Match-making on the Net: A Study of Love Styles, Perceived Attributes and Innovativeness on Adoption

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Abstract

A questionnaire survey was conducted with 393 respondents through snowball sampling on willingness-to-adopt and actual adoption of matchmaking service websites. Results showed that the Pragma love style was a significant predictor of willingness-to-adopt, while perceived accessibility of such websites correlated significantly with both willingness-to-adopt and actual adoption. Those with an average personal monthly income below HK$15,001 and aged between 26 and 30 were more willing to adopt such websites for matchmaking. Furthermore, perceived accessibility of the websites, a lower average personal monthly income, and being male were predictive of willingness-to-adopt. Similarly, for registered users, both perceived accessibility and income predicted the actual surfing time of the websites. Finally, perceived accessibility, being female, and having a non-Storge (non-friendship) love style were also found significantly related to the number of other registered users met offline. Implications for companies running matchmaking service websites were discussed. Possible further research topics were also suggested.

Introduction

It has been estimated that there are as many as 277 million active Internet users world-wide (ClickZ Stats, 2004). In Hong Kong, 60% of households and 47.5% of business establishments are connected to the Net (Census and Statistics Department, HKSARG, 2003).

The online dating industry is also developing fast. A simple keyword search ("matchmaking") on Google.com generated 2,261,000 results[1]. The entire industry grossed nearly US$215 million during the first half of 2003 alone and is expected to reach US$642 million in 2008. The 5 major dating websites in America had a total visitor traffic of 15,260,000 in October 2003, according to a market report by Nielsen//NetRatings. The average surfing time of these five sites per session ranged from 4 minutes 29 seconds to as long as 35 minutes 7 seconds (Greenspan, 2003).

Most of the available literature focuses on the nature of online relationships versus offline relationships, such as how they differ in the initiation and development processes (McQuillen, 2003; Merkle & Richardson, 2000; Parks & Roberts, 1998; Whitty, 2003), or how online relationships will affect people's offline relationships (Schneider, 2000; Young, et al, 2000).

Rather than looking at the "how" process in online relationship formation, this study aims to address the "who" question, specifically in the context of match-making service websites. Both the psychographics and the demographics of adopters and non-adopters are investigated in this study.

[1] Conducted on April 11, 2004

Match-making service websites usually gather a large number of registered users and allow them to communicate with each other online. Search functions are also provided for users to limit their scope of search by specifying their potential partner's gender, age and residency. Users can post photos and a brief description of themselves e.g. age, height, educational level, occupation and hobbies on the website. Most sites allow users to do so free of charge. However, if they want to initiate contact with another registered user, they will have to pay a subscription fee, usually on a monthly basis. Once the transaction is completed, they can send one-to-one e-mail messages to other users via the online communication platform provided by the website. However, the technology of the platform has it that the recipient of such messages will not know the actual e-mail address of the sender because it will be blocked out. If the recipient replies to the sender, his/her e-mail address will also be concealed, so as to ensure the anonymity of the correspondents.

This study will look at how the love styles of Internet users, the way they perceive match-making service websites, their own innovativeness and demographics are related to their willingness-to-adopt and actual adoption of this application.

Literature Review and Hypotheses

Love Styles

Love styles refer to both a person's attitudes in a particular romantic relationship and his/her enduring personality traits with regards to romantic love (Hendrick & Hendrick, 1986). According to Lee (1973), love styles can be divided into primary types and secondary types. The three primary love styles are Eros (romantic, passionate love), Ludus (game-playing love) and Storge (friendship love). Combinations of pairs of primary love styles give rise to three secondary types: Mania (possessive, dependent love)

which is a combination of Eros and Ludus; Pragma (logical, "shopping list" love), a combination of Storge and Ludus; and Agape (all-giving, selfless love), a combination of Eros and Storge. Although the secondary styles are compounds of the primary types, they are actually qualitative transformations of the original primary styles. Hence, empirically, all these six types of love styles are equally valid and can be measured independently.

Following this categorization of love styles by Lee, Hendrick and Hendrick (1986) developed the famous Love Attitudes Scale. Their factor loading analyses showed that the Eros style emphasizes physical preferences and values strong emotional intensity. The Ludus people see love as an interactive game to be played out among different parties. There is also little depth of feeling and deceiving the lover is acceptable behavior. As for the Storge style, it is a combination of friendship and love. It is solid, down-to-earth and enduring, but without great passion. The fourth love style, Pragma, signifies rational calculation of the desired attributes in a lover. It is "love planning" and "criteria matching". Mania is based on uncertainty of the lover and of self while Agape is non-demanding, all-giving love.

