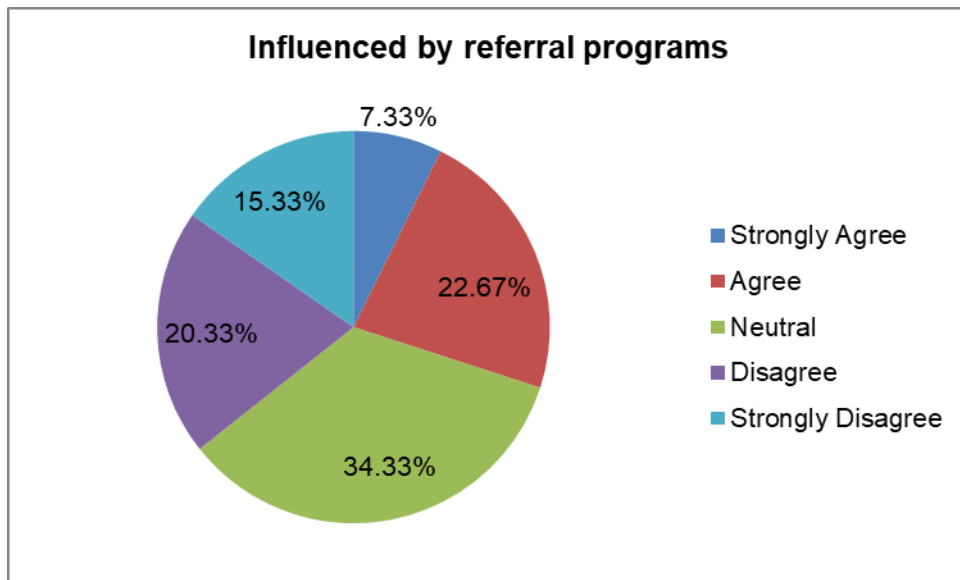
Chart 4.61: Influenced by referral programs

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**
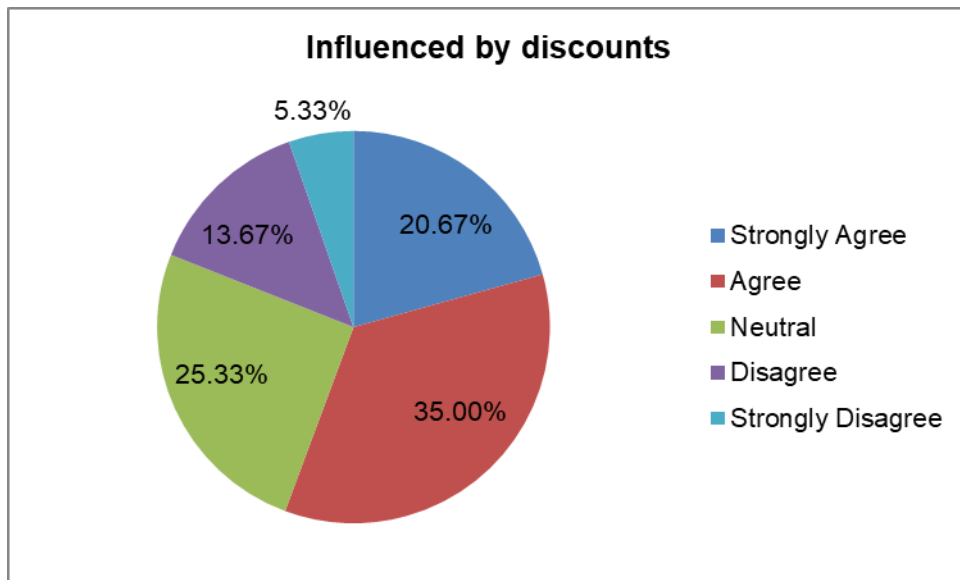
Chart 4.62: Influenced by discounts

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**
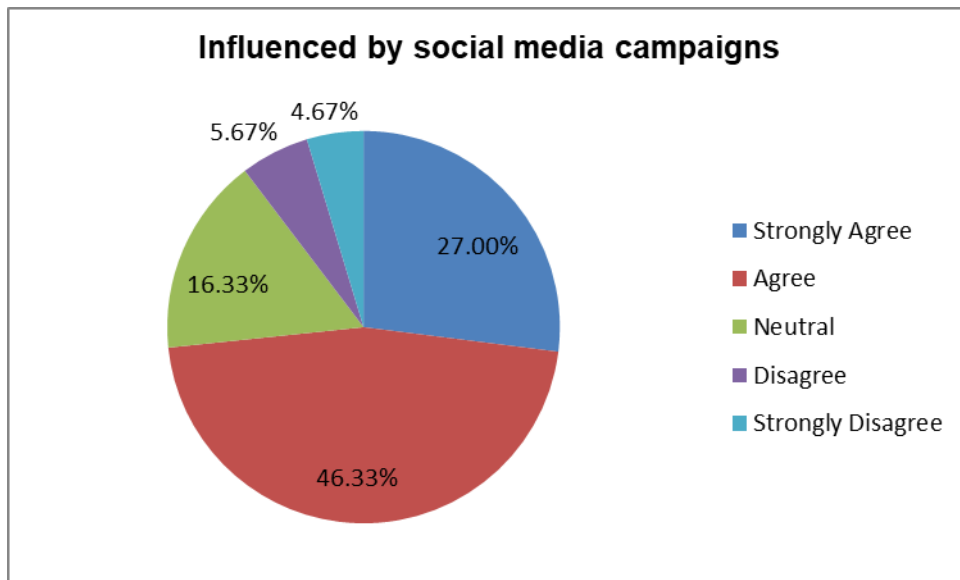
Chart 4.63: Influenced by social media campaigns

