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RESEARCH ARTICLE

A STUDY OF USERS' PERCEPTION OF ONLINE DATING WEBSITES

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ABSTRACT

Since communications and interactions can be initiated and completed in a few seconds with colleagues and friends across the globe, people are now more connected to each other. The freedom of communication and being connected has created opportunities for online dating. Nowadays, people tend to rely on technology in order to talk to new people and find partners. Users on dating websites can be divided into two main groups as a self-disclosure and self-presentation.

This research followed a quantitative approach which collected data through a questionnaire survey from 200 respondents in Bangkok, Thailand. The research concentrates on the user's perceptions of online dating websites, influencing factors, advantages and disadvantages, and strategies for future direction along with implications for corporate social responsibility (CSR) are provided.

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INTRODUCTION

Cyberspace or information space is just as important for interpersonal interactions as is physical space for the relationship development of busy working adults. Besides being a relationship development platform, modern communication technologies have enabled social media to be used as a way to advertise products, promote brands to their audience, and to communicate with customers, employees, colleagues, and friends on a regular basis. Social media has increasingly gained more importance in everyday life, especially for students and busy working professionals. People spend more time on the internet to do a variety activities which include catching up news, obtaining updated information on people and service, online shopping, communication with family members, self-promotion, and meeting new people for possible personal relationships. The instant interaction of these multi-channel communication technologies is readily available as these services can be accessed 24/7 as long as you are connected to the internet. Social media creates opportunities for all users to write, comment, and suggest anything that they prefer; thus, we must all be aware of the influence, impact and laws of cyberspace technology (Wu, Forstmann, Kiratiyuth, Chukwuma, and Mujtaba, 2017). People are now connected with each other to share information and further spread content of interest on social media. Social media websites offer the opportunity to increase the users' freedom of expression and communication.

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The users can express their opinions, likes and dislikes which is a good start for people to know each other. Globalization is a reality of the 21st century and even small companies can now develop a global network of subsidiaries, partnerships, and customers (Sanderson and Mujtaba, 2017; Ciochinaru, 2013). The internet has evolved information to a social and interactive communication and participation network. Global penetration is high as users are able to communicate, make new contacts, gather information and evaluate services and products (Tuten, 2008).

Social networking sites (SNSs) such as MySpace, Twitter, and Facebook have attracted millions of users, who have integrated the sites into their daily practices. There are hundreds of SNSs, with various technological advances, supporting a wide range of interests and practices. While the key technological features are fairly consistent, the cultures that emerge around SNSs are varied. It helps strangers connect together based on shared interests or activities (Danah & Nicole, 2007). As a consequence, people's opinion of dating have changed. In the past three decades, for many individuals, dating has become a process before marriage is considered. As generations change, the idea of dating and how to find a companion are evolving with media/technology, and this is evident since the first newspaper was published. When the Internet was established it connected all people together and personal ads became digital and online dating was born (Lee, 2016). People can now interact 24 hours with the media world, they have control over online surfing habits and better understand the role of social media. In today's world almost everything can be found through the simple touch of a finger or a click on electronic

devices. Everything is more convenient and can be done online by people.

acceptable by the mid to late 1990s and this was helped in a small part by the explosion of internet use and self-promotion online (Whipps, 2009). The concepts of online dating websites are ideal and simplify a place where users seek to explore other users with the same intimate-based goals for using the online