There has not been any research which relates love styles to online romantic relationships or their formation. However, it may not be entirely impossible that match-making service websites may be more appealing to those with some particular love styles. Would these features of online communications be particularly attractive to those with, say, the Ludus love style, the game, novelty-seeking approach to love? Furthermore, since there are little reality checks in online communications, great passions may easily be ignited by the Internet user's own imagination of the ideal partner. In fact, as pointed out by van Acker (2001), the Internet allows people to fantasize about romance. Those with the Eros love style may find online match-making services helpful in igniting

passion towards a partner quickly in the cyberspace. Therefore, this study tries to examine how different love styles may contribute to using match-making service websites:

H1: An Internet user's love styles will be predictive of his/her actual adoption and willingness-to-adopt match-making service websites.

Perceived Attributes of Match-making Service Websites

Two major characteristics of online relationships, which have been consistently pointed out by researchers (e.g. Young et al, 2000; Rabby & Walther, 2003; Wildermuth, 2001), are their anonymity and accessibility. Matching-making service websites can easily generate dozens of possible matches for a user. It is convenient to meet new partners, regardless of time and physical distance. Moreover, it is also far easier to conceal one's identity online that in an offline relationship. Online partners can choose which details about themselves to disclose. People can even project an image which is radically different from the one in their daily lives. This may help to break down common initiation barriers such as shyness or a lack of confidence in one's physical appearance. This may be particularly useful for those who find it relatively difficult to develop a relationship in real life. So it is hypothesized that:

H2: Perceived attributes of match-making service websites i.e. accessibility and anonymity, will be associated with his/her actual adoption and willingness to adopt such websites.

Innovativeness

According to Rogers (1995), "innovativeness" is the extent to which a person is relatively early than others in adopting an innovation. Recent studies have applied the "innovativeness" concept to identify potential users of various Internet technologies.

Examples include Goldsmith (2002) who showed that undergraduates' general innovativeness ("globalized innovativeness"), like openness to new ideas, willingness to try new things as well as innovativeness with specific regards to online purchase were related to adoption of online shopping and the intention to buy from the Internet. Leung and Wei (1998) found in a telephone survey that those who were more innovative were also more likely to subscribe to interactive TV in Hong Kong. Meanwhile, Lin (1998) showed that the psychological need of individuals for innovativeness was highest for adopters of personal computers, followed by likely adopters and non-adopters respectively.

As the Internet is still a relatively novel way of looking for potential romantic partners, does an Internet user's need for innovativeness relate to his/her adoption behavior of match-making service websites to form romantic relationships?

H3: An Internet user's innovativeness will be associated with his/her actual adoption and willingness-to-adopt.

Demographics

Demographics have been shown to be important in explaining technology adoption, such as Leung (1998) who found that age, gender, income, education and disposable income predicted innovativeness in media technology adoption in urban China. Since most match-making service websites in Hong Kong require a subscription fee (for example, Yahoo! in Hong Kong requires HK$40 per month to HK$120 for three months) and that online payment requires a credit card, some Internet users may have easier access to the service of such websites than others. Moreover, it is also likely that those who seek romantic relationships online may not have any on-going romantic attachment offline; therefore, their dating status is also expected to play a part. Furthermore, Hendrick and

Hendrick (1998) detected gender differences in love styles. While males tended to be more ludic, females were more agapic, storgic and manic. In view of these, it is expected that:

H4: Internet users of different demographics i.e., gender, age, income, educational level and dating status will show differences in the actual adoption and willingness-to-adopt match-making service websites.

Finally, this study will also look at the predictive power of each of the variables listed above:

H5: To what extent will perceived attributes of match-making service websites, love styles, innovativeness, demographics of Internet users be predictive of actual adoption and willingness-to-adopt match-making service websites.