118

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**
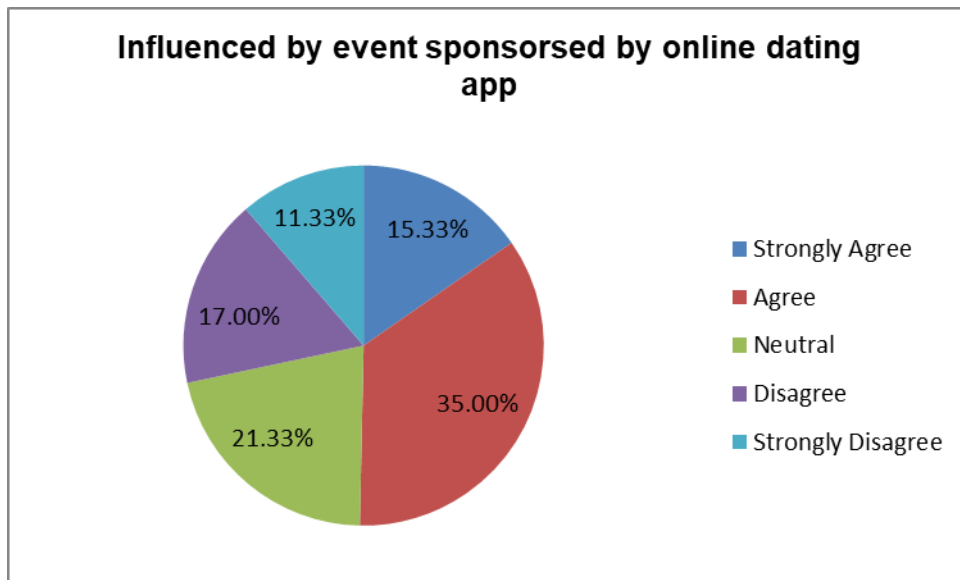
Chart 4.64: Influenced by event sponsored by online dating app

119

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**
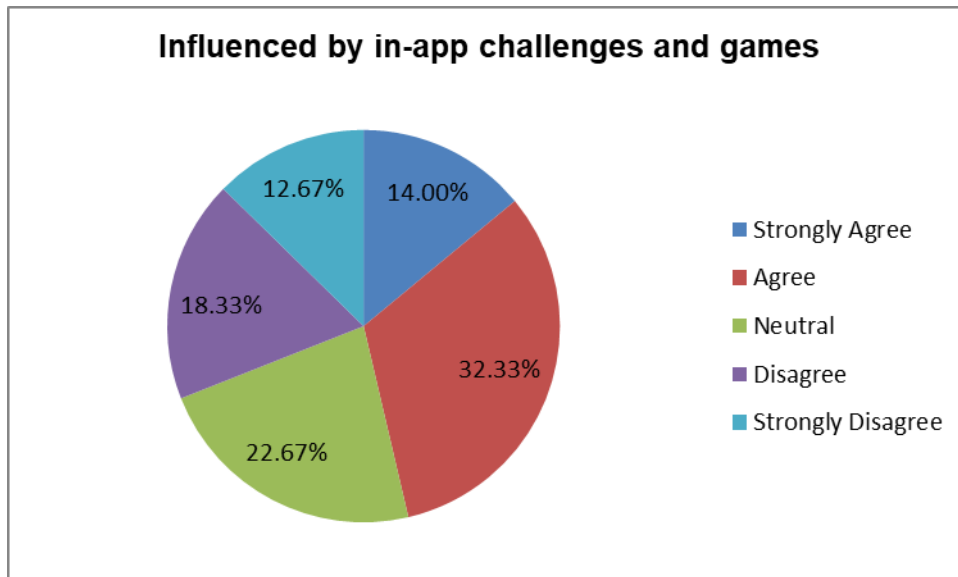
Chart 4.65: Influenced by in-app challenges and games

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**
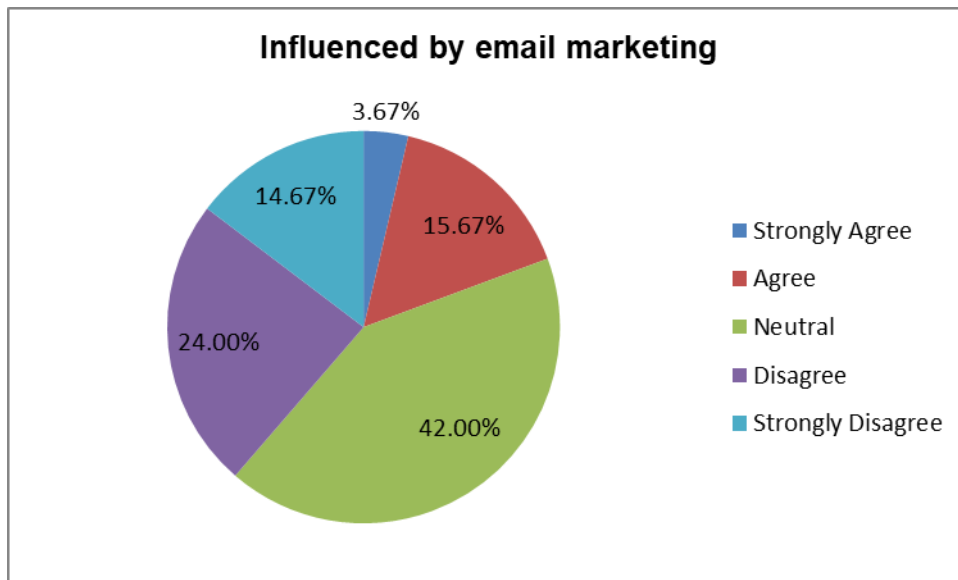
Chart 4.66: Influenced by email marketing

