EXPLORING THAI MILLENNIALS REASONS FOR USING ONLINE DATING APPLICATION

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ABSTRACT

The main purpose of this study is to explore the real motivational reasons of Thai Millennials generation people about why and how do they use online dating application to fulfil their needs. The research methodology was applied by using the qualitative research, one on one in-depth interview of the 12 participants who are fallen in the age range 18-38 years old as of 2018 and have the experience of using the online dating application including Tinder.

The findings showed that the reasons of using online dating application in Thai Millennials are not only for finding the potential partners, but also have another reasons and motivations such as killing time, enjoyment, social interaction, or increasing the accessibility to meet people worldwide, not just in their social circle.

KEY WORDS: Millennials/ Online dating application/ Tinder/ Use and Gratification

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CHAPTER I
INTRODUCTION

1.1 Background

The online dating applications could be the great solution for new generation people, especially the Millennials (generation Y), age between 18-38 years old as of 2018 who were born in the era of internet and technology but have limited of time. There are a lot of online dating applications available to install in the application stores. However, the one application that the researcher would focus to study in this thematic paper is the most popular self-selection online dating application called "Tinder" which is free to download for both in Google play store and App store. It is an online dating application which matches couple based on the physical attraction to another user. The application would notify the users to other users who fall in a specified age and gender and being within a certain distance of your location. However, the messaging function is set to be private. So the couples have to match to each other first, then they can send the message to know each other better afterwards. According to this self-selection online dating application statistic in number of users from all over the world in 2015, the users are approximately 50 million (Tinder Information, Statistics, Facts and History, 2018) and tend to be increasing in its number of users every year since the social media has become the main communication tool for knowing and meeting new people in this era.

And since the number of users are increasing and the application become more popular in its reputation for people around the world. Thailand is one of the country that also increasing in the number of users. Different from in the past in which the attitude of Thai people towards those who use the online dating application are considered as creepy person or even desperate in life, and no one could accept that in searching and meeting new people online is the good way to know new people in life. However, the Thai attitude towards using the online dating application has recently changed and there is the tendency of increasing in online dating application users. Hence it is interesting to explore the reason why Thai Millennials using the application and other factors that drive people

in this generation to use the online dating. Moreover, this research also studies about the attitude, the expectation towards using this application and the gratification need after using the application to support the understanding of the answer.

1.2 Problem statement

It is interesting to explore the real experience of Thai millennials (generation Y) in depth about why do they use the online self-selection dating application, what could be the reason to use and how they use it including their attitude and expectation towards using the application and the gratification after use the application to support the understanding

1.3 Research questions

1. Why do the Thai Millennials (generation Y) use the online dating application?
2. How the Thai Millennials (generation Y) use the online dating application?
3. What is the Thai Millennials (generation Y) attitude towards using online dating applications?
4. What is the expectation of using the online dating application?
5. What is the gratification/ benefit gained after using the online dating application?
6. Why Tinder is being used to fulfill their need?

1.4 Research objective

This research is mainly conducted to discover the insight of motivational reasons that drive the Millennials generation people to use this kind of application and also the attitude towards using the application in which can be develop further for the new business to serve the customer right in this era of social network communication or ongoing business strategies.

1.5 Research scope

The major focus in this research is to explore the real reasons of Thai Millennials generation people in using online dating application.

All the data is collected by conducting the qualitative research by in-depth interviewing in person of the 12 participants consisting of 6 males and 6 females who are fallen in the age range 18-38 years old as of 2018 and have the experience of using the online dating application including Tinder to understand in depth of the reasons/ factors, attitude and behavior of using the online dating application.

1.6 Expected benefit

The findings from this study should reveal the real reasons/factors that influence Thai Millennials (generation Y) to use the online dating application and also the attitude of this generation age people towards using the application to meet new people in which the obtained findings would provide the insight of the attitude and behavior data to the stakeholders that will be an opportunity to create the new business that serve this group of people right in the future.

CHAPTER II
LITERATURE REVIEW

2.1 Definition of Millennials

The Millennials or also known as the generation Y referred to the people who were born since the early 80s through the time of Millennium (Meet the millennials: Who are Generation Y?, 2017). According to Linden's research in 2015, the term of Millennials is using the start year in 1981 to 2000 (Millennium), so for those who were born in the range of 1981-2000 are fallen in the Millennials generation. Millennials is the cohort which grew up in the world of technology and being the first generation that access to internet since they were in very early age. Since the Millennials grew up in the digital era, they exposed to the technology since they were young, thus the technology is easy for them compared to other previous generations and this is resulted in the way that people in this generation mainly communicate and make a decision through laptop, mobile phone or other devices that have the similar function. Moreover, they tend to communicate to each other through various online social platforms; Facebook, Twitter, skype, etc. in their daily life (Linden, 2015). And as the Millennials are growing up in this digital economy world, they are unavoidably faced the problems of overall costs of living rising that make people in this age work harder compare to the preceding generation people in order to accomplish the same goals (Kittikongnopakorn, 2016)

People in this generation faced major trouble events while they were growing up i.e. global financial crisis, politics and economics instability (Linden, 2015). As the Millennials saw their parents struggle with the global issues from the world economy i.e. bankruptcy or lay off in which sometimes leads to the following problems such as divorces in some cases, the Millennials became more skeptical to long term commitments, not only in the relationship but also including their jobs.