Methods

Sampling

The questionnaire was posted on a survey website (http://www.my3q.com). Data collection was conducted over 23 days in March through snowballing. E-mails which listed the URL of the questionnaire were sent to the author's acquaintances and registered users of two major match-making service websites in Hong Kong, run by Yahoo (http://hk.personals.yahoo.com/display/index.html) and match.com (http://hk.match.com) respectively. The e-mail message briefly explained the purpose of the study and appealed to recipients to fill in the questionnaire. They were also strongly encouraged to forward the hyperlink to their acquaintances so as to increase the sample size.

Instruments

The original Love Attitudes Scale (LAS) developed by Hendrick and Hendrick

(1998) consist of 42 items altogether, with 6 subscales corresponding to each of the 6 love styles. Each subscale is measured on 7 items. In a series of studies conducted by Hendrick, Hendrick and Dicke (1998), it was found that both the 24-item (with each subscale consisted of four items) and the 18-item (with each subscale consisted of three items) abridged versions of LAS accounted for more systematic variance than the original 42-item version. Therefore, for the practicality of the present study, the 18-item Love Attitudes Scale: Short Form was used and translated into Chinese. It was measured on a 5-point scale, with "1" indicating "strongly disagree"; "2" "disagree"; "3" "half-half"; "4" "agree" and "5" "strongly agree".

Another eight items measured "perceived attributes" of match-making service websites, namely perceived accessibility and anonymity. "Accessibility" was defined as allowing users to access a large pool of potential romantic partners at any time and place on match-making service websites easily. "Anonymity" referred to the possibility that users can look for potential partners without revealing their looks or too many personal details. Both aspects were respectively measured by three items on a 5-point scale, again with "1" indicating "strongly disagree"; "2" "disagree"; "3" "half-half"; "4" "agree" and "5" "strongly agree".

"Innovativeness" was measured on a four-item scale developed by Lin (1998), looking at an individual's willingness to learn about new ideas, new technological developments and to take risks. A 5-point scale was again used, with "1" indicating "strongly disagree"; "2" "disagree"; "3" "half-half"; "4" "agree" and "5" "strongly agree".

Demographic information like gender, age, educational level, marital status, dating status, employment situation and average personal monthly income was also collected. A brief explanation of the purpose of the study and how match-making service websites normally operate were also provided at the very beginning of the questionnaire.

As for the dependent variables in this study, adoption of such websites was measured by 5 questions. All participants were asked a "yes/no" question at the beginning of the questionnaire of whether they were a registered user of any match-making service websites. If "yes", they were directed to go to four questions which respectively measured 1) how much time they spend on surfing those websites every week on average. Six options were listed and they ranged from "under 15 minutes" to "91 minutes or above"; 2) how much time they spend on e-mailing or ICQ-ing other registered users of those websites every week on average. Seven choices were given. They ranged from "never" to "91 minutes or above"; 3) how many registered users they have contacted. Respondents could choose among 8 options which ranged from "never" to "41 or more"; and 4) of those users they have contacted, how many they have eventually met offline. Five choices were listed and they varied from "never" to "7 or more".

For those who were not registered users of any match-making service websites, they were directed to two questions which measured their willingness-to-adopt such websites. The items tested the respondent's willingness to surf match-making service websites and to register, if they believed such websites could help them to find romantic partners. These two items were measured on a 5-point scale ("1"="strongly disagree"; "2"="disagree"; "3"="half-half"; "4"="agree" and "5"="strongly agree") (for the full questionnaire, please see Appendix).

Results

Demographics

Responses from 393 participants were collected, of which 201 (51.1%) were male, 179 (45.5%) were female and 13 (3.3%) did not report their gender. 43.3% were

registered users of match-making service websites while 56.7% were not. Of registered users, 78.9% were male and 21.1% were female. Of non-users, 33.8% were male while 66.2% were female.

The largest age group in the whole sample was that between 26 to 30, representing 40.5% of the sample. The second largest group was that between 18 to 25. 26.5% of participants fell under this category (see Table 1).

83% of the participants had never been married (Table 2) and of these, 51.9% were not dating. 67.4% of all participants were working full-time (Table 3) and 18.1% had a monthly salary between $10,001 to $15,000. The second largest group (14.5%) had a monthly income between $15,001 to $20,000 (Table 4). The educational level of the respondents was extremely high. A total of 68.4% had a tertiary education or above (Table 5).