121

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**
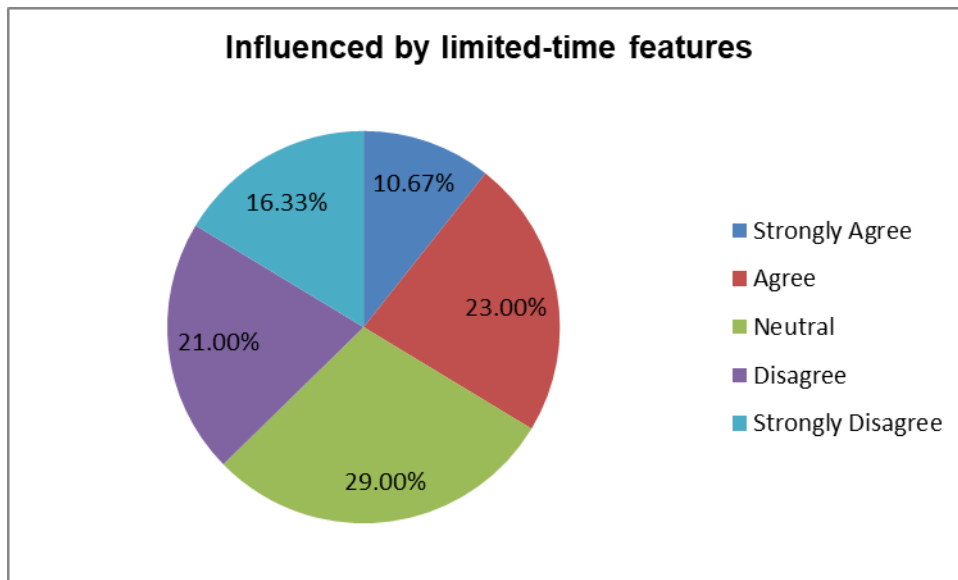
Chart 4.67: Influenced by limited-time features

122

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**
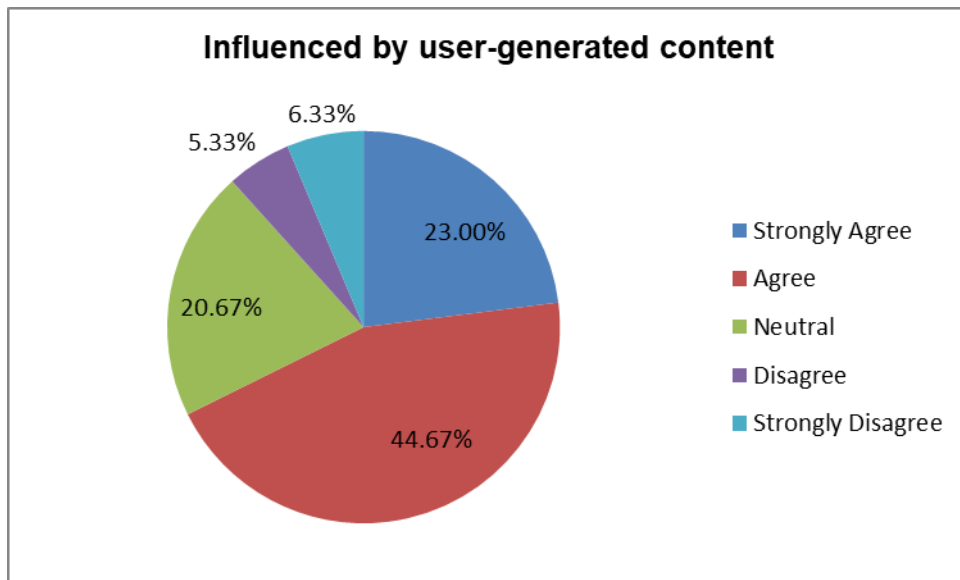
Chart 4.68: Influenced by user-generated content

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**
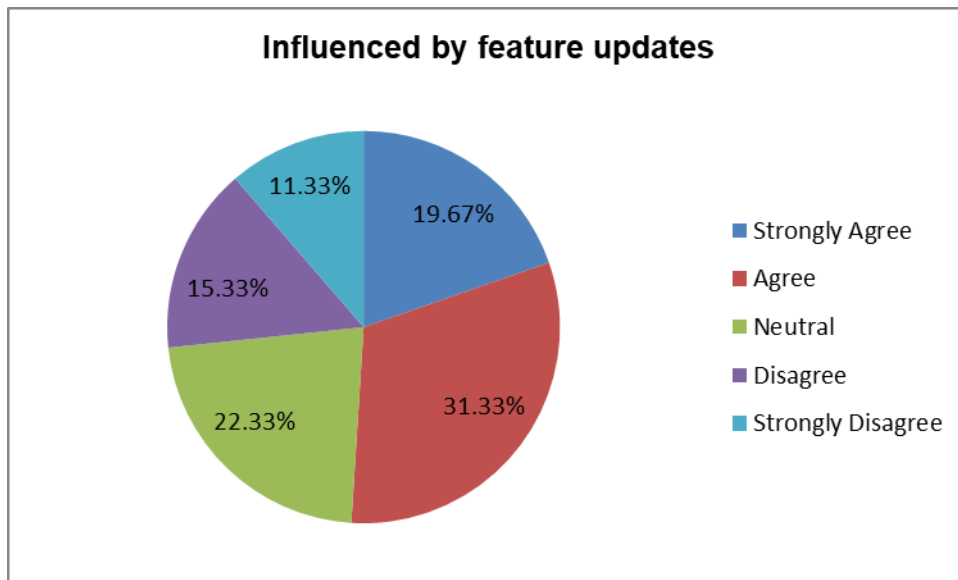
Chart 4.69: Influenced by feature updates

