Tinder use among pakistani adults: a socio-psychological need perspective

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Abstract It is embedded in human nature to socialise with others. There are countless dating apps and websites that people benefit from; some may be for hook-up purposes, while others are solely for marriage. One of the most popular online dating apps in use nowadays is *Tinder, w*hich is simple and straight forward to use. People tend to seek out potential partners for all sorts of reasons; everyone has their agendas and needs to fulfil. Some may look for a long-lasting healthy relationship while others might look for a fling. It is in this context that this research seeks to investigate how the Uses and Gratifications theory helps to understand the usage patterns of the people who seek refuge in online dating, with particular focus on the use of Tinder in Pakistan. The research is based on a survey conducted from three major cities of Pakistan: Islamabad, Lahore and Karachi, where the maximum number of Tinder-users was reported. The respondents were between the ages of 18-40. Majority of the users identified themselves as Muslims. The survey results conveyed that the majority of the users use Tinder to gratify their needs, which include forming relations, getting sexual desires fulfilled, making friends and spend their time after a busy day. The findings reveal that the respondents of the study used this app for their psychological needs, such as finding someone talk to when they are lonely and for their social needs as well, such as making friends and meeting new people to increase their social circle.

Keywords: tinder; pakistan; online dating; social networking sites

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INTRODUCTION

Tinder is a social search mobile app that works based on the user's location. It allows the app-users to like or dislike other users and lets the users chat if both individuals gave similar to each other in the app. Tinder is used as a dating site, where different people have different motives to use. (Sumter, Vandenbosch and Ligtenberg, 2017). According to Google Play, until 2019, 30 billion "Matches" have been made on Tinder. Therefore, it is considered as the world's most popular app for meeting and dating new people. Tinder makes more than 26 million matches per day, having 4.00 rating on Google Play. This app was launched in September 2012 and had 10 million active users per day (Shapiro et al., 2017). It is not a surprise that Tinder seems to be enormously popular amongst the emerging young adults in the western world.

The use of Tinder has been rising in Pakistan as well. LeFebvre (2018) carried out a study showed that many people tend to find partners through Tinder. Once a user sets the profile, then he or she can set their preferences. The user can set gender preferences, vicinity preferences, and age preferences. After setting up preferences, the app uses smartphone's GPS-signal to find out the location, and then eventually find matches based on nearness and preference list (Sumter et al., 2017). Tinder is used for dating and hanging out among the younger generation in Western countries, especially in the United States (Smith & Duggan 2013). The concept of dating is quite open and liberal in Western countries. However, in a country like Pakistan, not only it is controversial but is culturally and ethically considered more or less a taboo. People are not allowed to intermingle with the opposite gender much (Hopkins, 2006).

Nevertheless, studies reveal that there has been a significant rise of social media as well as of Tinder use in major cities of the country as well. However, the fear of being judged still resides among users. On the other side, though arrange marriages prevail in Pakistani society, the youth of coming-of-age is breaking this stereotypical pattern of traditions. Most of the people today in Pakistan are meeting through social networking sites, falling in love online, and ready for marriage, since having sexual relations before marriage is haram in Islam (Kokab & Ajmal, 2012).

Ali and Philips (2019) explored the ideas about halal dating. Their study was based mainly on previous resources, taken from the content available on the internet and in print. Their content indicates that young people are taking ownership of halal dating. They are not ashamed of making it on their own. They also found that the young adult Muslims living in Britain are making peace with their conflicts of halal and haram, specifically concerning personal relationships. In most cases, the general idea of halal dating is taken such as in which someone is always there to keep a check on the couples.

This study has been carried out to comprehend/explore the Tinder usage amongst adults, males and females in significant cities of Pakistan. The foremost objective of this study was to identify the patterns of use of Tinder among Pakistani adults, to find out the gratification of Tinder use among Pakistani adults, and to analyse the difference of uses and gratification among Pakistani males and females. Hence, based on these objectives, the researchers have addressed three main research questions: What are the patterns of Tinder use amongst Pakistani adults? What needs of Pakistani adults does Tinder gratify? Lastly, what is the difference (of usage) amongst different genders who use Tinder and how is that affecting the stereotypical dating culture?