Love Styles

Reliability tests were run for the 6 subscales of the 18-item Love Attitudes Scale: Short Form. Results basically showed that the Chinese translation was a feasible version (Table 6), except for the love style Ludus which yielded an unacceptably low reliability score of .0514. To find out why, reliability tests were run when Question 21, 22 and 23 was respectively excluded. Results indicated that Question 21 was the key to the problem. In the original English version (Hendrick, Hendrick & Dicke, 1998), it reads: "I believe that what my partner doesn't know about me won't hurt him/her". When this question was excluded, the alpha score jumped to .4196, but when either Question 22 or 23 was excluded, the alphas became negative (-.3908 and -.1836 respectively). It was not clear whether this was purely a translation problem or reflected some deep-seated cultural differences. However, for the practical purpose of analysis, the love style Ludus

was excluded from subsequent statistical tests in this study.

Therefore, to test if the remaining 5 love styles were predictive of willingness to adopt match-making service websites, regression was run. Pragma was found to be a significant predictor of willingness to adopt such websites (beta = .204, $p<.05$) (Table 7). However, regression could not be run for actual adoption because no variable could be entered into a model. Therefore, Hypothesis 1 was only partially supported.

Perceived attributes

To test if perceived attributes of the websites were associated with actual adoption and willingness to adopt them, Pearson's r were run. Perceived accessibility was significantly correlated with both willingness to adopt ($r = .504$, $p<.001$) and actual adoption ($r = .238$, $p<.01$) (Table 8). However, perceived anonymity was not significantly associated with either. Therefore, Hypothesis 2 was partially supported.

Innovativeness

No evidence was found in this study to support Hypothesis 3 because innovativeness was not significantly correlated with either willingness or actual adoption of match-making service websites.

Demographics

T-tests were run to see if willingness and actual adoption would be different for people with different demographics. Those will a low average monthly personal income ($15,000 or below) were significantly more willing to adopt those websites ($t = 2.313$, $p<.05$) than those with a high monthly personal income (i.e. $15,001 to $50,001 or above).

ANOVA indicated that willingness differed among the young (25 or below), the

median (26 to 30) and the mature (31 to 50) age groups, F = 7.304, p=.001, (Table 10). Post-hoc test showed that the median group was significantly more willing than the young to adopt match-making service websites, with a mean difference of 1.04, p<.01.

No gender difference was found for either dependent variable. Similarly, no difference was detected for different educational level or dating status. Hence, Hypothesis 4 was again partially supported.

Predictive Powers

Regressions were then run to check the extent to which the variables could predict willingness to adopt match-making service websites. Significant predictors were found to be perceived accessibility (beta = .503, p=.000), a lower average monthly personal income (beta = -.280, p=.000) as well as being male (beta = -.197, p<.01) (with "male" coded as "0" and "female" as "1").

But what did it mean by "willingness"? Upon closer analysis, it was found that although perceived accessibility (beta = .500, p=.000), a lower personal monthly income (beta = -.304, p=.000) and being male (beta = -.184, p<.05) were again significant in predicting willingness to surf those websites, only perceived accessibility (beta = .414, p=.000) and a lower personal monthly income (beta = -.188, p<.05) could predict whether people would go so far as to be willing to register as members. Being male was very close to being statistically significant (beta = -.159, p=.050) (Table 12).

In the meantime, because of the small sample size of registered users, regression could not be run when the four different aspects of adoption (surfing time of websites, e-mailing/ICQ time spent on contacting potential partners, number of potential partners contacted and actually met offline) were summed up into a single score. However, when each was broken down, a different picture emerged. Being male was found to be a

significant predictor (beta = -.207, p<.05) for surfing time. Nevertheless, being *female* (beta = .207, p<.05), a non-Storge love style (beta = -.244, p<.05) and perceived accessibility of the websites (beta = .256, p<.001) could actually predict the number of other registered users met offline (Table 13).

But no regression could be run for e-mailing/ICQ time or the number of contacted users because no variable could be entered into a model. Hypothesis 5 was partially supported.

Discussion

This study was a first-of-its-kind research into the adoption of match-making service websites. Major limitations were its small sample size and its non-randomized sampling method. But it is hoped that some light can still be thrown on the identification of users or potential users and such websites.

Results showed that the "shopping-list" kind of love style, Pragma, could predict Internet users' willingness to adopt match-making service websites to form romantic relationships. Perceived accessibility of such websites was positively associated with both willingness and actual intensity of adoption. Demographics also played a part. Those with a personal monthly income $15,000 or below were significantly more willing than those with a higher income to consider using online match-making service. The same applied to those aged between 26 to 30, rather than those under 25.