The typical Millennials characteristics are tech-savvy, connected 24 hours online, optimistic, independent, goal-oriented, overly self-confident, success-driven and lifestyle-centered (Chyutopia, 2013).

According to the Economics Intelligent Center's research from Siam Commercial Bank, the Thai Millennials (generation Y) are different from the Millennials in the western country in some features as shown in this table (Amornvivat, et al., 2014).

Table 2.1 The differences of Thai and Western Millennials

	Characteristics of Thai generation Y	**How western generation Y are different**
Lifestyle	• Like to be in part of community • Technology savvy	• Don't pay attention to their health and fitness • Don't pay attention to society and environment
Work	• Seek work life balance • Attempt for fast promotion	• Don't want to be entrepreneur
Spending	• Spend money extravagantly • Prefer to make cashless payment • Seek convenience and speed	
Saving	• Interest to invest their money in the high risk financial investment	

2.2 Definition of online dating

The online dating is the practice to find a romantic relationship by using online platforms or online sites as a channel to meet a potential partner (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012). The online dating is different from the traditional offline dating in terms of three major services offering; access, communication and matching.

Access means the opportunity of the users to meet (online) and evaluate the potential partners who they are likely to encounter in which there is a greater opportunity for the users to interact with the others via online than offline world.

Communication means the opportunity of the users to make a use of computer-mediated communication or CMC in several forms to connect to the potential partners before deciding to meet each other in person.

Matching means the usage of sites or platforms algorithm to identify the partner online in order not to match randomly. However, all sites and platforms offer some level of the access and communication. But not all of them offer the matching service.

2.3 Evolution of dating industry to online dating

2.3.1 Matching pre-internet

In the pre-internet era, traditional match-making by match-maker and introductory intermediaries are widely used in practice for marriage-courtship business (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012) following by the era of personal advertisement for dating in newspaper and magazines which is popular in the 1960s-1970s. In the advertisement, advertisers will provide the information of his or her biography, preference style of relationship and short description of his or her ideal partner. The published charge of the service depends on the number of words and the length of the line. At the same time, in the year 1970s, many dating businesses tried to create new way of matching people via the use of computer. However, they are failed because of the system at that time was not powerful enough to cope with the large amount of client's data (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012). The traditional way of matching were used along that time until 1980 when internet transform into worldwide network (The invention of the internet, n.d.), people have an opportunity to communicate and have a romantic relationship through cyberspace without an effort to meet face to face (2012 cited from Ben-Ze'ev, 2004).

2.3.2 Development of online dating

Since the advance of the technology in producing computer and smartphone rapidly grew, the performance of these devices became more powerful and widely used all over the world. Resulted in the new creation of new businesses in dating industry in which use computer and smartphone as a tool to find a potential partners. The online dating bussiness can be categorized in to three generations; 1. Online personal advertisement site, 2. Algorithm-based matching site, 3. Smartphone-based dating application (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012).

- The first generation- the service is to provide space to the users online for posting and browsing personal advertisement. The dating site are used as a search engine which the user can post and search for the profile of desired partner by keywords
- The second generation- algorithm-based matching or compatibility matching in which the sites claim that they use the sciencific approch in matching people. The users are asked to provide the personal data i.e. personality, background, interest, value and characteristics of desired partner. The data will process the matches by using site's compatibility algorithm. Some of the sites hire behaviral and social scientist in order to enhance the effective match process.
- The third generation- this generation was started in 2008 after Apple. Inc opened the App store in which the word "app" was first introduced to the digital world. Several types of application were created including the location-based online dating (mobille dating) applications which contineously launched in the market and now becoming poppular in today online dating industry

2.4 Definition of online dating application

Online dating application is a location-based mobile application (Online dating application, n.d.) that perform "matches" by using mobile internet technology and global positioning system function to notify the users of potential partners who are in the surrounding area (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012). For example, a user at the department store or the club can searching for a potential partner in the surrounding areas for a profile or basic information as long as those potential partners are also registered the same dating application and are in the surrounding areas.