Online dating has become a crucial part of adults' daily life (Flug, 2016). Similarly, Ahmad, Mustafa, and Ullah (2016) argued that Pakistan, being a conservative country, it has been exposed to the internet since the past two decades, and hence a slow beam of modernisation passes over the people. Notably, amongst the youth, the usage of internet has increased drastically over the past few years. As the usage contains social media apps, Tinder has made its waves in Pakistan as well. People of all over the world are using Tinder for different reasons: some tend to use it to find one-night stands, and some use it to seek a potential life partner. However, women and men have different motives (Flug, 2016).

Furthermore, since the usage of mobile phones is on the rise, online dating has seen a huge transitive change in past few years as well and speaking on the phone now secures 65% of total media use. This new trend of online dating is known as mobile dating or online dating applications. It is not that old-fashioned, essential profile-matching kind of a thing that people used to access on computers. However, nowadays dating is possible with a few touches on the phone screen. With the help of these applications, people are meeting each other at a faster pace; hence, these apps are quite different from conventional sites (Sterling, 2016).

James (2015) opines that online dating is becoming unavoidable and affecting the lives of people in so many ways. Whatever is the driving force of these applications and the differences in representation amongst gender, which takes place, is fascinating. Online dating is also a source that is being used to tackle boredom (Murphy, 2015). This swipe culture makes it simple to dehumanise someone because there is a lack of connection that corresponds to online dating. This crucial specification has resulted in online ignorance among individuals. For example, an individual on a dating app will continue swiping once he or she loses his/her interest in that specific conversation. No clarification or answer is required while closing conversation because that is what swiping culture is (Bryden, 2017).

Moreover, Flug (2016) concluded that Tinder could be used for ten reasons; companionship, intimacy, boosting self-esteem, casual sex, excitement, passing time, relaxed and new trend, surveillance,

entertainment, and relaxation. With entertainment, passing the time, excitement and relaxing being the hot most motivations, and companionship being least significant. In addition to that, the old Tinder users were motivated by fresh trends more than the new ones. Interestingly, the research further showed that the "casual sex" aspect was more appealing to the male users, and the adult content such as porn boosted their motivation for casual sex.

A study by Hancock & Ellis, W. (2017) observed that cyber relationships earlier are massively connected to heavy emotional anguish and increased cyber-dating abuse. Following previous research showing that considered to be a risk factor for negative relations and interactions is shown in early-onset dating (Connolly, Pepler, Craig, & Taradash, 2000; Hanson, 2002). Young adults who are now getting involved in dating may face multiple risk factors for violent dating (Olsen, Parra, & Bennett, 2010). Valkenburg and Peter, in 2007, observed that cyber relationships and dating are free from social anxiety and stress that occurs in daily life encounters. The beginning of relationships also does not depend upon the outlooks and physical structures of other individuals.

Furthermore, it was noticed that anxiety and social stress also play vital role in developing close online relationships. The socially stressed people are expected to be closer in their relations than their less-stressed counterparts. A few studies conducted on college students found that the individuals who reported to be shy and associated themselves with a lesser social-circle group, are more loyal and closer in their internet relationships. These studies hinted that individuals who are not very good in social gatherings and are socially inactive find internet relations easier than those individuals who have a healthier social life and a big social circle (Bryden, 2017).

Experiencing anti-social behaviour on cyber dating can be possible predictability. A study by (Duncan and March, 2019) revealed three different forms of antisocial behaviours among the users of Tinder, namely: general, esteem, and sexual. They used the Dark Tetrad traits of narcissism, machiavellianism, psychopathy, and sadism in predicting the outcomes of antisocial behaviours on Tinder. Duncan and March found that men are likely to use Tinder for sexual benefits more as compared to women. This study is endorsing previous research that has found that men are more likely than women use Tinder for casual sex (Sumter, Vandenbosch, and Ligtenberg, 2017).

Since people are always on the lookout to satisfy their needs, every time they meet others, they have an innate feeling of how that person can be of use to them. Even if they are not looking for anything serious, they still tend to think for themselves. In online dating, it is easier for individuals to satisfy their needs, be it a fully committed long-term relationship or just casual sex and hangouts. In real life, an individual looking for a loyal, long-term partner may come across someone who is just looking for some casual sex. They are both not

compatible with each other. Hence, online dating will not let that happen since someone actively put his or her preference for finding a potential partner. Dating apps can help find out a partner in need. Hence, online dating serves a functional purpose when it comes to finding the person of choice (Ligtenberg, 2015). Thus, these findings seem more consistent with the traditional Social Theory, which states that males care more about physical appearance than females, while females prefer income status and wealth of a person.