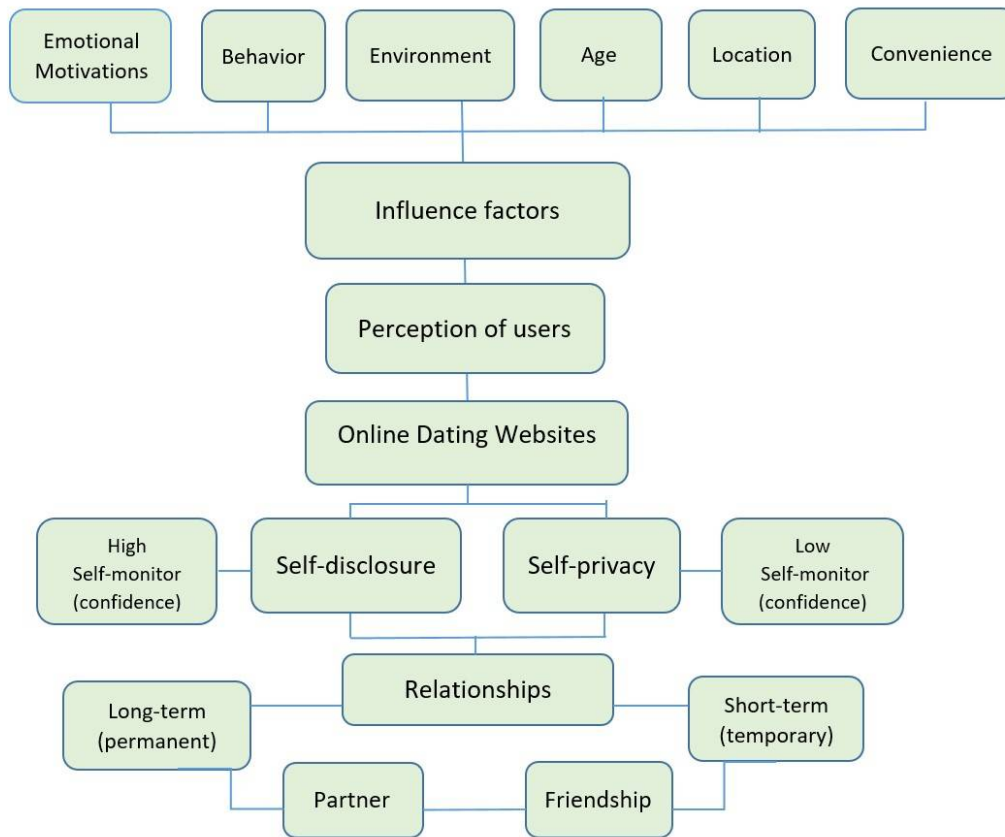


Figure 1 The conceptual framework

From the conceptual framework model shows how the influence factors such as emotional motivation, behavior, environment, age, location, and convenience can lead people to join the online dating websites. This is related to the perception of each individual to make a decision about joining. If they decide to join, they have to sign in, become member, create their profiles, and fill in the required personal information. We can categorize the users into two groups, self-disclosure and self-privacy. *Self-disclosure* is a group of people who disclose their personal information and do more self-presentation to other users. They are high in “self-monitor” and are “more confident” of the mselves. *Self-privacy* is a group of people who are more private about their personal information and have lower self-presentation. They are low in “self-monitor” and may have lower confidence of themselves.

Users generally seek someone who matches their preferences, so they can talk and contact each other in order to develop a better relationship. Relationship can be separated into two areas, one is long-term relationship and another is short-term relationship. Long-term or permanent relationship users are a group of people who look for a life partner. Short-term or temporary relationship are a group of users that tend to have more unsatisfied relationships. Both groups of individuals can become either a partner or friend in the end.

Online Dating Websites

Dating websites are a modern version of the first marriage agencies of the 1700s, which helped people search for a friend or mate through printed ads. Personal ads became more

community. Online dating websites are an online community that keep growing similar to other social networking sites. They are also similar in providing interpersonal communication platform with others over the internet (Quesnel, 2010). The basics of human impulsion are to develop a romantic relationship, but there are a lot of obstacles and variables to keep someone interested after the first meeting. In the last 20 years, a new solution has arrived to help people find a mate and partner by joining dating websites. The variety of dating websites are continually growing, almost all websites focus on a specific group or interest (Grabianowski, 2005).

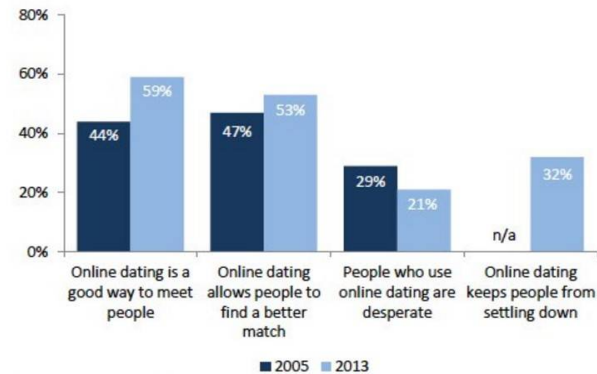
Online dating has altered how people make a decision about mates or romantic partners. People either speak on the phone or video chat before the actual face-to-face meeting (Aron, 2012). Online communication can negatively impact users because some might use fake personal information or profile pictures, which can lead to unrealistic expectations and disappointments. These problems surface when they meet each other in real life. Many dating websites advertise the superiority of partner matching through the use of algorithms that can predict whether people are a good match or have chemistry with one another (Finkel, Eastwick, Karney & Sprecher, 2012). Online dating websites do offer significant benefits with increased opportunity to meet a partner (Finkel *et al.*, 2012, p.48).

Self-presentation is a role to find a dating partner by using information that appears on profiles that helps people to make a decision if a relationship is possible (Eden & Karen, 2015).