Then what predicted whether people would be willing or were actually using such websites? Males, with a somewhat lower monthly personal income, who believed more in the accessibility nature of such websites stood a higher chance of being more willing to surf such websites. However, only personal monthly income and the websites' perceived accessibility could predict whether people would be willing to register and to become

members.

However, for actual adoption, the variables involved were quite another matter. Though being male was again a significant predictor of surfing time for registered users, perceived accessibility of the websites, being female with a non-Storge (i.e. non-friendship) type of love style were more likely to date other registered users first met online.

Results like these have practical implications for companies running match-making service websites. To attract people to join their websites, they must emphasize how it can help people to extend their existing social network and to find their "other half". This will be most appealing to those who find that their existing social circle unable to produce a suitable match.

Moreover, the more accessible a website is perceived to be, the larger the pool of registered users, the more intense will a member surf the site. Although this study did not measure the amount of money that registered users spent on subscribing to online matching services, it would not be entirely illogical to expect that those who surf more would spend more. Therefore, from a business point of view, to increase the number of people who post themselves up onto the website is of paramount concern. With a large pool of potential matches, it will attract more people to surf and to pay for communicating with potential partners.

This study also threw some light on who should be a major target group for companies in the online match-making business. Those who tend to have the Pragma love style, that is, logical, pragmatic and choose their partner with a "shopping list" in mind, will be more willing to become members. Therefore, in their publicity campaigns companies can again play up their large number of users who come from diverse backgrounds and hence, the huge number of potential matches.

Another implication of this is that, powerful search functions should be provided

for users. If they pick potential partners according to a "shopping list", it is important that the website does a good job in categorizing the different preferences/hobbies/demographic details of its members. This may be another important aspect to "accessibility" which will attract users, i.e. people can immediately get what they want with just several mouse clicks.

Moreover, contrary to many people's intuitions about online relationships, target customers of such websites should not be as young as 25 or below; instead the slightly older group of 26 to 30 is more important. A possible explanation is that while this group of people also feel at ease in using the computer (unlike those in the more senior age groups), they fall into the normal marriageable age range. This is indirectly supported by statistics released by the Census and Statistics Department of the Hong Kong SAR Government. In 2003, the median age for men and women at first marriage was 30.5 and 27.6 respectively. It is natural that this group of people will be more willing to try out online matching services to find romantic partners.

However, another important consideration for companies running online matching services is that, this target group is not particularly financially affluent. They are by no means at the high end of the consumer market segment. Therefore, subscription fees should not be too high.

As for an academic researcher, there are also some findings from this study with following up. One is that while being male did predict a user's surfing time, it did not mean males also date more users offline. Assuming that the majority of the respondents in this study was heterosexual, this certainly runs counter to the popular gender-role belief that men are more aggressive than women in pursuing a potential romantic partner. On the contrary, this study found that women users actually met more online partners offline. Since the survey did not include questions on whether it was usually the male or the

female user who initiated offline dating, I would like to offer two possible explanations. One is that, there are actually far more male registered users than female ones on match-making service websites; hence, women users are more likely to get a date than men. A simple search on the website run by Yahoo! in Hong Kong lent support to this: there were only 12,805 female users as against 30,717 male users aged between 18 to 50[2].

Another possible explanation, which does not have to be mutually exclusive of the above, is that women might feel the anonymity of an online match-making system made them feel "more free" to play an active role in developing a romantic relationship (Scharlott & Christ, 1995). Therefore, it would be interesting in future studies to see how the perceived anonymous nature of match-making service websites affects adoption level for female users.

Another thing is that, people who scored low on the Storge love style stood a higher chance of dating more romantic partners first met online. So the friendship kind of love is that not what these people prefer. It might worth pursuing to trace how this kind of romantic relationships might develop. For example, will they last as long as those founded on a stronger friendship? Moreover, future studies can also look at in greater details the romantic beliefs of such people. If they do not prefer friendship love, what exactly do they look for in love? Passion? Physical intimacy? Personal acquisitions like money and social status? And how does that relate to their decision to start dating somebody they have never met before? If researchers know more about the psychological profile of such people and the key variables in their decision-making process, this may be useful in conducting public education campaigns which aim at preventing crimes like rape which happen when people meet romantic partners first acquainted online.