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**
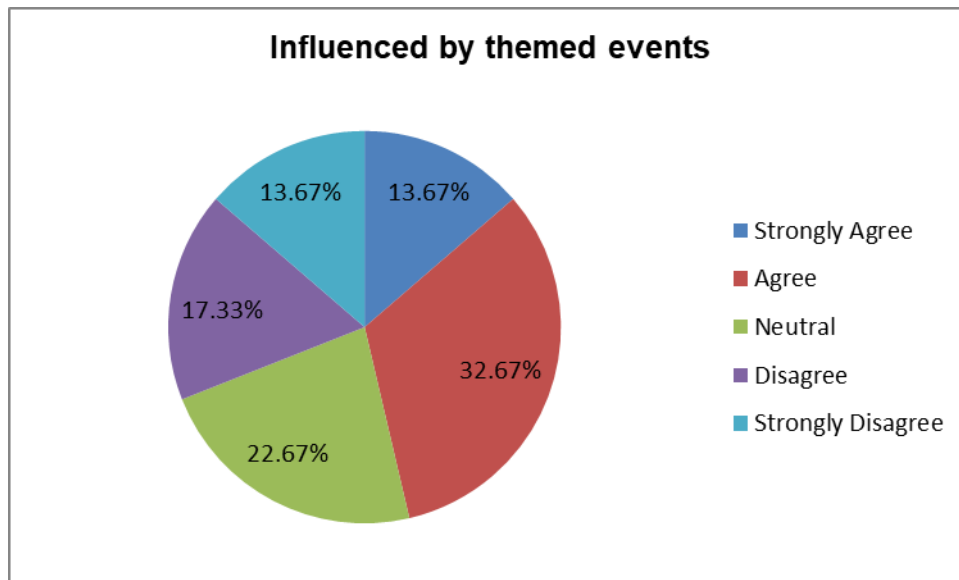
Chart 4.70: Influenced by themed events

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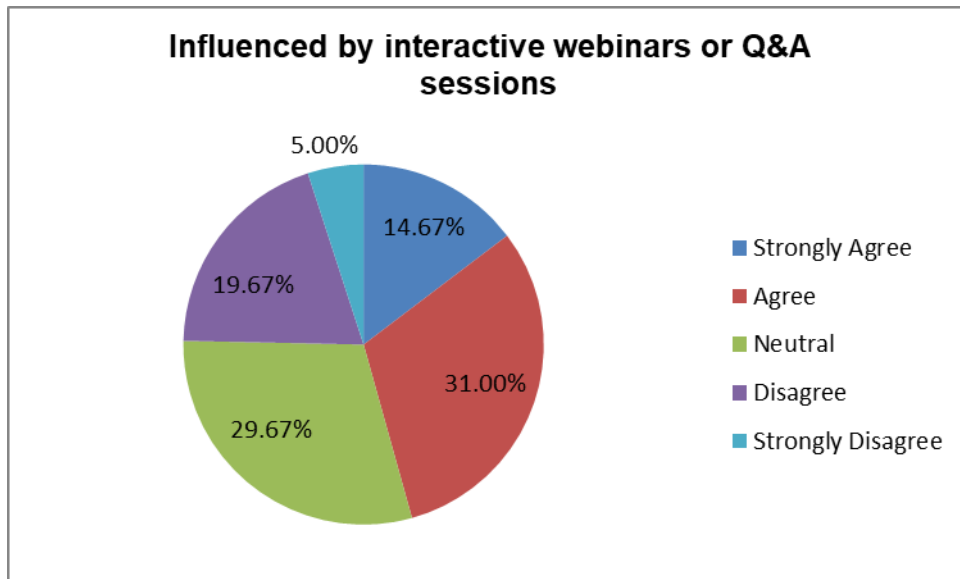
Chart 4.71: Influenced by interactive webinars or Q&A sessions