Another study found that the motives of Tinder use is heavily glued with finding a romantic partner out of fear of being single (Timmermans & De Caluwe, 2017). It was also found that specific individuals who may have a fear of being single tend to remain in a relationship that might not be fully satisfying. Furthermore, researchers also found that those who fear to be single would also settle for less active and less attractive partners (Spielmann et al., 2013).

Generally, men are more prone to taking risks than women (Byrnes, Miller, & Schafer, 1999). Since casual sex is offering a readily available "interpersonal" contact, it leaves people vulnerable to many risks. Another study on "Sexual disgust among Tinder users" proved that the vulnerability to risks includes getting sexually transmitted diseases, unwanted pregnancy, and being intimate with genetically conflicting partners. Hence, sexual disgust is an advanced reaction giving a haven against sexual risks (Sevi, et al., 2017).

Furthermore, when two people tend to interact online, they exchange dialogue through instant messages. Another study investigated the frequency of messages sent by both genders. This research shows that, in traditional dating websites, males and females have an almost same exchanging rate of messages in the beginning, which decreases in women by the passage of time, while the rate of messages in men almost remains the same (Fiore & Donath, 2005).

As inevitable as it is, the never-ending constant change the world is going through does not leave anyone behind. Eventually, people do adapt. Likewise, general perception and attitudes towards online dating have been changing with time — research conducted by Smith and Duggan (2013) found 59% of all internet users agreed that online dating is a good source of finding and meeting new people. This research also revealed that American adults aged 25 to 34 used the highest percentage of dating apps daily.

Therefore, in the current study, researchers have focused on three significant considerations: gender, religious beliefs, and Tinder gratification. Based on earlier research, we expect to find a few differences which will be discussed in the following sections.

For a more in-depth investigation into the usage of Tinder among adults, the researchers have used Uses and Gratification theory. Katz (1959) appeared to be the first one who worked on the Uses and Gratifications theory in search for an answer of the fact that individuals use different types of mass media in order to fulfil specific needs and

desires. The Uses and Gratifications theory understands that mass media users take an active role to fulfil specific needs or desires. Shao (2009) has carried out various researches using Gratification theory to find out traditional media usage among the general audience. According to McQuail (1984), four types of gratifications are achieved from the use of media: entertainment, personal identity, information and social interaction. Ruggiero (2009) contended that in fact, uses and gratifications have always provided a cutting-edge theoretical approach in the initial stages of each new mass communications medium: newspapers, radio and television, and now the Internet. Although scientists are likely to continue using traditional tools and typologies to answer questions about media use, we must also be prepared to expand our current theoretical models of uses and gratifications. Sumter et al., (2017) concluded that this theory could be helpful to study why emerging adults are being addicted to Tinder use. In this view, the literature has suggested that physical, social, as well as psycho-social gratifications stimulate users' consumption of online dating applications, especially Tinder.

Most of the studies have concluded that the main purpose of using social networking sites is entertainment. However, Tinder is a good source of time pass when an individual wants some time away from the regular or hectic routine and work. Apart from time pass and entertainment, excitement is also a key motivation in Tinder use. People use Tinder to overcome their boredom and get a feeling of excitement and arousal (Flug, 2016). Tinder allows its users to match and talk with strangers. This uncertainty itself is a feeling of excitement and arousal. On the contrary, individuals may also use Tinder to relax and relieve themselves from stress and over-excitement.

Socially interacting with other individuals of society is another fundamental motivation for using digital or new media (Mull & Lee, 2014). People use Social media to stay in touch with their fellows and to interact with them through their online presence. This motivation identifies the importance and benefits of interacting with other members of society. Social interaction can also be split into various other sub-motivations related to Tinder use: companionship, intimacy, and sexual attraction (Ligtenberg, 2015). Additionally, individuals generally use Tinder for this purpose, i-e, to find new relationship or companions and intimacy is a growing need and set goal of modern youth (Mull & Lee, 2014). Another gratification related to Tinder use is a sexual attraction. It can also be called as casual sex, as mentioned in various studies. People have been finding ways to get casual sex and Tinder has been the centre of attention for this search (Sumter et al., 2017).

