

Review of: "A Study on Matrimonial Sites in India"

Diena Mutiara LEMY¹

¹ Universitas Pelita Harapan

Potential competing interests: No potential competing interests to declare.

This study will have a beneficial impact on managerial implications.

However, there is some room for improvement:

1. The background of the study can be made clearer, describing the importance of this study and why a study regarding Matrimonial Sites in India is important. Are there any cultural aspects that influence the preferences of men and women in India in finding a matrimonial site?
2. The literature review should be more related to the study and how it relates to the questions in the questionnaires.
3. The authors should write about the research design being used.
4. The relation between the research objectives and the research findings should be more explained.

Aside from my comments, I think this research has an interesting focus. I give my appreciation to the researchers.