Adults of all ages tend to share their motives to match in a companionship and romance. However, adults of different ages have distinct goals, priorities, and motives, which convey their self-presentations to other dating partners. People in different age groups will present themselves in different ways to find a partner. The three main keys are sociocultural group that relates to culture, evolutionary group that relates to development and change, and lastly socioemotional selectivity group that relates to emotion. These make users perception interpret into many ways (Eden & Karen, 2015).

Opinions of online dating, 2005-2013

% of internet users who agree with each of the following statements



Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. 2005 survey was conducted September 14-December 8, 2005, n=3,215 adults ages 18+.

Figure 2 The statistics of online dating (Pew Research Center, 2013).

Based on the structure of adulthood, the self-presentation of young adults tends to focus on the life tasks in adult roles and pursue future achievements. In contrast, in the later part of life individuals may seek romantic partners who can become a permanent relationship rather than temporary adventures. Self-presentation of older adults tends to focus on financial and physical stability more than other facets (Eden & Karen, 2015). Part of the dating gamification is an application of digital game based life and social impact challenges. It is a way in which users are able to set filters that help align potential matches that they are looking for. These pre-set filters include gender, race and age (Homnack, 2015). Social experiment reveals valuable facts as online dating becomes more than just a game, thereby giving the amount of optimized words, numbers, photos, and algorithms more of a chance to be successful (Kirsty & Delmege, 2012). People have several options to disclose facts about themselves, and the more personal information that they share the more chances they will have to find more exact match options. It is much easier for people to make a comparison of each profile giving them more potential to have a successful date. However, the rejection and acceptance of people are uncertain values. It may help people seek suitable matches and reduce wasted time on the users or even lead to other issues such as lying on information (Kirsty & Delmege, 2012).

Online dating is growing at a rapid pace. The married couples who meet through online dating websites are more satisfied and less likely to divorce compared to the traditional ways of dating (Cacioppo, 2013). Overall, the internet offers an opportunity to meet new people, those who are very busy in their professional lives. Online dating websites match people's preference making sure that they are looking for the same

qualities (Wangjiki, 2015). The individual's preferences are usually not exposed to others, which is particularly important when searching for a true match (Yancey, 2009). The online daters may provide no detailed description on their profile, for example country of origin, family's background, or even legal status may not be apparent. The users are provided only self-description introductions that they write themselves (Potârca & Mills, 2014). Online dating websites are one of the fastest growing methods in which individuals in many countries can meet a partner. People can use online dating profile information to examine the other online users across almost every country. The size of the immigrant population within a country can influence the levels of exposure and affinity for external groups (Hogan, Li & Dutton, 2011).

Throughout the dating history, people have always sought out ways to find a partner by both the older traditional methods and the new online ways (Wangjiki, 2015). For teenagers and young adults, the overall increase in the use of online dating websites is causing them to avoid physical face-to-face interactions. For adults, the use of online dating websites is less compared to teenagers and young adults because older individuals still prefer the normal way to meet people and ask them out rather using online dating websites.

Some people who use online dating websites avoid face-to-face interaction possibly because they lack confidence (Grozanick, 2016). Nowadays, people particularly young adults are continually finding new ways of electronic communication to interact with others that meet their needs (Smith, 2016).

Computer Mediated Communication and Uncertainty Reduction Theory

Computer Mediated Communication (CMC) is a form of communication in an online setting, but creates both risks and opportunities for users, including people who are searching for a partner by online sources such as Social Networking Sites (SNSs) (Ultius, 2013). Uncertainty Reduction Theory (URT) is key in the creation of interpersonally developing relationships reducing unfamiliarity between strangers and the strategy of relational development. Uncertainty reduction theory basically predicts factors of human exchange that are essential, and this strategy reduces anxiety when meeting other people. It has changed the online dating websites by the way users communicate with one another (Ultius, 2013).

The individuals in SNSs use specific cues and some element of URT to predict behaviors of users (Sheldon, 2009). In social situations both men and women act similarly to reduce any uncertainty. People with high self-monitor skills are more confident than low self-monitor; these people seek more information when they want to move forward in any situation (Gudykunst & Hammer, 1987). The URT strategy of information seeking is high in self-consciousness behavior; ethnicity and gender are not affected by URT in the context of face-to-face interaction. Online relationships are simpler, impersonal and often oppose normal barriers (Parks, 1996). The connection between URT strategies with online dating websites are "information seeking strategies" (Gibbs, Ellison & Lai, 2010, p.72), which motivate people to find out more information about others because of the "nature of CMC in online dating website users" relying mainly on the self-reported data (Gibbs, Ellison & Lai, 2010, p.74). The decisions

rely with the users, their profile and other messages exchanged can lead to more of an issue of invasion of privacy and security in not contained. "Security issues were the most important factor that would be influenced by uncertainty reduction behaviors" (Gibbs, Ellison & Lai, 2010, p.89).