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**
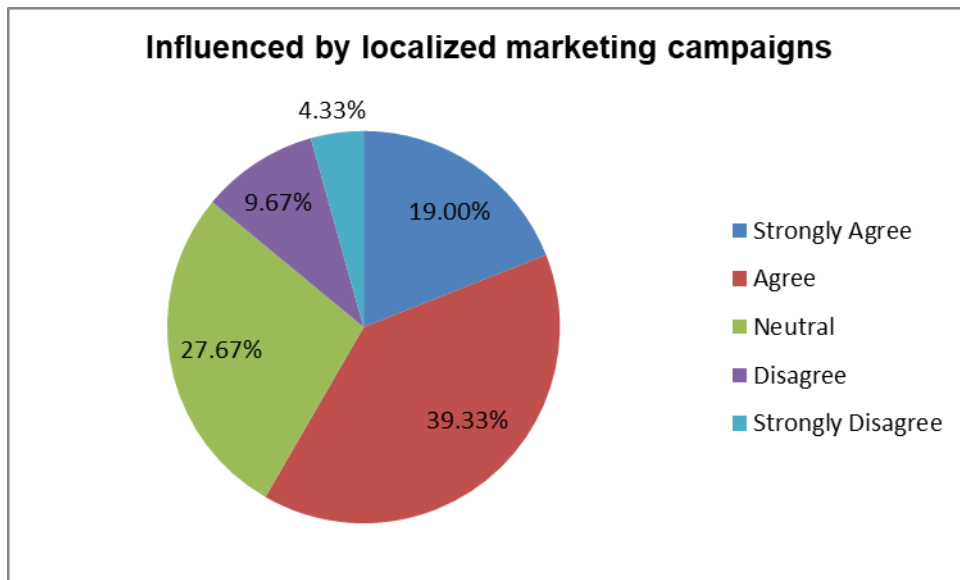
Chart 4.72: Influenced by localized marketing campaigns

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**
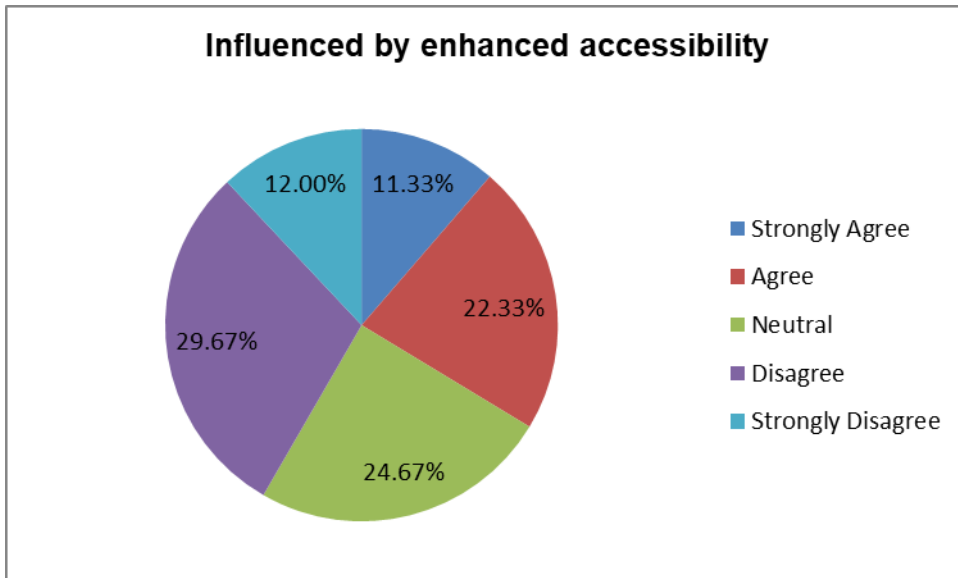
Chart 4.73: Influenced by enhanced accessibility

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**
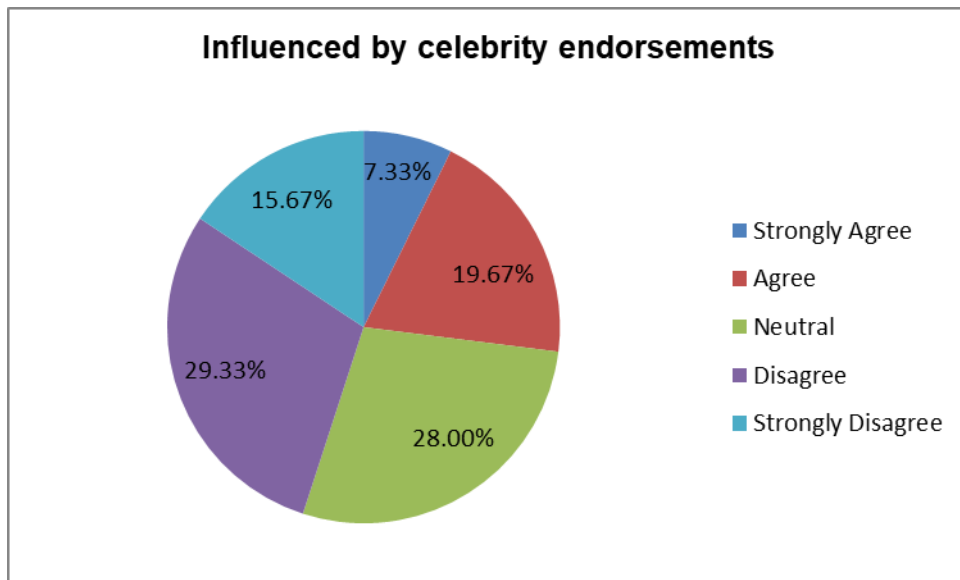
Chart 4.74: Influenced by celebrity endorsements