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[2] Search conducted on April 6, 2004.

This study did not find "innovativeness" related to willingness to adopt or actual adoption of match-making service websites. This might be because use of such websites did not come across as a consumer service that could satisfy people's need for innovativeness.

So this leads us to the question of why people use (or do not use) such websites. This study only attempted to address the "Who" question: Who use match-making service websites? And among non-adopters, who will be more willing to use them? It would be extremely interesting to conduct a uses and gratifications study to understand what needs do such websites fulfill for adopters and what are the barriers of adoption for non-users. One often-heard concern among non-users is that, the anonymous nature of online communications is a two-edged sword. This might explain why perceived anonymity in this study did not yield any significant findings in both willingness and actual adoption. True, people can easily hide their offline identity, but it will also be very difficult to assess the online partner accurately either, even on basics like age and physical attributes.

But it is possible that this may exactly be the reason for some people to adopt online matching. The anonymous nature of online communications may be a source of excitement for people in their banal lives offline. Therefore, an effective users and gratifications study can further delineate the different psychographics of adopters and non-adopters and so carry significant implications for developing the online matching business by targeting at the right customers.

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Table 1: Number of respondents in each age group

		Frequency	Percent
Age	**17 or below**	25	6.4
	18-25	104	26.5
	26-30	159	40.5
	31-35	65	16.5
	36-40	21	5.3
	41-50	7	1.8
	Sub-total	381	96.9
	Missing data	12	3.1
Total		393	100.0

Table 2: Marital status of respondents

		Frequency	Percent
Marital status	**never married**	326	83.0
	divorced/separated	15	3.8
	widowed	1	.3
	married	37	9.4
	Sub-total	379	96.4
	Missing data	14	3.6
Total		393	100.0

Table 3: Employment status of respondents

		Frequency	Percent
Employment status	**student**	93	23.7
	working full time	265	67.4
	Working part time	7	1.8
	housewife	3	.8
	unemployed	9	2.3
	Sub-total	377	95.9
	Missing data	16	4.1
Total		393	100.0

Table 4: Average personal monthly income of respondents

		Frequency	Percent
Monthly income	**$50,001 or above**	11	2.8
	$35,001-50,000	18	4.6
	$25,001-35,000	47	12.0
	$20,001-25,000	32	8.1
	$15,001-20,000	57	14.5
	$10,001-15,000	71	18.1
	$8,001-10,000	41	10.4
	$5,001-8,000	14	3.6
	$5,000 or below	76	19.3
	Sub-total	367	93.4
	Missing data	26	6.6
Total		393	100.0

Table 5: Educational level of respondents

		Frequency	Percent
Educational level	**Primary or below**	1	.3
	Forms 1-3	24	6.1
	Forms 4-5	62	15.8
	Forms 6-7	26	6.6
	Tertiary	138	35.1
	Above tertiary	131	33.3
	Sub-total	382	97.2
	Missing data	11	2.8
Total		393	100.0

Table 6: Results of reliability tests on the 6 subscales of the 18-item Love Attitudes Scale: Short Form

Love style	*Cronbach's alpha*
Eros	.7608
Ludus	.0514
Storge	.6094
Pragma	.6680
Mania	.5619
Agape	.7235

Table 7: Regressing five types of love styles on willingness to adopt and actual adoption of match-making service websites

Love style	**Simple r**	**Willingness to Adopt** *(standardized beta)*
Eros	-.031	-.077
Storge	.001	-.015
Pragma	.216**	.204*
Mania	.041	.049
Agape	.053	.045
R^2	**.042**	

Note: p<.05*, p<.01**, N=158

Table 8: Pearson's r of perceived attributes of match-making service websites on willingness and actual adoption

	Willingness to Adopt	Actual Adoption
Perceived attributes	*Pearson's r*	
Accessibility	.504**	.238*
Anonymity	.091	-.073

Note: p<.01*; p<.001**

Table 9: Results of t-tests on average monthly personal income on willingness to adopt match-making service websites and actual adoption

	Willingness to Adopt		Actual Adoption	
Monthly income	*Mean*	*T value*	*Mean*	*T value*
High ($15,001 or above)	4.99	2.313*	9.5424	-.447
Low ($15,000 or below)	5.57		9.8312	

