

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

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Potential competing interests: No potential competing interests to declare.

Topic of the paper is very interesting and relevant. Paper is well written with lucid language.

However, if the following points are addressed, the quality of the paper can be enhanced:

1. Introduction should be precise, followed by Literature Review (LR), and LR is missing in this paper.
2. Motivation to undertake the research is missing.
3. Research question should be written more clearly.
4. How this study contributes to the existing literature is missing.
5. You have written, "This structural adjustment of the economy, involving a shift from a state-controlled economy to a more market-friendly economy, took place in the year 1991 (Baru & Mohan, 2018), and that was the turning point that helped India pave its path towards becoming one of the largest economies of the world today, with an active tourism industry that contributes 9.2 per cent to the Indian GDP (Chaudhary et al., 2020)". The point is how this structural economic change is impacting the matrimony sites or the choice of matrimony site? Please elaborate on this point.
6. After Introduction, the second heading is Methodology, and under this, you are mentioning the objectives for the study. It would be better if you change the second heading to 'Research Objectives.'
7. Sample size is too small.
8. What type of sampling method is used? Please mention this.
9. At one place, you have written, "One of the reasons why chi square tests were chosen." I think you want to write Chi-square test. Please correct it.
10. To analyze the statements, you can use a software specially designed for qualitative analysis, e.g., NVivo.
11. Please add implications of the study.