2.5 Use and Gratification Theory

To develop framework of the research, I would apply the theory of use and gratification in order to understand how and why do Thai people use online dating applications and the benefits they gain after using this type of application.
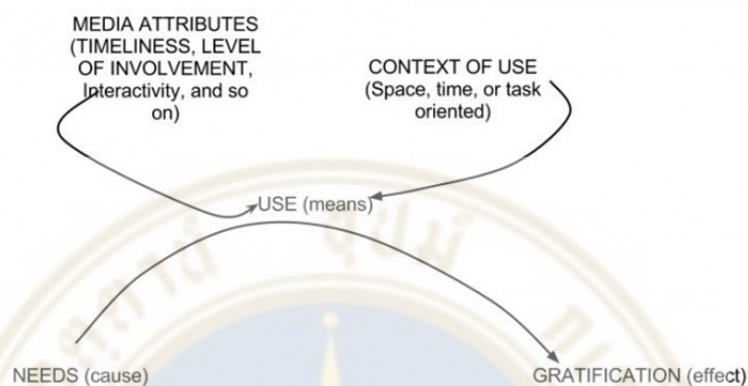
Figure 2.1 Use and Gratification core concepts
Source: http://matei.org/ithink/2010/07/29/what-can-uses-and-gratifications-theory-tell-us-about-social-media/

Katz, Blumler, and Gurevitch illustrated that Use and Gratification Theory's approach is concentrated on "the social and psychological origins of needs that could generate expectations of the mass media or other sources, and this leads to differential patterns of media exposure or engagement in other activities, which result in the need gratifications and some other consequences, perhaps mostly unintended ones." (Uses and gratifications theory, n.d.)

The fundamental assumption of the theory is people use mass media for various different reasons in order to gain various of gratifications (Musa, Azmi, & Ismail, 2016). The uses of mass media are dependent on the perception, selectivity and previously held beliefs, values and interest of the people (Gora, 2017). The theory takes out the possibility that the media can have an unconscious influence over our lives and how we view the world. Blumler, Katz, and Gurevitch (1974) defined that use and gratification theory research is the study of people motivations and what people do with mass media (Uses and gratifications theory, n.d.). However, after the evolution of digital world and technologies has been rapidly grown, the definition of the mass media was changed

(James, 2015). Since the media became more interactive, the meaning of media is not only referred to traditional media i.e. radio, television, newspapers but also newer forms of media i.e. video games, tablets, smartphones and applications which usually provide internet connection and more options for user gratifications (James, 2015). The study of Song, I., Larose, R., Eastin, M.S., & Lin, Carolyn, A. (2004) illustrated that there is no any difference between the needs of using traditional media and new type of media or what we called internet (James, 2015), so this theory can be applied to support this research.

   According to Katz, Haas & Gurevitch research in 1973 which provide the definition of need in terms of "the mixture of psychological dispositions, sociological factors, and environmental conditions," (James, 2015) . Katz, Hass and Gurevitch (1973) developed 35 needs from the mass media and categorized the 35 needs into 5 categories: cognitive needs, emotional needs, personal integrative needs, social integrative needs, and tension release needs. In addition, McQuail (1983) seperated the needs into 4 principal reasons for media use: information, personal identity, integration and social interaction, and entertainment (James, 2015).

   Moreover, in the part of theory of needs in which can be explained in the Maslow hierarchy of Needs. The theory of Maslow said that human is motivated by a hierarchy of needs that consists of five needs; physiological needs, safety needs, belongingness and love needs, esteem needs and self-actualization needs as shown in the picture below.
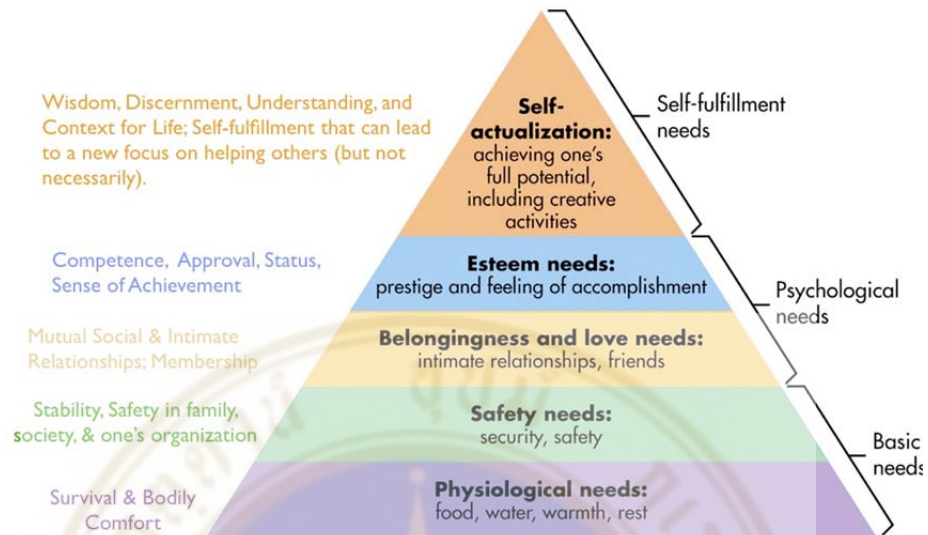
Figure 2.2 Maslow's Hierarchy of Needs

Source: McLeod, 2017: https://www.simplypsychology.org/maslow.html

The two core concepts of the theory are

1. The lower level of need should be fulfilled before the higher level one of needs become activated.

2. The need that is already be satisfied is no longer a motivator of behavior of need (McLeod, 2017).

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

The principal objective of the research is to explore how and why do Thai people in Millennials age (generation Y) use online dating application in order to find out the reasons and some other factors that drive these people to use online dating application, what are the hidden pain point of their life that need to be solved, why the online dating application is used as their solution and what they actually gain after use the application. In addition, the research also studies about the Thai millennials attitude toward using the online dating application in order to understand in depth about Thai Millennials thought toward the application in this digital world.

