

The Impact of Dating Apps on Hook-up Culture Among Youth in Jaipur

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KEYWORDS

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ABSTRACT

This paper is an analysis based on survey findings conducted among Jaipur's GenZ population to understand the prevalence of dating apps and hookup culture among the youth. To my surprise, interest was relatively low for such activities. A large proportion of respondents had never used these trends. Of those who did, most used the hook up apps to connect and make friends rather than for dating. The study examines how Indian youths are still far from embracing Western trends such as hookups and casual relationships in the modern context. Nevertheless, there is a visible shift in their outlook, with most experimenting and finding out what best fits their values and preferences.

Introduction-

There was a time when hook-ups and casual dating were frowned upon among the young generation of North America and other Western countries. To explore whether this change has infiltrated India's youth too, a survey was conducted in Jaipur, a tier two city, in recent weeks. This five section survey dealt with demographics, usage of dating apps, hook-up culture and attitudes, psychological implications, and social dynamics respectively.

The Demographics section broke down participants into their age, gender, education level, and occupation. By distribution, the survey disclosed that more than 90% of respondents belonged to the age bracket 18–24 years old, and most were students. Around 5% were aged 25–34 years, while 2.9% were working. Most (70%) of them were undergraduate scholars, followed by 20% high school levels and a small percentage of postgraduate and doctoral scholars. Of the total responses received at 102, participants were predominantly female at 60.8%.

The second section, Dating App Usage, explored questions regarding the frequency of app usage, preferred platforms, and motivations for using them.

A striking 87.3% of respondents reported never having used a dating app, while 7.8% were occasional users and 3.9% used apps about once a week. Only 1% stated they used dating apps daily. When asked about their preferred app, 90% indicated they did not use any platform. Among those who did, 7.8% preferred Bumble, 3.9% preferred Tinder, 2.9% chose Hinge, and 1% preferred OkCupid.

Further Questions in the Survey: Usage Habits and Opinions

Data were then sought on the length of time users had been using dating apps. This was as expected: 84.3% said they had never used such an app. Of those who had, 6.9% had been a

user for six months or less; around 3% had been a dating app user for six months up to a year; and 3.9% had been a user for longer than two years. Only 1% reported that they had ever been long-term users. When asked what motivated them to use dating apps, a significant 82.4% repeated the earlier statement that they did not use them, followed by about 12% who said to make new friends. Only 2% used the apps strictly to hook up, another 2% for seeking serious relationships, and 1% for casual dating. Hook-up Culture and Attitudes

The third section queried attitudes and perceptions toward hook-up culture.

When asked if the growing use of dating apps had contributed to hook-up culture, 39.2% said they agreed and 18.6% strongly agreed, but 28.4% neither disagreed nor agreed, 7.8% disagreed, and 5.9% strongly disagreed. In terms of how often users used apps for hook-ups, 90% said never, while 7.8% said rarely, 2% occasionally used apps to seek hook-ups, and only 1% said they frequently used them. Participants expressed mixed opinions about whether dating apps encourage short-term relationships over long-term commitments. While 34.3% agreed, 25.5% strongly supported the idea, and 23.5% remained neutral. In contrast, 9.8% disagreed, and 6.9% were strongly opposed. When asked about the impact of dating apps on their perceptions of relationships, 34.3% reported no change, 33.3% observed increased difficulty in forming meaningful relationships, and 17.6% admitted a more open perspective toward casual relationships. When questioned on social pressure related to the use of dating apps to hook up, 54% reported having no such pressure, 36.3% reported not knowing, and 9.8% admitted facing such pressure.

The fourth section dealt with the psychological impact of dating applications. Most participants, 84.3%, reported they had no emotional impact. Another 11% showed feelings of negative impacts, while 4.9% reported positive impacts. On the question of feeling anxious or under stress regarding the use of dating apps, 84.3% denied experiencing any, 6.9% mentioned it very rarely happened, while 2% admitted to frequent negative experiences.

