

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

A Thesis

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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 H_{1.0} “there is no significantly positive perspective for online dating applications” is rejected and its alternate hypothesis H_{1.1} “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 H_{2.0} “online dating application is not misused for blackmailing/ fraudulent/ ransom” is accepted and its alternate hypothesis H_{2.1} “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.

H3.0 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.

H4.0 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.