This study will be involved in the details of understanding in terms of exploratory research. The qualitative technique approach will be used in this research by conducting individual in depth interview of 12 participants. As this topic is about the online dating application which is considered to be a little sensitive for some participants, in order to make the participants feel relax to share their real experience, the individual interview is considered as the best practice to use.

3.2 Data Collection Methodology

3.2.1 Sampling

In order to explore the real experience and gain the insight of using the online dating application, in this research, the researcher has recruited the participants age between 18-38 year-old, living in Bangkok, who are fall in the Millennials generation as of the year 2018 in total 12 sample size who have experience of using online dating application at least 1 application and Tinder must be one of those application they have ever used. And in order to obtain the data in the different perspective, the researcher

tries to select the variety of participants' occupation. In the research, the quota sampling with judgmental method will be used in practice due to the time constraint. The researcher set the quota for 6 males and 6 females by selecting the participants through various background, age, occupation and relationship status in order to gain the data in the different perspective and the researcher would perform the judgment for the participants to interview in order to make sure that all the participants could answer the research question.

3.2.2 Data Collection

The data collection would be gathered during the interview session in order to answer all these following questions.

- Why do the Thai Millennials (generation Y) use the online dating application?
- How the Thai Millennials (generation Y) use the online dating application?
- What is the Thai Millennials (generation Y) attitude towards using online dating applications?
- What is the expectation of using the online dating application?
- What is the gratification/ benefit gained after using the online dating application?
- Why Tinder is being used to fulfill their need?

As the research topic is about figuring out the reasons why Thai Millennials use the online dating application on these days, the question about the attitude and expectation toward online dating application are also crucial to study in order to understand in depth about Thai Millennials thought and the answer can also support the main question's answer.

The individual in-depth interview approach is selected to use in the research. The interview session would conduct one-on-one (individual interview) as this topic and some of the questions are considered as sensitive questions for the participants. And in order to make the participants feel relaxed to talk and share the real experience, the individual interview conducting in the private place is chosen to be the best practice to this study.

The researcher took 3 days to gather the data from 12 participants. The data collection process occurred on 4th, 5th and 6th March 2018.

Table 3.1 Data Collection Information

	No. of participants interviewed per day	Places
4th March	4	CMMU syndicate room
5th March	3	Participants' workplaces
6th March	5	Participants' workplaces

The average time for interviewing each participant is around 45 minutes.

The interview session started with the personal information; age, occupation, relationship status and online dating application status (active/inactive). Then the participants will be questioned for the main part of research questions started by asking the general question with no point to analyze just to get familiarity with the participant first then the following questions will be asked to explore the main points of the study.

3.3 Research Instrument

The following questions will be used to gather information from the participants. The research questions are not grouped in the cluster of same category. To make the interview session flows well, the questions will alternate between group.

The research questions

3.3.1 Personal Information

- Age
- Occupation
- Working hours per day and working days per week
- Relationship status
- Active/ Inactive in online dating application

3.3.2 The research questions

- Could you tell the name of all online dating applications you know?

- Which one have you ever used?

- Are you still using the online dating application? If not, why?

- What is your attitude towards online dating application before you start using the application?

- What is your attitude towards people who use online dating application?

- What make you try to use online dating application at the first time?

- Could you share the story that drive you to use online dating application?

- Could you share your experience of using online dating application?

- What do you actually need?

- What is the main purpose of using the application?

- After using the application your attitude towards the application is still be the same? If not, why?

- What you actually gain after using the online dating application? Are you satisfied with it?

- Are you shy if your friends, colleagues or parents found that you use the online dating application? If yes, why?

- Why do online dating application is being used for fulfilling your needs? Why not another way?

- If the participants answer since the first few questions that they have an experience of using only Tinder application, the researcher will ask this question: Why Tinder is being used to fulfill your needs?

CHAPTER IV
FINDINGS ANALYSIS

4.1 Findings

After interviewing 12 participants, there are some similarities and dissimilarities in terms of the reasons that drive them to use, the needs, the expectations, the attitude towards using online dating application and the reason why the online dating application is considered to be one of the options to fulfill their needs.