Another essential motivation of media use is to keep up with the world and seek information. It is encouraged by the need of being aware of the happenings around, and to keep up with the information, to know what is going on and who is doing what. The need for keeping up with the information is a push for this motive. Thus, individuals also use

Tinder to keep and get information about other people by stalking their profiles on Tinder (e.g. age, gender and interests) (Ligtenberg, 2015).

Identity exploration is one of the most growing phenomena among youth. Young individuals try to seek information about themselves; what they want and who they are in life (Arnett, 2000). This identity exploration of young individuals is the basic need for social media use. Thus, social networking sites allow individuals to satisfy this need by posting and information about themselves. Studies have shown that the self-esteem of individuals knowing their weaknesses and strengths will be higher than those who are yet eager to know themselves.

Similarly, people use Tinder to maintain and upraise their self-esteem by creating a good profile. This can be done by getting more matches, which automatically creates a feeling of being wanted. It is undoubtedly a way of boosting up self-esteem.

METHODOLOGY

As per the nature of the study, quantitative survey technique has been adopted in order to test the hypotheses of the study. The quantitative questionnaire has been developed and used to ask about the Tinder usage patterns of the adults and then inquire about the gratification level of the male and female adults regarding their needs. The data was collected from the adults (age group 18-40) of three major cities of Pakistan: Karachi, Lahore and Islamabad. Initially, pilot testing was performed upon 50 respondents to check whether the instrument is reliable or not. The Cronbach's Alpha value 0.871 was calculated that reflected that the instrument is reliable for final data collection.

The final data was collected from 300 respondents of three major cities of Pakistan, Islamabad, Lahore and Karachi, who reported to use Tinder. Out of total 300, 150 were males and 150 were females. Similarly, out of a total of 150 male respondents 80 males to the age group of 18-25, 58 belonged to the age group of 25-35 and 12 were above 35. Similarly, 81 females were in the age group of 18-25, whereas 57 were in the 26-33 age group, and 12 were above the age of 34-40. The individuals were belonging to various religious backgrounds having a common religion, Islam (89.0%). Furthermore, Christians, Hindus, Agnostics and Atheists contributed to 2.7%, 2.3%, 5.0%, and 1.0%, respectively.
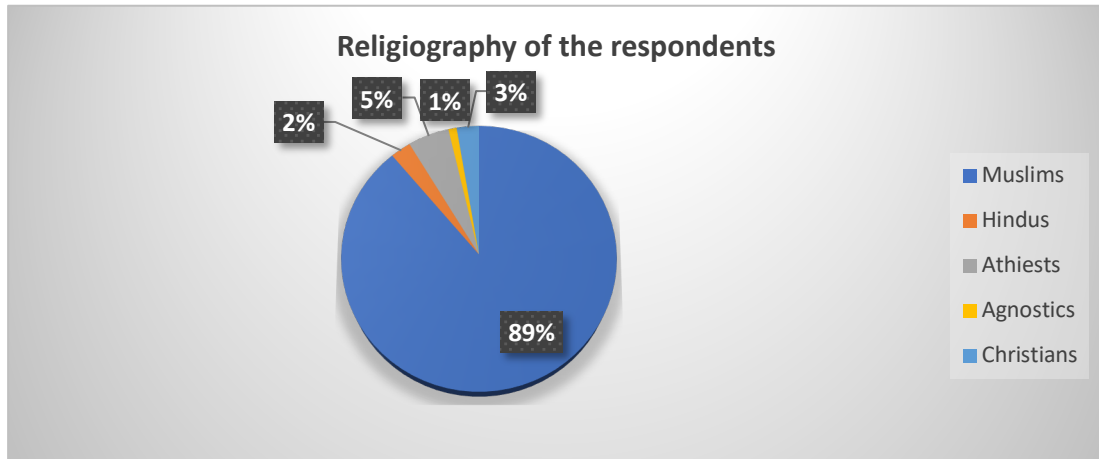
Figure 1. Religio-graphy of the respondents

The data was collected in four parts. The first part consisted of "Personal Use", such as using Tinder for relaxation and hook-ups. The second part consisted of "Relationships", such as, using Tinder for building relationships and meeting new friends, etc. After that, the third part was about "Surveillance", that indicates the use of Tinder for informational purposes. Lastly, the fourth one is about "Personal Identity", where the user uses Tinder for self-exploration and self-reassurance.