The theory of "self-disclosure is a shared and correlated behavior" (Gibbs, Ellison & Lai, 2010, p.89). Self-disclosure of personal information plays an important role in the development of romantic relationships (Greene, Derlega & Mathews, 2006). In general, users of online dating services who are more serious will often ask more questions and self-disclose more information. In addition, with information seeking behaviors, users tend to utilize warranting, which reduces the uncertainty by overcoming security concerns. Warranting refers to the reliable connection to develop face-to-face relationship over time. Uncertainty reduction appear in strategies with high warranting value such as information-based triangulation, which means relying on websites, public records and social triangulation of relying on other individuals (Gibbs, Ellison & Lai, 2010).

The warranting practices help with security which is a major issue in reducing privacy concerns and it influences self-disclosure (Gibbs, Ellison & Lai, 2010, p.92). Privacy issue is a major difference from CMC compared to other social networks because people usually do not know each other in online dating websites; these concerns are likely to "motivate behaviors to reduce uncertainty and verify the credibility of online partners" (Gibbs, Ellison & Lai, 2010, p.71). *Self-privacy* is a general attitude and need to remain careful in a specific interaction. In the nature of relationships, trust affects behaviors pertaining to privacy. Self-privacy at times can be considered as dishonest because people provide only the necessary personal information which makes them look good (Joinson, Reips, Buchanan & Paine, 2010). The findings suggest that there are numerous key distinctions in the types of self-disclosure that is utilized, and online dating websites are more successful in this aspect (Gibbs, Ellison & Heino, 2006). The individuals with long-term goals of "establishing face-to-face relationships engage in higher levels of self-disclosure" (Gibbs, Ellison & Heino, 2006, p.169). They are more honest, disclose more personal information, and are more conscious to disclosure in opening up to other people. Another positive of self-disclosure related to URT is self-presentation, as the users who succeed in relationships disclose more valid and truthful information on their profile.

Influencing Factors of Using Online Dating Websites

Some of the main factors influencing people's motivation to use online dating websites can include emotional motivation, behavior, environment, age, and convenience.

Emotional motivation - lonely people tend to use dating sites more than sociable people; this means dating websites are not just only a way to find a partner but also a way to find friends or someone they can talk to fill their loneliness.

Behavior - some professions, habits or activities can cause time problems. These people are rather busy in their daily lives and have no opportunity to look for friends. Another factor is shyness, as people who seem to have a shy nature are less likely to have success with traditional interaction and dating methods. Shyness reduces the chance to start a conversation with new people; this makes online dating websites a good method for boosting their confidence while hiding behind electronic devices.

Environment - many people do not have a chance to meet new people in a comfortable setting because of their environment. When they live in the same area, location, and workplace they might meet the same group of people daily and chances are reduced to meet new people outside of this daily routine. Online dating websites create an opportunity for these people to find a companion and friend.

Age - aging is a huge influence factor that makes people to use online dating websites. In reality dating websites are open for everybody 18 and above; this is a chance for people who are looking for someone such as a partner or friend through available means as people are commonly using electronic devices in their daily routines.

Convenience - in a world where everyone seems to be in a hurry, people prefer convenient ways of communication, and interacting in real time with each other. Online dating websites are an opportunity for those people who feel that traditional methods are a waste of their time. This means both users will know that they have a match in some of their profile preferences. If they match each other then they have an opportunity to take the next step.

Advantages and Disadvantages of Online Dating Websites

Nowadays, people enjoy browsing to discover other profiles, and majority are likely to be passed up and overlooked. Usually women might reveal and attract by photographs of themselves while men might embellish facts such as their family, height or professions. The facts of online dating profiles might be misrepresented (Jin & Cassie, 2015). The dating profiles become an advertisement of individuals who create a profile with all of the best features stated. The users who use online dating websites are more likely to increase words of self-presentation and over-exaggerate. The more interesting and the more attractive they appear on profiles would be reflected in their higher chances of being selected more than other online daters (Ceraolo, 2016).

Catfishing is a phenomenon that could happen to anyone who talks to someone or a person they have met through the internet. *Catfishing* is a form of deceit and definitely hurts someone's emotions because catfishing can be a way of lying about who you are on a dating website profile and can have dangerous implications. The users have to make sure of information confidentiality, and what they are willing to provide because it will be reached by other users from all over the world (Ceraolo, 2016). Online dating differs from the traditional ways, so it is interesting to know how people use online communication. This especially depends on the amount of time spent, and can have a positive or negative effect on personal relationships particularly in expectation about a romantic partner. The perception of users can affect the relationship because miscommunication can create trouble and self-presentation can increase the interest or change other's perceptions (Artemio, 2015).