Table 4.1 Participants Information

No.	Gender	Age	Occupation	Working hours/ day	Working hours/ week	Relationship Status	Active/ Inactive
1	Female	27	Unemployed	None	None	Single	Active
2	Male	28	Self-employed	8	5	Single	Active
3	Female	28	Business owner	10-12	7	In relationship	Inactive
4	Female	29	Banker	8	5	Single	Active
5	Male	28	Programmer	10	5	Single	Inactive
6	Female	25	Physiotherapist	9	5	In relationship	Inactive
7	Male	26	Physiotherapist	9	5	In relationship	Inactive
8	Male	26	Fitness Manager	12	6	In relationship	Active
9	Male	30	Personal Trainer	12	6	Single	Active
10	Male	26	Personal Trainer	12	6	Single	Inactive
11	Female	25	Freelancer	6	7	In relationship	Inactive
12	Female	24	Flight attendance	5	10	Single	Active

According to Katz and Blumber's uses and gratification theory model which explained about how and why do people use different forms of media to fulfil their needs.
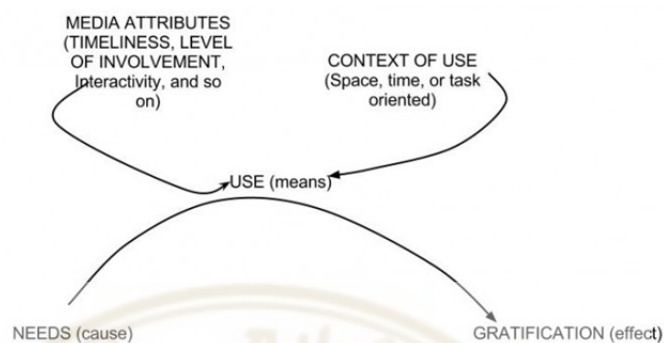

Figure 4.1   Use and Gratification core concepts

Source: Matei, 2010: http://matei.org/ithink/2010/07/29/what-can-uses-and-gratifications-theory-tell-us-about-social-media/

In this study, the researcher would apply this theory to explain the behavior of Thai millennials in terms of how and why do they use online dating application to fulfil their needs and also the benefit they gain after using the application. However, the researcher would use the other form of model of Katz and Blumber use and gratification theory which explain in consequence step by step in order to be easier to understand.

Figure 4.2   The Consequence of Use and Gratification

Social and psychological conditions or problems of individual leads to the individual needs in which needed to be fulfilled. Thus, that needs result in the expectation from the media (application) that people expect the media they have chosen could satisfy them in some ways.

1. Social and Psychological Origins From the question that the researcher interview 12 participants about "what drive them to try to use online dating application

at the first time?", 5 participants answered in the same way that they were heart broken, couldn't get over from the hurt and disappointed in their relationship so they thought if they would have someone new or just someone to talk to (but someone to talk to in this case is not refer to friend or family), they could get through this sadness easier. Other 5 participants said they felt lonely while their friends all have partner and they feel like they have no one. Two participants answered quite different from others in which the first participant said it is not about the loneliness or sadness that drive him to use, but it is about the social he is being in that his friends are all use online dating application, and they use it like a game to play in a group of friend, so he tries to use it just because he wants to be in this group of people and enjoy spending time with friends by using the application. The second participant who give the different reason from others told that he started using the mobile dating application while he already has girlfriend but he just got bored when he is working in the work place and he has nothing to do. He loves talking to people but it doesn't mean that he wants to talk with his colleagues or clients, so he chooses to use the online dating application to talk to new people just to killing time at work. The other supporting answered is that all the participants stated in the same way that to find someone new in their life is hard and it becomes harder and harder as the time goes by and they are getting older. They spend most of their time every single day to work and at work they meet the same people in which they think it would not work to have relationship with people in the same workplace. They also mentioned that after work they always get very tried, thus they have no energy to pull themselves out of the room going outside to meet new people. And because of this reason their access to potential partner has declined.

From the obtained data, the researcher can conclude from the social and psychological conditions into the reasons of using online dating application both internal and external reasons in the main point of these following reasons,

Internal reasons are about fear of loneliness, sadness from heartbroken and disappointment in the relationship, and external reasons are about lack of time and decline of accessibility to potential partner due to the lifestyle of people in this era which spend most of the time at work. For the other two reasons; have nothing to do at work and want to be in a group of friends the research would not consider them to be the main

reasons that drive people in generation Y to use online dating application. However, it is interesting to find out that people also use the application for the other purposes.

2. Needs From social and psychological conditions which lead to the different need of individual. In this part, the researcher would talk about "what do Thai millennials need from the application?" and this point can be linked to the question "how do they use online dating application?" in which the researcher would interpret the answer of this question in terms of the purpose of using online dating application.

