

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

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Potential competing interests: No potential competing interests to declare.

The authors are appreciated for focusing on an interesting topic. The paper can start with the role of matrimonial sites, statistics about the matrimonial sites. Then it can bring about the difference between arranged marriages in the past and now. Explain the landscape of matrimonial sites. The need for the study or the research gap is not evident. Authors can bring that out clearly in the introduction part.

The literature review in the introduction should pertain only to introducing the research topic and identifying the need or gap. The rest of the research studies can be discussed under a separate heading "Literature Review," which should end with the objectives of the study.

Sample size has to be justified using any formula or theory.

The qualitative responses of individuals can be analyzed using phenomenology to arrive at meaningful themes which would further the research. The authors can give some suggestions to matrimonial sites to improve customer satisfaction.