Regarding self-reported satisfaction with their dating life, 84.3% said dating apps made no difference. About 13% reported being less satisfied, and 2.9% more satisfied. When asked about self-esteem, 88.2% said nothing had changed, 7.8% lowered, and 3.9% said confidence improved.

They were further asked if they ever felt objectified or reduced to physical attributes. While 77.5% denied such experiences, 13.7% reported occasional feelings of objectification, 6.9% experienced it rarely, and 2% faced it frequently. Finally, participants were questioned about how dating apps influenced their perceptions of love and intimacy. Most (66.7%) observed no significant change, while 17.6% found it liberating and 15.7% felt it became more transactional.

Social Dynamics

The last chapter involved social views. The question asked here was if their friends and peers see hook-up culture in dating apps positively or not. The responses were 51% neutral, 20% accepted, and 29.4% critical.

The respondents were also asked if dating apps had made it any easier to talk about casual relationships. About 37.3% replied in a neutral response; 32.4% agreed, and 12.7% strongly agreed. However, 11.8% disagreed, and 5.9% answered it strongly as disagree. Regarding

comfort in talking about such issues with peers and family, 43% were neutral, 11.8% felt somewhat comfortable, 14.7% said uncomfortable, and 23.5% answered extremely uncomfortable. Only 6.9% were very comfortable talking about such matters.

Participants were also asked how dating apps had affected their social life. Most, 75.5 percent, reported no change, while 14.7 percent experienced a negative effect, and 9.8 percent experienced a positive one.

Literature Review-

This review considers a scholarly article by Christophe Suchy titled "Dating Apps Do Not Work with the GenZ Community." Suchy explores the rather specific relationship that exists in the connection between Generation Z and dating applications, where, despite modern technology making life easier, life is more complicated than that. While access to large numbers of potential partners is indeed one of the features that dating apps afford, according to Barry Schwartz, too much choice can cause paralysis. With so much choice, one becomes unable to pick the real from the apparently fabricated as people take pains to make themselves look good, writing sophisticated bios or using pleasing pictures. This dynamic is compounded by Gen Z's propensity for authenticity and uniqueness. Twenge and Campbell, for instance, in their 2018 study in the *Journal of Abnormal Psychology*, note that Gen Z experiences stress and anxiety more than other generations. Often, creating deep connections has been a way for this generation to deal with stress and anxiety. Nevertheless, an abundance of choices provided by dating apps tends to manifest indecisiveness and dissatisfaction rather than foster confidence and happiness.

Finkel et al. (2012) also suggest that the algorithms underlining the dating applications involve inherent flaws. Joel et al. in a research from *Psychological Science* of 2019 establish that, however successful these algorithms may be at matching people based on their liking and profile similarity, they are not good at predicting personality traits or real life behaviour of an individual. Another common attribute found among Gen Z is higher self-consciousness.

They look for validation not based on concern for others' opinions but as a method to boost their self-confidence. Even little rejections, such as one left swipe, significantly hamper their self-esteem, making them question their self-worth. These micro rejections have increased stress and anxiety. Unrealistic expectations and virtual disillusionment further intensify the psychological load, affecting the mental health of this generation. It requires a shift in perspective to overcome these challenges. It may not be possible for someone who spends most of their time on dating apps to really build genuine relationships by attending social events, gatherings, or in person introductions through mutual acquaintances. Face-to-face interactions clarify ambiguities, reduce disillusionment, and foster more genuine relationships. Though dating applications can be a fun means of socialization, hooking up, or casual dating, the setbacks are immense. Rejection, unrealistic expectations, and disappointment from the virtual world can erode self-esteem and make it harder to find true relations in life. It could take a while to reboot the confidence and build up trust, which can only happen in the real world, away from digital platforms.

Research Methodology-

This research is based on correlational research design where feedback was taken from around 100 young people in Jaipur to determine whether or not dating apps and hook-up culture add value to the Indian youth. The study intended to understand how the Indian youth alter the way of thinking and behaviour with these western changes within a culturally different context like India.

Hypotheses

Hypothesis 1

Hypothesis: Using dating apps leads to an increase in acceptance of hook-up culture among Jaipur's youth.