Note: p<.05*

Table 10: Results of ANOVA on age on willingness to adopt match-making service websites and actual adoption

	Willingness to Adopt		Actual Adoption	
Age group	*Mean*	*F value*	*Mean*	*F value*
Young (25 or below)	4.72	7.304*	9.6757	.303
Median (26 to 30)	5.76		10.0645	
Mature (31 or above)	5.33		9.5000	

Note: p=.001*

Table 11: Multiple regression analysis of love styles, perceived attributes, innovativeness and demographics on willingness-to-adopt match-making service websites

Love style	*Standardized beta*
Eros	-.002
Storge	-.065
Pragma	.106
Mania	.090
Agape	.050
Perceived attributes	
Perceived accessibility	.503**
Perceived anonymity	-.086
Innovativeness	-.040
Demographics	
Gender	-.197*
Monthly income	-.280**
Dating status	-.001
Age	.027
Educational level	-.031
R^2	**.384**

Note: p<.01*; p=.000**, N=129

Table 12: Multiple regression analyses of love styles, perceived attributes, innovativeness and demographics on willingness to surf and to register for match-making service websites

	Standardized beta	
Love style	*Willingness to surf (N=133)*	*Willingness to register (N=129)*
Eros	-.074	.077
Storge	-.125	.019
Pragma	.072	.107
Mania	.088	.094
Agape	.028	.069
Perceived attributes		
Perceived accessibility	.500**	.414**
Perceived anonymity	-.050	-.020
Innovativeness	-.051	.006
Demographics		
Gender	-.184*	-.159
Monthly income	-.304**	-.188*
Dating status	-.041	.041
Age	.003	.032
Educational level	-.059	.015
R^2	**.360**	**.250**

Note: p<.05*; p=.000**

Table 13: Multiple regression analyses of love styles, perceived attributes, innovativeness and demographics on surfing time and the number of other registered users met offline for adopters

	Standardized beta	
Love style	*Surfing time (N=103)*	*No. of other users met offline (N=104)*
Eros	-.100	-.055
Storge	-.111	-.265**
Pragma	.138	-.003
Mania	-.110	.029
Agape	.001	.019
Perceived attributes		
Perceived accessibility	.044	.256**
Perceived anonymity	-.023	-.087
Innovativeness	-.058	-.088
Demographics		
Gender	-.207*	.193*
Monthly income	-.180	-.096
Dating status	-.087	-.047
Age	.127	.067
Educational level	.008	.052
R^2	**.043**	**.191**

Note: p<.05*; p<.01**

Appendix

使用交友網站的問卷調查

我是香港中文大學新聞與傳播學院的學生，正進行一個有關港人透過交友網站(如 match.com; Yahoo!的「友緣人」) 結識對象的調查。此類網站大多有許多不同年紀、性別，以及背景的登記用戶，他們可透過網站提供的溝通渠道認識戀愛對象。

爲使調查能順利完成，請抽約 10 分鐘填寫以下問卷。所填的資料只會作是次究研之用，絕對保密。感謝支持！

請按照你個人的情況，圈上適當的答案：

甲部：

1. 你曾否成爲交友網站（如 match.com; Yahoo!的「友緣人」等）的登記用戶？
   1）有 （請跳至第 4 題）　　2）否

如果你認爲交友網站能協助使用者結交戀愛對象，你會－

2. －瀏覽交友網站

非常不同意	不同意	一半一半	同意	非常同意
1	2	3	4	5

3. －登記成爲會員

非常不同意	不同意	一半一半	同意	非常同意
1	2	3	4	5

（請在作答後，跳至第 8 題繼續）

4．你每周平均花多少時間瀏覽交友網站？(請在適當的答案旁加√)
   1)_15 分鐘以下　2) _15-30 分鐘　　3)_31-45 分鐘　　4)_46-60 分鐘　5)_ 61-90 分鐘　6)_ 91 分鐘或以上

5．你每周平均花多少時間電郵或 ICQ 其他用戶，以結識戀愛對象？(請在適當的答案旁加√)
   1）_從不　2)_15 分鐘以下　3) _15-30 分鐘　　4)_31-45 分鐘　　5)_46-60 分鐘　6)_ 61-90 分鐘　7)_ 91 分鐘或以上