To analyse and interpret the data, univariate analysis has been adopted. This analysis is one of the simplest ways of analysing the data where research is carried with only one variable. Furthermore, researchers have applied The Independent Samples t-Test. This test compares the mean values of two independent groups in sequence to identify whether there is statistical evidence or not. The Independent Samples t-Test is a parametric test.

Table 1. Frequencies of Tinder Use Among Male and Female Adults

Gender	Age			Total
	18-25	26-33	34-40	
Male	80	58	12	150
Female	81	57	12	150
Total	161	115	24	300

RESULTS AND DISCUSSION

This research deals with the usage of Tinder among Pakistani adults. Through this research, we have identified the difference of use amongst females and males in Pakistan. This data is collected from 300 individuals from different cities of Pakistan, who reported to use Tinder. 150 were males and 150 were females. 80 out of the whole respondents belonged to the age group of 18-25, 58 belonged to the age group of 26-33 and 12 were above 34-40. Similarly, 81 females were in the age

group of 18-25, whereas, 57 were in 26-33 age group and 12 were above the age of 34-40.

Table 2. Comparison of Mean of Male and Female Tinder Usage Patterns

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Hook up	Male	150	3.8933	.64982	.05306
	Female	150	2.0617	1.19806	.09782
Surveillance	Male	150	3.9800	.60723	.04958
	Female	150	3.9867	.32742	.02673
Relationship Building	Male	150	4.0133	.57913	.04729
	Female	150	4.0067	.29530	.02411
Personal Identity	Male	150	3.6150	.34953	.02854
	Female	150	3.7450	.20981	.01713

These findings suggest that the participants of the study have used Tinder to gratify their needs. There was a significant difference between the mean values of males and females for the "Hook-up" variable. For males, M=3.89 SD= .053 and for females, M=2.06 SD=1.19. Secondly, the results show that the Tinder use among young adults for surveillance purpose is almost equal. The results for males who use Tinder for this purpose is M=4.01 SD=0.223, and for females, M=3.95 with SD=0.277 precisely. As the difference between both genders does not seem significant, we can rule out that both use Tinder for surveillance purposes, however, males may use it a little bit more than females do. The results of the table show that the mean value of males and females for relationship building is M= 4.02, M=3.96, respectively. The data suggests that the Tinder use among males and females' adults for self-exploration is Males, M=3.47, SD=0.27. Females, M=3.6, SD=0.23. There is not a major significance difference between both values.

An independent sample t-test was conducted to compare the means of Males and Females in their usage of Tinder. There was a significant difference amongst males and females in hook up variable. For males it is (M=3.89, SD=0.64) and for females, (M=2.0, SD=1.19); t (298) =16.4, p=0.00. The results suggest that there is indeed a difference of usage amongst both genders. Men use Tinder for hook-ups more than females do. Similarly, for Surveillance, the values for males are (M=3.99, SD=0.60) and for females, (M=3.98, SD=0.32); t (298) =-1.18, p=0.906. The results suggest that there is no significant difference amongst the genders when it comes to using Tinder for surveillance purposes. Furthermore, for Relationship building, the table shows the values of (M=4.0, SD=0.57) for males and for females, (M=4.0, SD=0.29); t (298) =0.126, p=0.900. It means that the means of males and females are fairly similar when it comes to relationship building on Tinder. Lastly, for the variable of Personal Identity, the table shows the values for males as, for males (M=3.61, SD=0.34) and females, (M=3.74, SD=0.20); t (298) =-3.906, p=0.000. This also indicates that

the usage of personal identity creation is pretty similar in men and women who use Tinder.

Table 3. Independent Sample T- Test for Comparing Male and Female Tinder Usage and their Gratification

		Levene's Test for Equality of Variances					95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Lower	Upper
Hook up	Equal variances assumed	39.402	.000	16.459	298	.000	1.61266	2.05067
	Equal variances not assumed			16.459	229.686	.000	1.61240	2.05093
Surveillance	Equal variances assumed	32.092	.000	-.118	298	.906	-.11752	.10418
	Equal variances not assumed			-.118	228.888	.906	-.11765	.10432
Relationship Building	Equal variances assumed	31.486	.000	.126	298	.900	-.09779	.11112
	Equal variances not assumed			.126	221.575	.900	-.09794	.11127
Personal Identity	Equal variances assumed	72.632	.000	-3.906	298	.000	-.19550	-.06450
	Equal variances not assumed			-3.906	244.032	.000	-.19556	-.06444

Analysis

There were two main purposes for why this study was carried out. The first purpose was to determine what are the various motivations of Pakistani young adults that compel them to use Tinder. We explored different motivations by implementing a theoretical framework of Uses and Gratification. Another aim was to create another scale as well that might be helpful for the theorists in future work.