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**
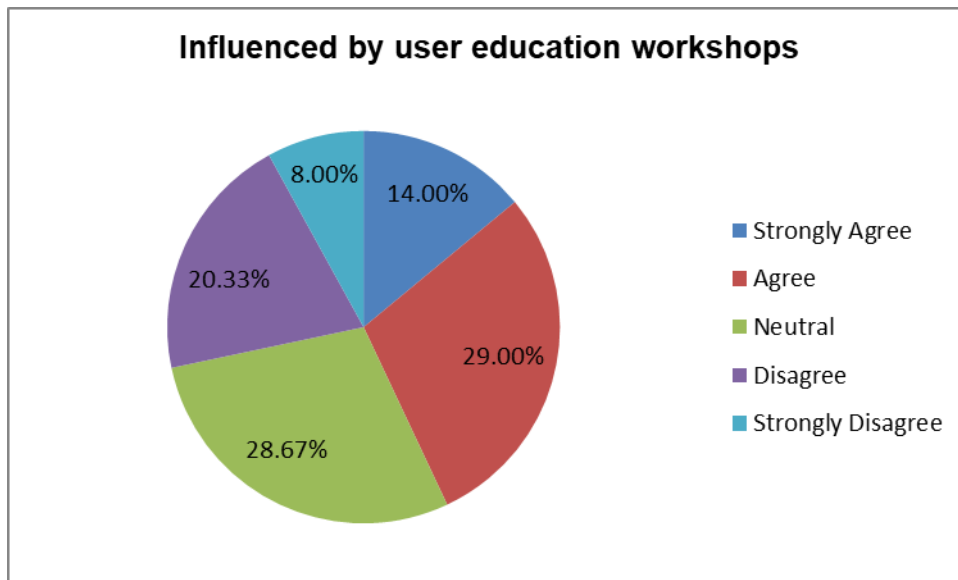
Chart 4.75: Influenced by user education workshops

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

CHAPTER 5

RESEARCH FINDINGS AND SUGGESTIONS

5.1 Findings of Research

1. 80.13% it is considered that dating apps are a good way to seek romance in hectic metropolitan life where everyone is busy and having no time for others to talk and share the feelings.

2. Online dating apps help 78.60% to meet people outside the regular network and that is really appreciable achievement which is not possible in any other way.

3. Online dating helps help 78.13% to meet like-minded people leading to development of more compatible company.

4. It online dating apps assist 77.20% to those persons who are not comfortable meeting others who are unknown and these apps also help 76.73% to have a better understanding and evaluation of the person before meeting physically.

5. 73.13% online dating apps are considered quicker and more efficient. It is one of the quickest ways to know the persons who are also seeking the relationship and get their respond quickly too. We can find many profiles and can respond quickly so it is providing mutual benefit to both parties using the apps.

6. There is 72.43% overall positive perspective among the users related to the online dating apps utility & usefulness.

7. It has been observed that 65.07% lying exist as people try to appear more desirable and impressive on online dating apps.

8. Lack of personal emotions and interaction has been scored at 61.53% while using online dating apps. It is the daunting factor that impedes growth of these apps.

9. 43.47% it has been observed that people are being bullied or harassed in online dating.

10. 43.40% impoliteness is also felt that in online dating apps/ sites usage.

11. 42.87% online dating focus on sex/hookups that signify people are quite serious even while using online dating apps/ sites. They seek good relationship.

12. Only 26.47 score was considered that online dating apps are unsafe to meet people and just 30.07% experienced that continue contact were made by the opposite party even after showing the denial.

13. Considering all the variables there are 43.20% overall misuse of online dating apps and sites.

14. 75.67% happiness was observed in the relationship created through online dating

15. 70.67% proximity and closeness is found and felt deeply even in online dating with the partner. It breaks the myth that online dating is not an emotional thing. It is quite emotional and people are quite positive in their approach towards online dating.

16. 70% experienced trustworthy people on internet as far as dating is concerned. Abrupt & absurd points and arguments are also not raised in online dating.

17. 69.33% comfortable and fun have been experienced by users in online dating along with home life that is really phenomenal.

18. Considering all the twenty variables there is 67.49% significant relationship is developed through online dating apps and sites.

19. Users of online dating apps and sites 77.07% influenced by social media campaigns of online dating apps and sites.

20. Users of online dating apps and sites 75.33% influenced by free trials and sign-up bonuses of online dating apps and sites.

21. Users of online dating apps and sites 74.53% influenced by user-generated content of online dating apps and sites.

22. Users of online dating apps and sites 71.80% influenced by localized marketing campaigns of online dating apps and sites.

23. Users of online dating apps and sites 70.40% are tempted and influenced by discounts offered by online dating apps and sites.

24. Considering all the sixteen variables promotional activities of online dating apps and sites are 64.99% significant.

5.2 Testing of Research Hypothesis:

$H_{1.0}$ There is no significantly positive perspective for online dating applications.

Basis of test – Calculated T value which is 8.20 > 2.11 table value of T

Outcome of test – As the calculated value of T for perspective towards online dating applications is higher than table value it is inferred that there is significantly positive perspective for online dating apps and websites. Hence the hypothesis H1.0 "there is no significantly positive perspective for online dating applications" is rejected and its alternate hypothesis H1.1 "there is significantly positive perspective for online dating applications" is accepted.

Confirmation of test – The significance value (P value) here is 0.00 < 0.05 that confirms the significantly positive perspective for online dating apps and sites in Mumbai suburban area.

$H_{2.0}$ Online Dating Application is not misused for blackmailing/ fraudulent/ ransom.

Basis of test – Calculated T value which is (-) 5.51 < 2.12 table value of T

Outcome of test – As the calculated value of T for misuse of online dating applications is less than table value it is inferred that there is no significant misuse of online dating apps and websites. Hence the hypothesis H2.0 "online dating application is not misused for blackmailing/ fraudulent/ ransom" is accepted and its alternate hypothesis H2.1 "online dating application is misused for blackmailing/ fraudulent/ ransom." is rejected.

