

Abstract

Purpose – This study aims to empirically examine the role of privacy, security, trust and autonomy in Millennials' continued use of online dating applications. Emerging markets have been famous for their rapid modernization, growth and cultural shifts. Yet, consumer worries about online dating consumption need to be addressed in the literature through a better understanding of their behavioral intentions. This study examines the interplay of the underlying variables by testing a conceptual framework grounded on the theory of reasoned action (TRA), the self-determination theory (SDT) and the information systems continuance theory (ISCT) with regard to an emerging market.

Design/methodology/approach – A cross-sectional and quantitative research design is adopted. Using a well-validated 332-item questionnaire adapted from established sources, data was collected through a survey featuring 332 substantive responses from actively involved Millennials using of online dating in India. The data was analysed using confirmatory factor analyses (CFA) and structural equation modeling (SEM) through IBM SPSS AMOS (Analysis of Moment Structures) 24.0 to provide evidence of the reliability and validity of constructs alongside testing the hypothesis in the proposed model. Furthermore, Preacher and Hayes' (2004) approach is used to explore mediation effects.

Findings – The results show that autonomy and trust positively affect the continued use of online dating apps. The study further reveals that autonomous behaviour motivates Millennials to use online dating apps, overriding their concerns for privacy and security. Furthermore, the results indicate that trust fully mediates the relationship between concern for privacy, perceived security and continued usage intention. Therefore, trust affects users' intentions to continue using online dating apps as it bridges the effect of users' concern for privacy and the perceived security in the online dating platform, making these

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