Secondly, the researchers set out to determine individual differences in accordance with those Tinder motivations. Both of these issues are discussed in the section below. In addition to this, the section also includes the limitations implications of this research. The

researchers have also given some suggestions for future research before giving the conclusion.

The exploration of various Tinder use motivations is essential since it is not very clear as to what motivates the Pakistani young adults to use such a bold dating App that is extremely popular all over the world. In this research, numerous Tinder motivations were identified and looked into, such as Passing Time, Relaxation, Casual sex, Surveillance, Identity Exploration, and Identity Reassurance etc.

This is in accordance with various uses and gratifications studies that were done previously, with the main concern towards SNS, whereas all of the studies found that 'entertainment' was an extremely essential motivation for media use (Mull & Lee, 2014).

Furthermore, various studies on SNS done previously also state that (e.g. Ryan, Chester, Reece & Xenos, 2014; Joinson, 2008; Smock, Ellison, Lampe & Wohn, 2006) 'surveillance' was a salient motivation to use SNS as well. "Surveillance" means to check profile and photos of other people in order to get information about them.

It means that young individuals are mostly interested to use SNS apps because it helps them check other users' profiles and photos. This is not a surprise at all, as the checking of profiles and pictures of other users is one of the main functions of Tinder as well.

It is easy for Tinder users to compare their profiles with other individuals; hence, Surveillance might be closely linked to social comparison. The need for social comparison is significantly pertinent for young adults if they are still exploring their identities. It generally happens when you compare yourself with other individuals (Arnett, 2000).

It is evident from the table provided above that Pakistani youth is using Tinder for various needs. From hook-ups to surveillance purposes, from Identity Exploration to Relationship building are the main motivators behind the use of Tinder these variables include sub-variables that are made in the light of Gratification theory. The sub-variables include, passing time, relaxation, relationship building, communication and making friends, etc.

The part of *self-exploration* amongst different genders has been thoroughly analysed and it turns out that both males and females are using Tinder for self-exploration as well as surveillance. Casual sex was also highly rated as a motivation, as males and females both reported to use Tinder for this purpose. Furthermore, individuals also reported to use Tinder for their relationship building, such as finding someone to date, to make new friends, etc. Just like previous studies had mentioned relationship building as a motive for SNS use (Arnett, 2004).

Hypotheses (1) Males use Tinder for hook-ups more than females do.

Tinder is a good source of time-pass when an individual wants some time away from regular or hectic routine and work. Hence, in a way, we can conclude to say that Tinder is widely used for a personal use of entertainment. Apart from time-pass and entertainment, excitement is also a key motivation in Tinder use. People will use Tinder to overcome their boredom and get a feeling of excitement and arousal (Sherry, 2004).

As the study of Ligtenberg (2015) suggests that one of the main motivations of Tinder use was casual sex, hence our first assumption was that males use Tinder for hook ups more than females do. From the results, it can be stated that it is indeed correct.

Casual sex and hook ups are a need for Pakistani men, and they use Tinder to gratify this need. There was a significant difference between the mean values of males and females for the "Hook-up" variable. The average for men who said they use Tinder for hook up purposes was higher than the average of females hence proving our hypothesis correct. Men indeed do use this App to seek sexual pleasure more than females.

Hypotheses (2) Males and females are using Tinder for surveillance purposes equally.

Another very crucial motivation that was mentioned in the literature of media use was to keep up with today's world and to seek information. It is encouraged by the need of being aware of the happenings around you, and the need to keep up with it (Shao, 2009). Individuals also use Tinder to keep and get information about other people by stalking their profiles on Tinder (e.g. age, gender and interests).

The researchers also assumed that males and females both use Tinder for surveillance purposes equally. Such as, checking other people's profiles, pictures etc. As stated in our literature review, individuals claim to have used SNS for surveillance. Hence, it is safe to assume that Tinder is also being used for that purpose, considering the results of the study.