Online dating websites go on via online communication in dating platforms. The internet community considers online dating as a dangerous activity. Cyber security concerns about the sharing of general information and risk of meeting new people in this manner are always present. Some of the concerns that come across are liars and deceitful people, as someone might be lying about his/her marital status or dating intentions (Danielle, Liamputtong & Pitts, 2012). Many people view online dating in a negative manner because upon the first meeting, people do not know one another and there could be

false identity (Homnack, 2015). Another concern is the outright lying about who they are on their profiles. They may lie about their location, career, and background. It is common because people have the ability to make various profiles, create impressive backgrounds and whatever they prefer. Hevern (2011) states that many users have come into contact with other accounts with fake profiles and many of these fake profiles were actually scammers which cheat or defraud.

Social ability is the integration between social and cultural knowledge of individuals who make social decisions and solve social problems from behavioral experiences. A major element of social ability is social understanding and development of social skills (Joinson, Reips, Buchanan & Paine, 2010). If the user lacks social understanding then he or she will misunderstand the exact meaning of what is being said. Online dating websites are a social communication platform with unknown people hiding behind electronic devices; as such, users need social awareness to understand an individual's intentions. Other considerations in using dating websites is that people are losing their culture, or the old traditional ways to interact. People start the conversation by texting or short messages, and thus some lack the proper social skills and might not know the right way to approach others and can be offensive. All of these are reasons that users should consider being aware of using online dating websites.

In favor of online dating websites, we can say that it is simple and less risky for someone to start up the conversation. This helps people who are either too shy for dating or have low self-esteem to meet someone new for possibly starting a relationship (Roth & Jennifer, 2015). The main reasons of wanting to try and find someone for dating is because they were lonely and felt like they lacked confidence to ask someone out face-to-face (Huang & Ching, 2013). Online dating websites allow people to have the ability to talk to people without fear because the conversation and interaction will be done by a person behind a computer or a mobile. A greater pool of options have some benefits such as finding people outside of your own town or perhaps a high number that lead to matching in a person may find the right person to date or be in a relationship with (Homnack, 2015). The individuals who come into contact with someone are given a great opportunity to create a relationship from the beginning. The meaningful connection can be established in the near future; the appearances and perceptions can also be overlooked at the meeting (De Vries, 2016). Communication on dating websites or through non face-to-face can make the two individuals get to know each other more than a face-to-face meeting and continue a deeper level based on primary communication and connection. In addition, the interactions between people create a personality not only how they characterize themselves, but also through the reflexive acts from others as well. This is why online dating websites have become a modern platform for people who seek out partners or friends (Jennifer, McCabe & Watchravesringkan, 2005).

RESEARCH METHODOLOGY

Quantitative research begins with a problem statement and formation of one or several hypotheses, literature review, quantitative data, and analysis (Leedy & Ormrod, 2016). Creswell (2003, p.18) states that quantitative researchers "employ strategies of inquiry such as experimental and

surveys, and collect data on predetermined instruments that yield statistical data". According to Leedy and Ormrod (2016, p.14), quantitative research method is "the general approach the researcher takes in carrying out the research project". The finding of quantitative research can predict, explain, and confirm the hypotheses. Quantitative research involves the collection of data, information, and statistical analysis to support information as "alternate knowledge claims" (Creswell, 2003, p.153). The quantitative data collection method relies on random sampling and structured data collection instruments (Leedy & Ormrod, 2016). Quantitative research is used to quantify the problems by way of generating numerical data, statistical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviors, other defined variables, and generalize results from a larger sample population (Slevitch, 2011). The data is collected on participants and situational characteristics to statistically control for the influence on the dependent outcome or variable (Leedy & Ormrod, 2016).

Questionnaires are a widely used data collection method for scientific research (Boynton & Greenhalgh, 2004). The process of questionnaire construction is time-consuming and requires experience (Slevitch, 2011).

Questionnaires can be adopted for the entire population or a sampled groups (FAO, 1999). Some of data obtained through questionnaires include the influencing factors, general information of online dating websites, opinions, and perspective of the users. In general, writing should be reduced to a minimum such as tick boxes, multiple choice options, rating scales, and preferably being limited to numerals. The information can be obtained through questionnaires consisting of most variables (FAO, 1999). For example, variables obtained are an opinion not a direct measurement.