The researcher studied this part to get the needs by conducting two different ways in order to get the right answer. Firstly, the researcher directly asked the question that "what do you actually need from using the application?" And secondly is to get the answer of their reasons and factors to use, and interpret that answers into the needs. From these two approaches, the researcher gets the answer of needs in the same way.
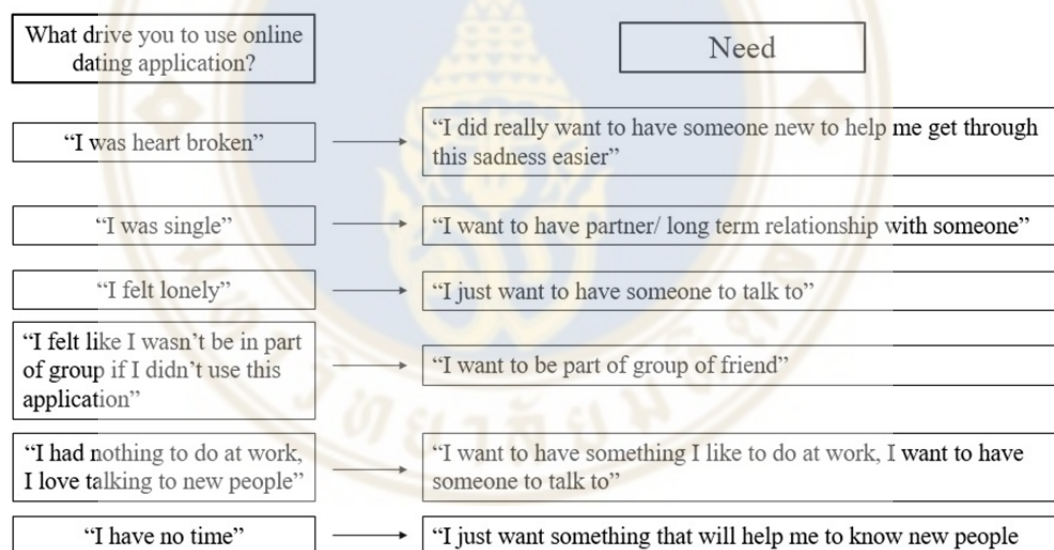
Figure 4.3 The needs of individuals in using online dating application

As the data are shown in this picture, the researcher can conclude that all the answers fall into the 3rd level of Maslow Hierarchy of Needs; social needs (love, belonging, being part of group and sexual intimacy) in which the theory explain that everyone has to fulfil the lower level of needs before fulfilling the higher one or we can say in other word that we all need to fulfil this level; love/ being part of group before we can go to the level of the esteem.

Maslow's Hierarchy of Needs

Wisdom, Discernment, Understanding, and Context for Life; Self-fulfillment that can lead to a new focus on helping others (but not necessarily).

Self-actualization: achieving one's full potential, including creative activities

Self-fulfillment needs

Competence, Approval, Status, Sense of Achievement

Esteem needs: prestige and feeling of accomplishment

Psychological needs

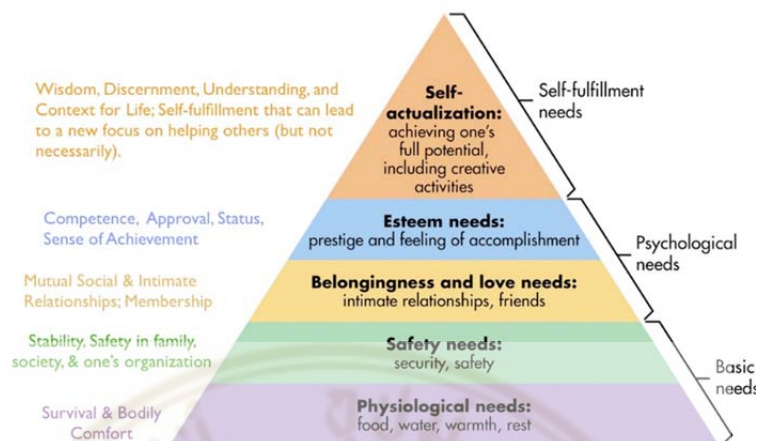Mutual Social & Intimate Relationships; Membership

Belongingness and love needs: intimate relationships, friends

Stability, Safety in family, society, & one's organization

Safety needs: security, safety

Basic needs

Survival & Bodily Comfort

Physiological needs: food, water, warmth, rest

Figure 4.4   Maslow's Hierarchy of Needs

Source: McLeod, 2017: https://www.simplypsychology.org/maslow.html

The related topic which the searcher has mentioned above about the purpose of using online dating application which is directly linking to the needs. The researcher asks the question to participants "What is the purpose of using online dating application?" and this will answer the research question "how do Thai Millennials use online dating application?". The researcher finds out that the purpose of use is not only to search for the potential partner or long term relationship but also use for the enjoyment, social interaction or even killing time when having nothing to do. Another interesting point is we can see that the purpose can be derived from the needs that the participants mentioned earlier as shown in the picture.
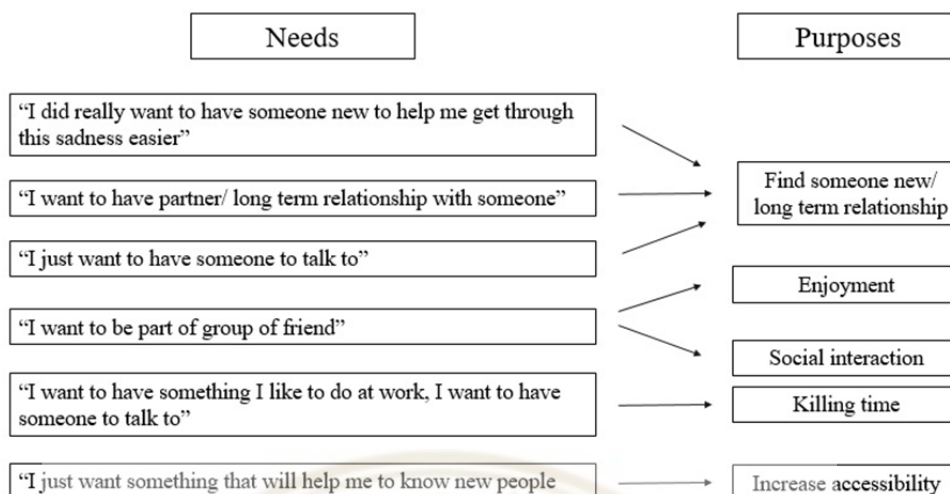
Figure 4.5 The purposes of individuals in using online dating application