Confirmation of test – The significance value (P value) here is 0.00 < 0.05 that confirms no significant misuse of online dating apps and sites for blackmailing/ fraudulent/ ransom in Mumbai suburban area.

$H_{3.0}$ There is no significant relationship through online dating applications.

Basis of test – Calculated T value which is 8.06 > 2.09 table value of T

Outcome of test – As the calculated value of T for relationship through online dating applications is more than table value it is inferred that there is significant relationship through online dating applications and websites. Hence the hypothesis H3.0 "there is no significant relationship through online dating applications" is rejected and its alternate hypothesis H3.1 "there is significant relationship through online dating applications" is accepted.

Confirmation of test – The significance value (P value) here is 0.00 < 0.05 that confirms significant relationship through online dating apps and sites in Mumbai suburban area.

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

Basis of test – Calculated T value which is 2.73 > 2.13 table value of T

Outcome of test – As the calculated value of T for promotional activities of online dating applications is more than table value it is inferred that there is significant influence/ impact of promotional activities done by online dating applications and websites. Hence the hypothesis H4.0 "there are no significant promotional activities through online applications/ sites" is rejected and its alternate hypothesis H4.1 "there are significant promotional activities through online applications/ sites" is accepted.

Confirmation of test – The significance value (P value) here is 0.02 < 0.05 that confirms significance of promotional activities done by online applications/ sites for Mumbai suburban area.

5.3 Limitations of the Research:

1. Technical aspects of development of online dating apps and websites and its maintenance have not been covered under this study.

2. Financial difficulties faced by online dating apps have not been studied.

3. Promotional activities directed towards users have only been studied.

4. The study was executed in the Mumbai suburban area.

5. Methods of content development for online dating apps have not been researched.

5.4 Suggestions Based on Research Work:

1. Online dating apps are being used confidently by the people in Mumbai Metropolitan suburban area. It's being admired and accepted so the perspective of online dating apps is very bright. It's uses is going to get increased among youth and adults so more rational investment need to be made in online dating apps.

2. Startups may think of taking initiative in these ventures with few innovations.

3. Online dating apps and sites are quite safe and things are managed quite effectively in the interest of users though few more checks related to the profile updation and its linkage with the KYC can also provide more authentic and transparent information to avoid cases of ghosting, sexual harassment and bullying.

4. It is also a myth that online dating is unsafe; rather it is a pleasant way that provides good opportunity to the users to have good relations from a larger option that is not available elsewhere. Those who are looking for long association and meaningful relationships can also go for online dating apps and sites.

5. These apps and websites must develop reliable authentic content to provide more benefit to the users.

6. Localized services will give the impetus to the business of online dating so these features need to be incorporated.

7. Promotional activities need to be managed and encouraged more and more user-generated content need to be invited to gain more trust.

8. To make these online dating apps more popular social media campaigns need to be run on different social media handles.

9. Free trials and bonus must be offered to the users as it influences users a lot.

10. Reviews and feedback related contest and events must be organized to develop more users.

11. As the Indian customers are price conscious, it would be better to offer few discounts at least initially to penetrate in new market areas of small cities.

12. Value added features like profile boosting for extended period, profile augmentation and enrichment facility must also be provided in order to facilitate the user and increase the clientage of online dating apps.

13. Email marketing and the celebrity endorsement are not all that influential so must not be used to promote the online dating apps.

14. It is also advisable to organize interactive webinars and question-answer sessions related to the online dating application so that fear and apprehension related to it can be minimized and more clarity related to the use of these apps will be established. That will increase the faith and eventually the business through the growth of users.

15. People are not looking for causal relationship or hook ups in India so the apps must not propagate only the sexual images rather focus on emotional appeals; that would generate more business.

5.5 Suggestions for future research work:

1. Further study may be done related to technical aspects of development of online dating apps and websites and its maintenance.

2. Research ahead can be done pertaining to financial difficulties faced by online dating apps.

3. Promotional activities may be further studied from the perspective of business and revenue.

4. Usage of online dating apps and sites may be studied with reference to Tier 2 cities.

5. Intensive research may be done on content development for online dating apps.

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QUESTIONNAIRE

PART A
DEMOGRAPHIC DETAIL

1. Name _____

2. Age (in years)

    (i)   Below 20 Years   (ii) 21-25 Years   (iii)   26-30 Years

    (iv)   31-35 Years   (v) Above than 35 Years

3. Relationship Status

    (i) Single

    (ii) Married

    (iii)Separated

    (iv)Divorced

    (v) Widowed

    (vi)Other

4. Education

    (i) Higher Secondary   (ii) Under Graduate

    (ii) Post Graduate   (iv) Professional

PART B

GENERAL QUESTIONS ON ONLINE DATING

Objective 1- To understand to perspective of online dating applications.