The researchers of this study used random sampling by different forms of distribution to spread the questionnaire survey and reach many participants within time period. The questionnaire survey was distributed by both online survey as a web-based questionnaire method, as well as electronic mail and paper and pencil methods. People that participated in this survey come from different age groups, education, and social levels.

ANALYSIS AND THE FINDINGS

In the survey, questions were available for all participants in both Thai and English speakers with different backgrounds. From the analysis of 200 responses collected from the convenience sample, the data shows a great variance of gender, age, employment status, education, relationship and interest. Furthermore the distribution of gender is atan acceptable balance of 62% being female and 38% being male. Furthermore the Cronbach's Alpha is measured at a value of 0.839, which shows that the data is reliable.

Figure 3 Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.734	.839	27

There are respondents of diverse age groups. Teenager-21 is 18%, young adult 23-39 is 23%, adult is 38%, and retirees of 65+ is 21% out of total respondents.

In terms of employment status, group of student is 15%, employed is 60%, unemployed is 8%, and the retired group makes up 34% from the respondents. In regards to education, there are a group of below high school with 3%, high school is 25%, bachelor degree level is 58%, and the last group of 14% makes up those with master's degree and higher. In regards to relationship status, people who are single is 52%, married is 11%, divorced or separated is 18%, and widowed is 19% out of total respondents.

Multiple Correspondence Analysis

Initially the nominal data is analyzed using optimal scaling in SPSS which results in two-dimensional joint plot of category points. This analysis is also called Multiple Correspondence Analysis and measures the relationships between different demographic characteristics of the respondents, similar to the word relationship analysis. In this research the Multiple Correspondence Analysis is used to identify different user groups and demographic characteristics depending on the relationship between their characteristics. From the Multiple Correspondence Analysis (MCA) of demographic data the following groupings are among the variables; age, educational level, employment status, gender, and relationship status. This figure can be divided into four sectors, the demographic characteristics of each sectors represent one group of users.

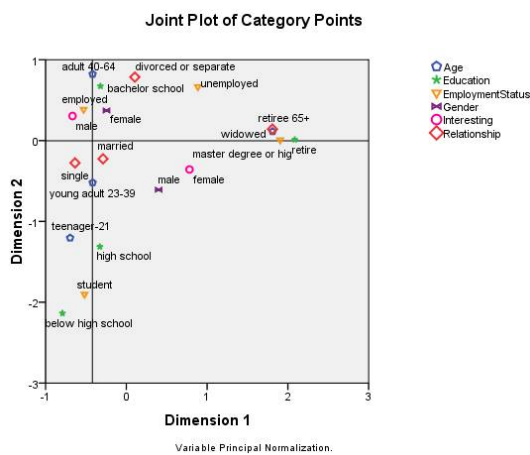


Figure 4 Demographic Major Groups

Based on this two-dimensional diagram, four major groups of people are identified as mentioned in Table 1.

Table 1 Characteristics of Demographic Groups

Group 1:	Group 2:
<ul style="list-style-type: none"> Adult 40 - 64 Divorced or separated Bachelor degree Employed 	<ul style="list-style-type: none"> Retire 65+ Female Widowed Master degree or higher Retire
Group 3:	Group 4:
<ul style="list-style-type: none"> Teenager - 21 Single Below high school Student 	<ul style="list-style-type: none"> Young adult 23 – 39 Male Married High school Unemployed

Table 1 shows that all groups specified can be easily distinguished. We can divide the groups of users into four main groups from the questionnaire survey. Group one adult 40 - 65, divorced or separate, employed, and bachelor degree. Group two includes typically female retire 65+, widowed, retired with master or higher degree. Group three teenager - 21 with typical single, student, and below high school. Last group

includes typical men with young adult 23 - 39, married, and unemployed with high school degree.

T-Test Results

The T-Test is used when the nominal data exists only for two factors. In this step the variance of the mean influencing factors are tested and analyzed. The test factored by the nominal data:

H_0 - There is no difference between gender and the influencing factor means.

H_1 - There is a difference between gender and the influencing factor means.

If the resulting significance value (Sig.) is above 0.05 it means we accept H_0 , in case below 0.05 it means we fail to accept H_0 and accept H_1 instead.