Null Hypothesis: Using dating apps does not change acceptance of hook-up culture among Jaipur's youth.

Hypothesis 2

Hypothesis: More frequent users of dating apps in Jaipur say they are more dissatisfied with their dating lives than nonusers.

Null Hypothesis: There is no variation in the extent of dating satisfaction among frequent dating app users and nonusers among the youth of Jaipur.

Hypothesis 3

Hypothesis: Dating app users in Jaipur experience increased social pressure to hook up.

Null Hypothesis: Dating app use has no role to play in the social pressures that make people go out and hook up with one another among the youth of Jaipur.

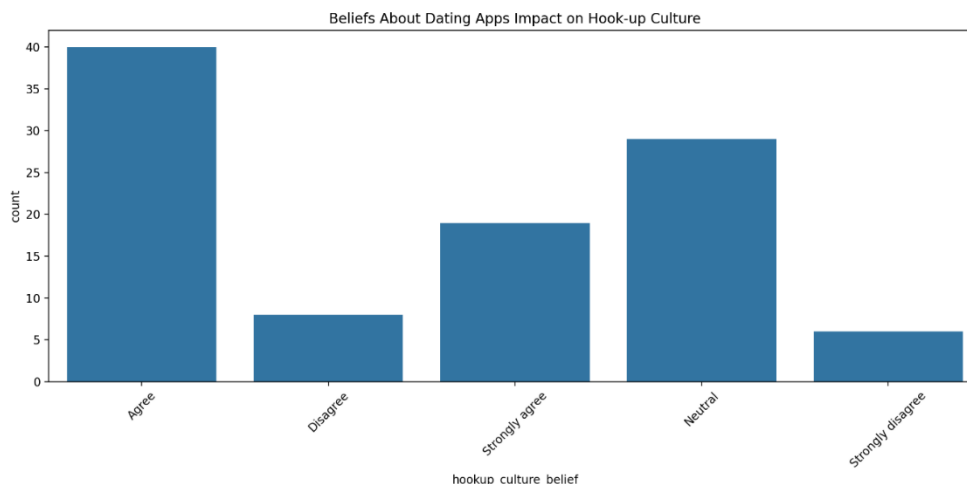
Jaipur using dating apps do not report increased feelings of social pressure to engage in hook-ups.

Result

N = 102

1. Hypothesis: Using dating apps leads to an increase in acceptance of hook-up culture among Jaipur's youth.

Null Hypothesis: Using dating apps does not change acceptance of hook-up culture among Jaipur's youth