1. Have you ever used an online dating site or dating app?
    o   Yes
    o   No
2. Are you currently using an online dating site or dating app?
    o   Yes
    o   No

3. Are you currently in a committed romantic relationship?
   o Yes
   o No
4. Which site or app do/did you use?
   o Bumble
   o Tinder
   o Happn
   o Aisle
   o Hinge
   o Other
5. Would you say you are currently looking for a romantic partner, or that you are not currently looking for a partner?
   o Yes
   o No
6. Did you meet through an online dating site, or some other way?
   o Yes
   o No
7. In a typical week, how much of your time do you spend in online dating site or application?
   o Less than hour
   o 2-5
   o 6-10
   o 11-15
   o Over 15 years

8. In general, how safe do you think online dating sites and dating apps are as a way to meet people?
   o Very safe
   o Somewhat safe
   o Not too safe
   o Not at all safe
9. Would you recommend online dating to you friends?
   o Yes
   o No
10. In your experience, how trustworthy are people that you have met on the internet.
    o Extremely trustworthy
    o Slightly trustworthy
    o Quite trustworthy
    o Moderately trustworthy
    o Not at all trustworthy

11. Questions related to online dating on 5 point likert scale

Sr. no.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Online dating is a good way to meet people					
2	Online dating allows people to find a better match for themselves because they can get to know a lot more people					
3	People who use online dating sites are desperate					
4	Online dating keeps people from settling down because they always have options for people to date					
5	Online dating is easier and more efficient than other ways of meeting people					
6	Online dating Helps you meet people outside your regular network/Larger pool					
7	Online dating create opportunity to evaluate someone before getting to know them					
8	Online dating Makes the process of meeting people easier in general					
9	Online dating Helps you meet like-minded people					
10	Online dating is Quicker/More efficient					
11	Online dating is Better alternative than meeting people in person					
12	Online dating is Better alternative for people who have trouble meeting people					
13	I feel that people that use online dating are looking for a long-term relationship.					
14	Online dating is more effective than being set up with someone on a blind date.					
15	Online dating is a trustworthy way to learn about people.					
16	Dating apps is a good way to seek					

Sr. no.	Items				
	romance.				
17	I would use the dating apps and meet someone from it casually.				
18	I would use the online apps to find a potential partner.				
19	I would recommend a friend meeting up with someone from dating apps.				

PART C

GENERAL QUESTIONS ON MISUSE/ FRAUDULENT

Objective 2:- To understand the cases of misuse/ fraudulent in online dating

Sr. no.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A	**Misuse/fraudulent (general)**					
1	People being harassed or bullied					
2	People receiving sexually explicit messages or images they did not ask for					
3	People lying about themselves to appear more desirable (People are scammers/misrepresent themselves)					
4	Privacy violations, such as data breaches or identity theft					
5	People setting up fake accounts in order to scam others (Safety concerns)					
6	People are impolite/Ghosting/Sexual harassment					
7	Facilitates cheating					
8	Lack of personal or emotional interaction					
9	Just not a good way to meet people					

10	Focus is on sex/hookups, not meaningful relationships					
11	People have too many options of people to date					
12	Online dating is more dangerous than other ways of meeting people					
B	**personal experiences of using online dating app**					
13	Called you an offensive name					
14	Threatened to physically harm you					
15	Sent you a sexually explicit message or image you didn't ask for					
16	Continued to contact you after you said you were not interested					

PART D

GENERAL QUESTIONS ON RELATIONSHIP THROUGH ONLINE DATING APPLICATIONS

Objective 3:- To analysis the relationship through online dating applications

1. Have you ever developed a relationship with someone from an online dating site or app?

    a) Yes

    b) No

2. How many years have you been (married / in your current relationship)?

    a) Less than a year   c) One year to 3 year

    b) 4-8 years   d) 9 years and above

3. What kind of relationship are you looking for when surfing on the dating website or app?

    a) Looking for lasting relationship   c) Looking for friendship

    b) Looking for hookups

4. Overall, what type of effect would you say online dating apps have on dating and relationships?

    a) Positive   c) Neutral

    b) Negative

5. 5 point Likert scale questions on relationship status

Sr. no.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I feel close to my partner					
2	My partner cares about me.					
3	I feel confident that we can deal with whatever problems might come up in our relationship.					
4	I consider myself happy in our relationship.					
5	My partner usually listens to me.					
6	Our home life together feels comfortable and fun.					
7	There is a sense of peace in our life together.					
8	I am not able to function well in my own life while I am in this relationship.					
9	Unplanned negative events keep happening to us.					
10	We always have to adapt to changing circumstances.					
11	Our arguments seem to come up out of nowhere.					
12	My partner brings up issues abruptly or with poor timing.					
13	I find my partner's negativity unsettling.					
14	I look forward to reunions with my partner at the end of each day.					
15	I often seem to get blamed for issues.					
16	My partner criticizes my personality.					
17	I look forward to our vacations and enjoy the travel we do together.					
18	When we do errands together, we usually have a good time.					
19	We don't agree on how to handle our money.					

PART E

GENERAL QUESTIONS ON PROMOTIONAL ACTIVITIES THROUGH ONLINE APPLICATIONS

1. What is the main reason to download the particular dating app?

    a) Popularity   d) Trust

    b) Peer influence   e) Friend suggestion

    c) Easy to use   f) Other

2. What you think about dating apps.

    a) Online Dating Applications are used for establish relationship

    b) Online Dating Application could be used for blackmailing/ Fraudulent/ Ransom.

    c) Online Dating Applications played a role in an effective relationship.

    d) Online Dating Applications used for money making

3. Are you aware about promotional activities of online dating apps?

    a) Yes

    b) No

4. Is dating apps are chargeable?

    a) Yes

    b) No

5. Do owners of online dating services and apps advertise to monetize the platform?

    a) Yes

    b) No

6. Give your valuable suggestion on promotional activities conducted by online dating apps.

    _____
    _____
    _____

7. Give your valuable suggestions for online dating apps.

    _____
    _____
    _____

Thank you