Table 2 Results of the Gender T-Test analysis

No.	Influencing factors	Significance (p)	H_0 / H_1	Meaning
1	Emotional motivation	0.210	H_0 There is no difference between gender and the influencing factor means	There is no difference between gender and emotional motivation
2	Behavior	0.180	H_0 There is no difference between gender and the influencing factor means	There is no difference between gender and behavior
3	Environment	0.320	H_0 There is no difference between gender and the influencing factor means	There is no difference between gender and environment
4	Aging	0.000	H_1 There is a difference between gender and the influencing factor means	There is a difference between gender and aging
5	Location	0.640	H_0 There is no difference between gender and the influencing factor means	There is no difference between gender and location
6	Convenience	0.005	H_1 There is a difference between gender and the influencing factor means	There is a difference between gender and convenience
7	Schedule	0.000	H_1 There is a difference between gender and the influencing factor means	There is a difference between gender and schedule

Hypothesis 1: Gender is more inclined to be affected by the influencing factors (emotional motivation, behavior, environment, age, location, convenience, and schedule).

Table 2 represents the results of the t-tests between gender and the influencing factors. It can be stated that the analysis results of emotional motivation, behavior, environment, and location are significant ($p > 0.05$); as such, we accept the hypothesis that no difference exists between gender and the influencing factor means for each pair. On the other hand, the analysis of aging, convenience, and schedule are significant ($p < 0.05$), meaning we fail to accept the hypothesis as there is a difference between gender and the influencing factor means for each pair. The influencing factors of aging, convenience, and schedule are significant.

Table 3 Results of the type of relationship T-Test analysis

No.	Influencing factors	Significance (p)	H_0 / H_1	Meaning
1	Type of relationship	0.000	H_1 There is a difference between the type of relationship and the relationship longevity	There is a difference between the type of relationship and the relationship longevity

Hypothesis 2: Type of relationships (physical relationship and communicating through technology) are more inclined to affect the relationship longevity.

The analysis results between the type of relationship and the relationship longevity are significant ($p < 0.05$, meaning we accept H_1 as there is a difference between the type of relationship and relationship longevity.

ANOVA Test Results

ANOVA analysis is used when there are more than two factors in the nominal data. In the next step the variance of the mean influencing factors are tested and analyzed with the ANOVA test factored by the nominal data:

H_0 . There is no difference between the factored means of users on dating website.

H_1 . There is a difference between the factored means of users on dating website.

Hypothesis 3: Age groups are more inclined to be influenced by emotional motivation factor.

There is no difference (significance = 0.478) between the means of age groups and the emotional motivation of users on dating website. When looking at the means factor by age groups, it can be recognized that young adults are strongly influenced by emotional motivation towards using online dating websites. This makes aging a very strong influencing factor for young adults. The highest users group are young adults between 23 - 39 years of age with a maximum mean of 3.478 and a minimum mean 3.105.

Hypothesis 4: Employment status is likely to be associated / influenced by awareness of online dating websites.

The significance in ANOVA level of employment status and awareness is $p < 0.05$ meaning we accept H_1 the null hypothesis. There is a difference ($\alpha = 0.000$) between the means of employment status and the awareness on online dating websites. This means the employment status and awareness of online dating websites are not associated to each other. The highest mean is 4.312 of unemployment group and 2.933 minimum mean of student group. This shows the users are less influenced by awareness factor.

Hypothesis 5: Educational levels are associated with self-disclosure on online dating websites.

The significance for ANOVA level of educational level and self-disclosure is $p < 0.05$ meaning we accept H_1 the null hypothesis. There is a difference ($\alpha = 0.000$) between the means of educational level and self-disclosure. This means the educational level and self-disclosure are associated with each other. The highest mean is 4.214 of master or higher degree group and 2.166 minimum mean of below high school group. This shows that highly educated users are likely to share more personal information on online dating websites.

CONCLUSION

From the results between gender and influencing factors we found that users are influenced by emotional motivation, behavior, environment, and location. On the other hand, users are differently influenced by aging, convenience, and schedule factors. People make a decision to join online dating websites for finding a mate/partner or friend because their location, environment, emotional motivation, and behavior.

Another results of type of relationship and the relationship longevity shows that the type of relationship does not affect how long the relationship lasts. The type of relationship of both physical relationship and communicating through technology include many factors not only from how the relationship starts.

Age groups are influenced by emotional motivation factor. Each group has different influencing rates, the highest group is young adult group in between 23 - 39 years old. This age group has high emotional motivation where people use dating website as a way to seek new friends more than other groups. Young adults are the most affected by emotional motivation, perhaps for two reasons: one is that the users do not have enough time from school or work; and another reason is the users have no chance to meet new people who are a good match for them.

Employment status are not influenced by awareness of online dating websites. Some users are aware of using online dating website and some users are not, this depends on awareness of each person. Even though many people think that online dating sources are dangerous, but if the users use dating website with proper awareness the risk of using dating website will be decreased. Respondents of all employment status have different awareness levels of online dating.