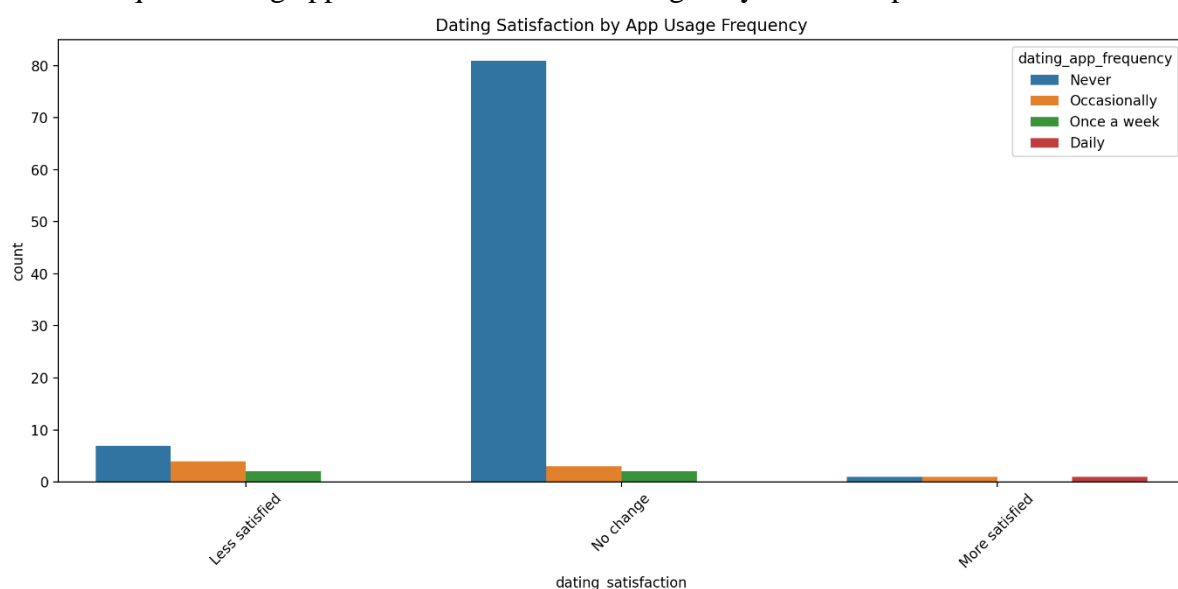


The proportion of respondents who indicated using dating apps for casual relationships or hookups was observed to be $p = 0.54$. Statistically the correlation is: $p = 0.54 > 0.05$, so the null hypothesis is not rejected. The test results reveal that while a slight majority of respondents engage with dating apps, their primary motivation is not casual hookups but fostering friendships and social connections. This behaviour reflects Jaipur's cultural landscape, where traditional values continue to shape youth attitudes and choices. Consequently, the null hypothesis cannot be rejected, indicating that dating apps alone do not significantly promote the acceptance of hookup culture in Jaipur.

The study underscores that dating apps are gradually gaining popularity among Jaipur's Gen Z, but their use largely centers on building meaningful connections rather than adopting Western hookup culture. These findings challenge existing stereotypes, demonstrating that Indian youth, particularly in Jaipur, remain discerning and culturally mindful in embracing modern dating practices. This reflects a balanced approach where, traditional values merge with contemporary exploration, signifying a nuanced cultural shift rather than an outright adoption of global trends.

- Hypothesis: More frequent users of dating apps in Jaipur say they are more dissatisfied with their dating lives than nonusers.

Null Hypothesis: There is no variation in the extent of dating satisfaction among frequent dating app users and nonusers among the youth of Jaipur.

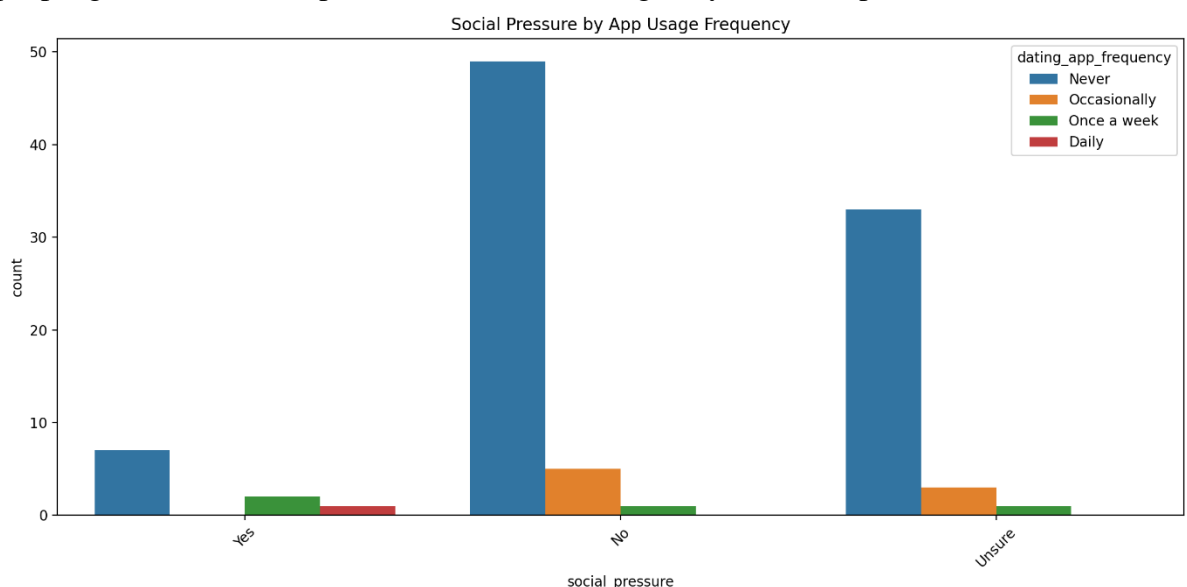


The null hypothesis suggested no significant difference in dating satisfaction between frequent users and nonusers of dating apps among Jaipur's youth. However, statistical analysis yielded