3. Expectation from Media The expectation will relate to the attitude towards using apps which there are some different attitude between gender in the point that female participants 5 out of 6 persons said that they actually have a little negative attitude towards the online dating application both through the application and people who use the application. They feel like those who use this kind of application are the desperate people or just seek for a casual sex and they are also aware of their security as those people who are in the apps are not someone they have known before in the real life and they cannot ensure that the personal information which the other users put in the application i.e. age, occupation, etc. are the true information. Only one female participant says that she does not think knowing someone from the online dating application is considered to be improper or wrong because this is the year 2018 and everything can be done online. And she does not worry about the security. She believed this application could make her get through the sadness faster because at least it could help her to know new people, hence she has a very positive attitude towards the apps.

Different from the male participants that all of them have neutral attitude towards the online dating application. They don't have to aware of their security since they have nothing to lose in terms of security perception. Only one thing that scares them is that if the profile picture and the actual face of the other users they match with are not looked the same, it could be a nightmare for them. However, it is not a big deal because they can stop to contact with other user anytime.

From the attitude that are all fall in the same way of neutral to negative, it resulted in the low level of expectation that the participants think the apps are able to fulfil their need.

4. Why online dating application is being used to fulfil the needs? From the interview session, all participants said that it is because of their work that they have to be in the workplace since in the morning until the evening or even worst until late at night, hence they spend most of their life at work almost all day and all week. Related to the Millennials problem that the researcher has mentioned in the part of literature review which the Millennials are now facing the issue of the rising of the cost of living, thus they have to work hard in order to survive in this era. And due to this problem, it brings about the lifestyle of the Millennials that they mostly immerge themselves to their work even they seek for work life balance. Hence, all the participants mentioned that they always meet just the same people every single day because of their work and lifestyle. They have no opportunity and time to meet new kind of people who are not the one that they meet at work, and this result in declination of the access to the potential partner and new people. Moreover, by using the application they said that the application save their money because if they have to go out, they have to spend money and also spend time to dress up themselves, or sometimes just to go outside to meet new people they need to spend lots of money for dinner in the expensive restaurant.

From the pain point we discuss above, it is interesting that all participants are said in the same way that the online dating application is the best solution for this problem. Because of its ease of use of the apps, so it is easier for them in meeting new people. In addition, it matches with their nowadays lifestyle in which they have no time to drag themselves out of the workplace or even on the weekend that they just want just to stay at home so it fit with their busy schedule. They claimed that the online dating application increase the access to meet new people. Even though they are at home or in the workplace, they can still access to the people worldwide.

5. Why Tinder is selected to be the solution? From the inclusion criteria that the researcher including Tinder as one of the application, thus all the users have experience of using Tinder. Just 3 out of 12 participants have an experience of using other applications i.e. BeeTalk, WeChat, Coffee Meets Bagel Dating app and etc. Another 9 participants have an experience only with Tinder application.

Word of mouth Most of the respondents mentioned that they firstly used Tinder because of the word of mouth that their friend or their friend of friend share the good experience of using Tinder, 11 participants out of 12 said that their friends recommend to use Tinder. Only one participant mentioned that he saw the pop up advertisement of Tinder on Facebook so he installed the apps and tried to use.

Ease of use Tinder application is very user-friendly. The installation and account creation are very easy. The user can create the account by retrieving the information from Facebook and then you can start using the app instantly. And also the application layout is clear and simple to use, just swiping to the left to pass, if you are not interested in that user and swiping to the right to match.

The chatroom Tinder chatroom is different from other online dating application in which it is not everyone can send messages to whoever they want to talk to like the other apps. The user can send the messages to the matched users only and this is the main point that the participants claimed that it is the best function of Tinder because they feel like they can choose to make a contact to other user by themselves and they won't be annoyed by the users they don't like.

6. Need Gratification From the interview session, all participants mentioned that the online dating application they use can fulfill their initially need. Even though they have low level expectation towards the apps at first.

Three participants who stated their needs that they just want someone to talk to from the apps and one participant who said he just used the apps for enjoyment in order to be in the group of his friends. Incredibly, these four participants have got the partner from the online dating application in which all of them met their partners from Tinder application and they all stated that it was unexpected result from using the online dating application. Another one participant also met her partner from Tinder application but she was not so surprised because it was what her expected to get since she started using the apps. And one participant who said he just want something to do at work to kill the time, he also got the unexpected result in which he has got new friends from Tinder application. For other six participants, they all mentioned that the apps fulfil their needs as they expected at first.