While those with high levels of academic achievement seem to share more factual personal information online, educational levels are not necessarily always influenced by self-disclosure on online dating websites. Self-disclosure actually does not depend solely on the level of education, as it might also be related to the user's habit. Some people prefer to disclose more of their personal information on dating profiles without keeping any secrets and some people prefer self-privacy by hiding their backgrounds instead of disclosing more of their personal information. Dating relationship is a very sensitive issue and all about senses so it does not matter how to start the relationship, but it does matter after the relationship starts. If a couple has high self-disclosure, the chance of relationship success might be higher than a self-privacy couple.

DISCUSSIONS

People in different groups will present themselves to find a life partner in different ways. Adults are more serious to pursue achievements and future plans while young people are more linked to emotion than other groups. Young adults are often seeking a romantic partner with no serious relationship.

Other important factors of all user groups are the life tasks. This makes people respond to their needs in different ways. Moreover, we found that users are more likely to self-disclose than maintain privacy, especially those respondents who fall in the highly educated category. It means more users provided their personal information about their background of life and family instead of hiding their personal information. The older generation or people who were born before 2000, prefer the traditional ways of dating and the new generation prefer online dating websites.

Nowadays, people are increasingly using an online dating website because it is convenient and much easier to get to know other people with the same purpose of using dating website. Members who paid for membership have higher success in finding a partner based on their preference than a

“free” dating website. However, the daters should follow a step-by-step process to get to know new people and become successful in finding a companion. In reality, an account on a dating website including picture profile, personal information that users provide can all be deleted instantly in order to create a new account with different content to attract more candidates. Some users have had bad experiences from using online platforms to meet new people and this is likely to happen more on a free dating website due to a lack of continuous oversight and monitoring. On the other hand, it shows that paying websites are of more quality and safer to be a member than just using a free dating website.

Respondents tend to be high on self-privacy on free dating websites due to their concerns for security issues, and become high on self-disclosure when they are using a paid membership dating website. Usually users are more reliable on paying websites because of more safety and security. So we can say that you will get what you pay for instead of taking too much risk. Users should be smart enough to use online dating website carefully as well as consider other profiles with basic information and senses for avoiding deceitfulness.

Dating websites have both positive and negative impacts, it depends on how and what users perceive. Dating websites create an opportunity for people to discover a partner from diverse profiles. Communication to a person from behind an electronic device can make users feel more comfortable and confident. People avoid face-to-face meetings at the beginning, and eventually allow face-to-face meeting when they feel comfortable and want to improve the relationship. People may consider a dating website that can only be short-term because both sides do not know each other well. In fact, both short-term and long-term relationships can happen to any user. It should be noted that in today's modern 21st century of cyberspace world, many people still feel embarrassed to talk about online dating website even if those people have already become a member of such an organization. This may relate to culture and tradition in each country.

Recommendations

Based on the questionnaire results, dating websites should improve their customer service, safety, and membership fees. It might not be easy to improve everything but the company should understand what exactly their customers want and provide services that are reliable. The company needs to maintain quality control and also match users based on what they want in daily life such as hobbies or interests. Dating websites should reduce their prices to make it affordable to more users. Perhaps, paying websites can allow people to try dating website for free for a period of 15 to 30 days. Another important point is safety improvement, especially a user's information that are provided on the profiles. Encryption is another way to protect personal information with a key generated by using a key protocol. When dating websites have more security and strengthened data protection, dating websites will gain more new customers.

Of course, it is imperative that all firms, including social media websites that connect people toward building healthy and mutually fruitful relationships, to conduct their business in a socially responsible manner. CSR or Corporate Social Responsibility creates value for clients and partners by supporting responsible and sustainable business (Mujtaba, 2014). CSR covers part of company's strategy, development, and investment in both global and local markets. Dating

website's company should provide knowledge and events that relate to CSR. CSR can also relate to relationship development by letting users do public activities together to allow users to know each other while doing good deeds for the community.

To become a successful dating websites, the company should know their position and they must have a business plan, business model, and strategy. Online dating websites are still new for some people particularly the older generation. People need time to get to know the company and dating website.

Lastly, dating website is not just a love story or passion but it is all about quality of life too. Management teams are not only to make daters fall in love with each other but also to fall in love with the dating website as well.

The limitation of questionnaire survey is about participants from the convenience sample, as most people do not know about an online dating and may simply refuse to complete the survey. Another problem is an online survey, as participants might search or look through available information on the internet any time in order to answer certain questions. This study was limited to those living and working in Thailand where online communication seems to be the modus operandi due to the existence of a multinational and diverse workforce. As such, the results cannot be generalized as some survey participants may simply exaggerate about their experiences regarding online dating.

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