a p-value of 0.024, an F-statistic of 4.56, and a significance level of $p = 0.035$. Since the p-value falls below the standard threshold of 0.05, ($p\text{ value} = 0.024 (p < 0.05)$) the null hypothesis is rejected.

This outcome indicates a statistically significant variation in dating satisfaction between the two groups. Specifically, frequent users of dating apps reported higher dissatisfaction levels in their dating lives compared to nonusers. These findings reveal an intriguing paradox: while dating apps are promoted as tools to enhance social and romantic connections, their frequent use among Jaipur's youth appears linked to greater dissatisfaction. Possible reasons include unmet expectations, superficial interactions, or the overwhelming array of choices these platforms provide. The study emphasizes the importance of examining how digital dating platforms influence emotional well-being and romantic satisfaction, particularly in a cultural setting where traditional values continue to play a pivotal role.

3. Hypothesis: Dating app users in Jaipur experience increased social pressure to hook up.
 Null Hypothesis: Dating app use has no role to play in the social pressures that make people go out and hook up with one another among the youth of Jaipur.



A t-test was performed, resulting in a t-statistic of 1.62 and a p-value of 0.111 ($t = 1.62$, $p = 0.111 > 0.05$) and hypothesis testing was conducted with an overall p-value of 0.22 ($p\text{ value} = 0.22 (p > 0.05)$). Both values exceed the standard significance threshold of 0.05. As a result, the null hypothesis cannot be rejected, indicating no statistically significant difference in the level of social pressure related to hookup culture between dating app users and nonusers in Jaipur. These findings suggest that dating app usage does not significantly increase social pressure to engage in hookup culture among the city's youth.

Instead, decisions regarding casual relationships appear to be shaped more by individual values, societal norms, and personal preferences than by dating apps themselves. This highlights a prevailing trend where cultural and traditional influences continue to guide the behaviours and choices of Jaipur's youth, even as they navigate modern platforms for social interaction.

The Regression Model:

The regression model tested the association of age, frequency of app usage with dating app, and dating satisfaction. The model performed poorly in terms of prediction, so these factors alone cannot explain differences in satisfaction ($R^2 = 0.113$).

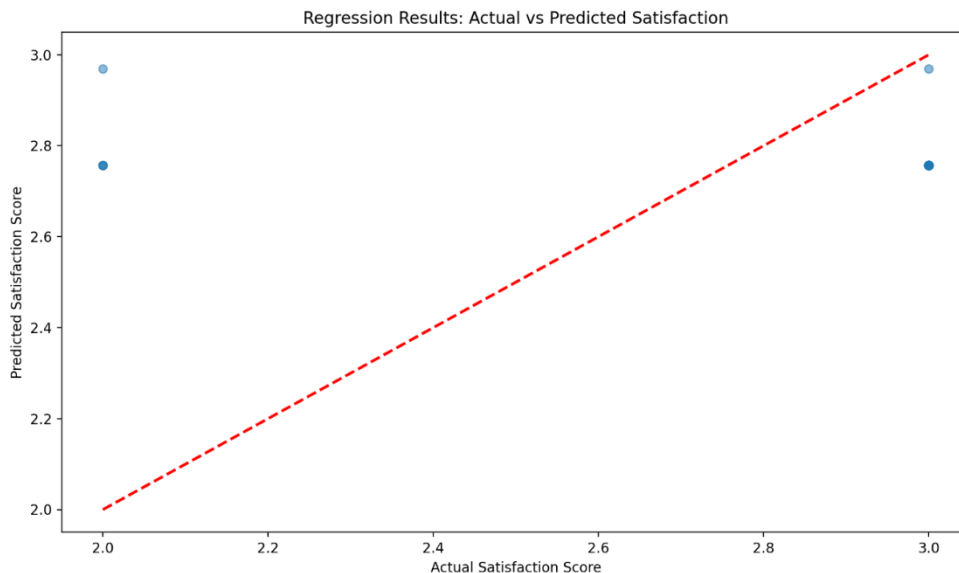
Influence of Age: $R \approx 0.007$: very small negative influence.