As the difference between both genders does not seem significant, we can rule out that both use Tinder for surveillance purposes. However, males may use it a little bit more than females do, but it is heavily used for surveillance purposes just as we had initially thought.

Hypotheses (3) Females use Tinder for relationship building more than males do.

Developing new relationships through the usage of SNS is a new way of forming relations, which is often affiliated with Facebook. Nevertheless, it can be said for general social media use as well (Ryan, Chester, Reece & Xenos, 2014; Lawson & Leck, 2006).

It has been concluded that lonely people will look up to new people on dating sites who will listen to their fears and insecurities (Lawson & Leck, 2006). Generally, individuals use Tinder for this purpose, i-e, to find new relationship or companions (Mull & Lee, 2014).

As seen in the literature, the need for a romantic companion and desire for intimacy is another good reason to use Tinder. It is the collective psychology of humans to connect to others (Baumeister & Leary, 1995) and intimacy is a growing need and set goal of modern youth (Arnett, 2000).

Our third assumption was that females use Tinder to build relationships more than men do. Our literature points towards people using SNS for personal relationship building. Hence, people using Tinder must use this as a motive as well, such as finding new people to be friends with, finding someone worth dating, etc.

As there is no significant difference between the results of Tinder use among male and female regarding the relationship building, hence there is not enough evidence to support our argument. It turns out that males and females use Tinder for relationship building almost equally.

Hypotheses (4) Females are using Tinder for self-exploration more than their male counterparts.

Lastly, the literature related to the current study supports the idea that people have been using SNS for their personal identity development as well. Such as an ego/confidence boost-up etc.

Young individuals try to seek information about themselves; what they want and who they are in life (Arnett, 2000). This identity exploration of young individuals is the basic need for mass media use (Arnett, 2000). Social networking sites allow individuals to satisfy this need by posting and information about themselves (Coyne, Padilla-Walker & Howard, 2013).

Studies have shown that the self-esteem of individuals knowing their weaknesses and strengths will be higher than those who are yet eager to know themselves. A study of Valkenburg, Peter and Schouten (2006) has shown that positive feedback on Facebook profiles leads to higher self-esteem. Similarly, people use Tinder to maintain and upraise their self-esteem by creating a good profile.

The fourth assumption was that females use Tinder for self-exploration more than men do. As seen in the table above, there is not a major significance difference between both values; hence, we do not have enough evidence to support our hypothesis. It turns out that both males and females use Tinder for self-exploration.

CONCLUSION

In conclusion, this was the first-ever study in Pakistan regarding Tinder use that was carried out with the help of Uses and Gratification Theory. What we undoubtedly concluded is that Pakistani men and women seek gratification through Tinder. These gratifications include

entertainment purposes, sexual desires, surveillance, and personal identity. Pakistani men have different motives to use Tinder, whereas females have different aims. Pakistani men have reported using Tinder for fulfilling their sexual needs more than females.

Furthermore, females and males both have reported using Tinder for self-reassurance and relationship building. Talking about surveillance, it has been seen that both males and females are using Tinder for surveillance purposes along with passing time, relaxation, and relationship building. In a way, it can be said that most gratifications of SNS are similar. Tinder has the same gratifications sought as many other SNS such as Facebook, Instagram, etc. Religion does not play that much of an important part here when it comes to the gratification sought through SNS. The current study recommends future researchers to work on the approach to find "Why" people quit using Tinder. That can be a good point to focus on. That would be essential to know since that knowledge can be utilized in the birthing of the future (dating) apps. Such a reason, possibly simply explained, can be that the gratifications sought are not fully met/ achieved; hence users choose to quit the usage of the app. For example, let us say someone is aiming to boost up their self-worth. Now, this user will be motivated to use Tinder for boosting self-esteem and what they are looking for is likely something that they may not be able to find.

Hence, there is always a possibility that specific motivations are not gratified. This may end in the quitting of Tinder from their users. Getting information about "why" individuals quit the use of certain apps gives important insights in order to improve these applications. In spite of the limitations, the present study already provides some implications for companies that wish to create an app targeting emerging adults.

The results of this study can help in the development of future dating apps. The results of this research have revealed/ proved that the entertainment value of an app is of significant importance, as this came out to be the most essential motivation for young adults to get caught up in Tinder use.

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