6．你曾透過交友網站嘗試聯絡過多少個其他用戶，以結識戀愛對象？
1）_從未　2）_1-5 個　3)_ 6-10 個　4)_ 11-15 個　5)_ 16-20 個 6)_21-30 個
7)_31-40 個　8)_41 個或以上

7．在你透過交友網站結識的戀愛對象中，你曾與多少個出來見面？
1）_從未　2）_1-2 個　3)_ 3-4 個　4)_ 5-6 個　5)_ 7 個或以上

		非常不同意	不同意	一半一半	同意	非常同意
		1	2	3	4	5
8	交友網站可令我容易結交戀愛對象					
9	交友網站能擴大我的社交圈子，提供機會結交戀愛對象					
10	交友網站令我可隨時隨地結交戀愛對象					
11	交友網站令我可隱藏自己的身份，結交戀愛對象					
12	交友網站令我可無需透露太多私人資料，而結交戀愛對象					
13	交友網站令我可無需讓對方得知我的外貌，而結交戀愛對象					

乙部：
以下是一些有關你對事物的看法的問題，答案無對錯之分，請在適當的答案空格內加√：

		非常不同意	不同意	一半一半	同意	非常同意
		1	2	3	4	5
14	我願意學習新意念					
15	我願意探索新科技					
16	我能緊貼新科技的發展					
17	我願意冒險					

丙部：

以下的是一些有關你對愛情的看法的問題，答案絕無對錯之分。請根據你與你現時的伴侶的關係填寫答案。如你現時並沒有伴侶，請以你最近期的伴侶爲準。如你從未談過戀愛，請選擇最接近你個人想法的答案並在空格加√：

		非常不同意	不同意	一半一半	同意	非常同意
		1	2	3	4	5
18	我覺得我跟我的伴侶是天生一對					
19	我的伴侶符合我對外表的理想要求					
20	我跟我的伴侶在情慾上「感覺很對」					
21	我相信，我的伴侶要是發現一些關於我，而他／她是以前不知情的事，他／她也會覺得無所謂					
22	我有時要令我的伴侶避免發覺我有其他的情人					
23	如果我的伴侶知道我跟另外一些人的事，他／她會生氣					
24	我們之間的愛是最好的一種，因爲是從一段長期的友誼而生的					
25	隨著時間的過去，我們的友誼逐漸演變成愛情					
26	我們的愛情關係是非常圓滿的，因爲是發展自一段深厚的友誼					
27	一個在選擇伴侶的主要考慮是他／她要跟我門當戶對					
28	一個在選擇伴侶的重要因素是他／她能否成爲一位優秀的父／母親					
29	一個在選擇伴侶的考慮是他／她會有助我的事業發展					
30	如果我的伴侶不理睬我，我會感到十分傷心					
31	如果我懷疑我的伴侶正跟其他人約會，我將難以放鬆					
32	如果我的伴侶有段時間不理睬我，我有時會做一些愚蠢的事來嘗試挽回他／她對我的注意					
33	我寧願自己受痛苦，也不願我的伴侶受痛苦					
34	除非我把我的伴侶的快樂放在我的個人快樂之前，否則我不能感到快樂					
35	我通常都會願意犧牲自己的意願，令我的伴侶能如願以償					

丁部：
請在適當的答案空格加√：
36. 性別： 1）__男 2）__女

37. 年齡： 1)__17 或以下 2)__18 至 25 3)__26 至 30 4)__31 至 35 5)__36 至 40
6)__41 至 50 7)__51 或以上

38.教育程度： 1)__小學或以下 2)__中一至中三 3)__中四至中五 4）__中六至中七
5)__大專/大學 6)__大專/大學程度以上

39.婚姻現況： 1)__從未結婚 2)__離婚/分居 3)__喪偶 4) __已婚 （請跳至第 41 題）

40.感情現況： 1)__正在拍拖 2)__沒有拍拖

41.就業情況： 1)__學生 2)__全職工作 3)__兼職工作 4)__全職家庭主婦
5)__失業

42.平均月入： 1)__$50,001 或以上 2)__$50,000-$35,001 3)__$35,000-$25,001
4)__$25,000-$20,001 5)__$20,000-$15,001 6)__$15,000-$10,001
7)__$10,000-$8,001 8)__$8000-$5,001 9)__$5,000 或以下

－問卷完。謝謝－