7. Application dissatisfaction Even though all the participants have got their fundamental needs from the application, three participants out of twelve stated that

they are not satisfied with the application due to some weaknesses of it. In this topic we will discuss about Tinder application as three participants are all only use Tinder application.

Two participants claimed that the Tinder application never notify to the user in case of some other users has already quit from the application, and this leads to the matching result that he thinks the reason why he cannot match with that user maybe because of she already left from Tinder or she does not interest him and he cannot know what is the reason behind. Or even some users selected him at first and then they match, but after that there was no response from her for long time until she came back to the apps again.

Interestingly, one participants stated that there is two ways in creating Tinder user account. The first one is to retrieving the information by connecting to the Facebook and all the personal information which you put in Facebook will be in the Tinder apps. If the user uses the real Facebook not the fake one, the personal information on Tinder apps will be true as well. The second way to create the Tinder account is to fill in the personal information on your own in which the user can type in fake information i.e. name, age, occupation or fake picture to attract the other users, since there is no require for the real information. This participant said that she was lie by the man age 30 years old in the apps, but actually his age was 39 years old.

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In conclusion, from interviewing 12 participants, the researcher find out the interesting data which can be explained about the topic question that why do Thai Millennials use online dating application.

Starting by various of each individual in psychological and social conditions such as disappointment from the relationship, loneliness, heartbroken or even just want to be in group of friends that drive them to seek for the solution to get through these personal problems. Apart from that reasons, the Thai Millennials characteristics and their lifestyle on these days can be explained the behavior of the usage as well. As they are currently facing the economy issue in which result in over all costs of living rising that pressure them to work harder. In addition, since they are now having jobs, and because of the Thai culture they need to take care of their parents and family. This is even more raise the pressure level to their life, so this is the reason why Thai Millennials in this era concentrate on working to get high income and to succeed their life goal fastly. And this is resulted in the lack of time for themselves. Another interesting reason is that the Thai Millennials exposed to the technology and internet since they were in early age in which make them feel familiar with using the application than the other preceding generations. From the reasons we have discussed all above, it is well explanation of why the online dating application is considered to be one of the solution to solve their pain point. However, some participants stated that they are not only use online dating application but also use other ways to solve this problems. For example, friend referral or dating agency i.e. MeetNLunch.

Interestingly, from the interview session, the researcher has found that half of the participants have negative attitude and another half have neutral attitude towards online dating application before they start using the application. Yet, because of the limited of time, there is not many options they can choose. However, after they have

an experience of using the application. Their attitude changed to be postive. They find that those who are using the application are not the low grade people as they think at first. There is plenty of high educated people with very good jobs, yet it depends on the application you choose to use because each application has differrent type of people. So you can select the application that match with your preferrence. In addition, everything is in control by themselves even they want to keep up the conversation with other users or not. They can leave whenever they want to. And this is the reason why their attitude were change after they have an experience of using the application

For the gratification need from using online dating application, all participants said that they all met their fundamental need as they expected. However, they said the application still have some weaknesses that need to be solved.

5.2 Recommendation

Since the online dating application is being used to fulfil the needs of Thai Millennials in this era. And because of their unavoidable pain point on these day is about the lack of time, so this could be great opportunity for online dating application business in the future.

According to the dissatisfaction point in which the participants have shared in the interview session, it would be better if the application can solve its weaknesses to improve the experience of using the application to be even better.

Fake information to avoid the problem that the user fill in the fake personal information in the application and this could lead to the following problems that the other users are lied with those unreal information in the future by using the identification card to verify the account information online.

Notification from the point the respendents share that they feel embarrassed when the online dating app notification shows up in the public place such as on the skytrain or at workplace. So if the application has the feature that the users can control to turn on/ turn off the notification on their own, it will make the user feel more relaxed to use.

Inactive user the application should set the policy for the accounts that haven't have the activity on the application for a certain amount period of time such as after 6 months of inactive, the app will sent the message to ask whether the users want to stay

or leave the app. If there is no response from the account user owner, the app will autpmatically delete that account in order to carry less data pool and to increase the opportunity of other users to match with the others instead of waiting for an inactive users to match with

5.3 Limitations

As this thematic paper is mainly aimed for exploring the Thai Millennials reason of using online dating application to understand in-depth in their problems and pain point that drive them to use. However, the difiiculty in searching the participants for this topic is also one of the problem because it is difficult to find the participants who accept that they have an experience of using online dating applocation and with the time limitation of the research. The researcher need to downsize the sampling into 12 people sample, so the obtained data cannot be a representative for the whole Thai Millennials all over the country.

The futures reseach can be continued in terms of in-depth exploring in attitude towards using online dating application in Thai Millennials. As in this research do this part just to obtain superficial data to support the main topic focus. And it would be more interesting if we can conduct the future research to explore generation differences (gen X and gen Y) attitude towards using online dating application and conduct the research in the greater sample size to gain the data that can be the representative for the whole country people.

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