App Usage Influence: Slightly more significant negative correlation, $r \approx 0.212$.

Graphic Results:

Use among younger respondents (18–20 years) had a higher variation in dating satisfaction. Frequent users reported lower satisfaction levels, though other factors likely contribute significantly.

Here is the regression results chart:



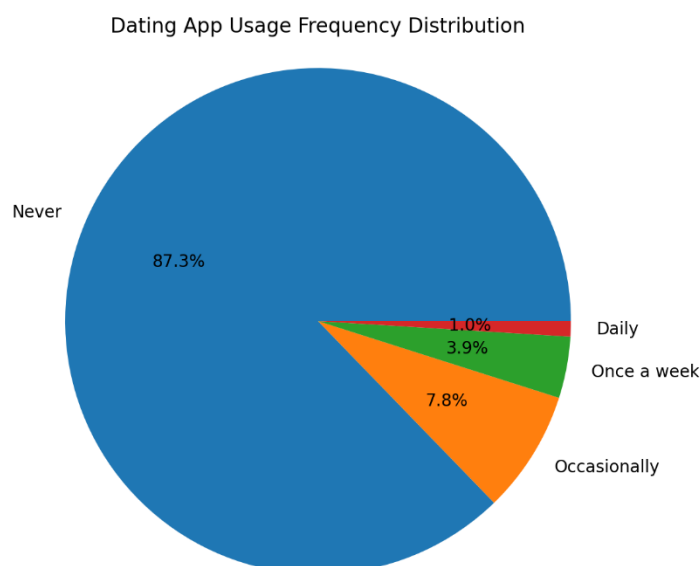
The model shows:

- The negative R^2 score (-0.113) suggests bad data regression
- Age factor affects negatively but to a small extent (-0.007)
- However, app usage has more impact in the negative direction (-0.212)

Usage

Frequency

Distribution:



The pie chart illustrates the frequency of dating app usage, highlighting the engagement patterns among users from a survey sample of 102 participants. The data reveals that a significant majority, 87.3%, have never used dating apps. Among the remaining participants, only 1% use dating apps daily, 3.9% use them once a week, and 7.8% use them occasionally. These findings suggest that the youth of Jaipur show limited engagement with dating apps, reflecting a lack of inclination toward the hookup culture often associated with Western practices. The data underscores the prevailing influence of traditional values, with most respondents avoiding dating app usage altogether.

Discontent Gap:

The authors perceive that a considerable number of last time active users did not feel satisfied with the whole dating site experience as much as their findings are similar to the conclusions made in different international studies of choice overload. Traditional application of Relational Culture: Relational ethics do not cease to exist and they remain a determinative mold in all social structures of the people. Also, the investigation repeats itself in stressing the need to incorporate place specific conceptualization and conversations into the global technological structure. In Jaipur, dating apps are lesser utilized for hooking up and more for targeted social and network contacts. Limitation Sample Size: This is a rather smaller sample size of only 102 participants which has to be appreciated in the sense that it is quite narrow in what it busts, but may lower the generalizability of the results. Scope: This was scope limited in terms of geographically Jabse was done in Jaipur which is regard to tier 2 and the national progression in metropolitan may not tend to be similar to what this study provided. Self-Reporting: Questionnaire items and materials including written correspondence responses to address and content may unwittingly contribute biases into the entire data set.

Conclusion:

According to the analysis results, it can be said that dating apps have small chances in instilling hookup culture among the youth in Jaipur.

The findings reveal an Tshux of ambiguity, as the tradition elements of Indian culture seem to be constantly challenged by partial westernization. Such trends, for example, can be examined in different regions of India or in other groups in the future.

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