

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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**A STUDY ON USERS' PREFERENCE TOWARDS MATRIMONIAL SITES IN COIMBATORE CITY**

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**ABSTRACT**

*Online Matrimony is an organized web based Matrimonial/Marriage service facilitating wishful men and women to find their suitable life partners .It caters to people spread across the globe with the help of internet. Matrimonial search is the 13th most popular activity on the Internet among 12 million urban users in India. There are various sites available for providing the online matrimonial services. Matrimonial sites are especially popular in India and among Indians settled overseas. Generally it has shown that young men and women in India do not feel any compulsion to date since dating has not been a part of the culture historically. Matrimonial websites are the online intermediate of selecting suitable bride /groom. Hence a study is undertaken to find out the users preference and satisfaction towards matrimonial sites.*

**KEYWORDS**

matrimonial sites, overseas Indians, organised web service.

**INTRODUCTION**

People say "matches are made in heaven" but now this quote changed into "matches are made online". In 1700, a decade after the invention of the modern newspaper the first matrimonial service was created. People register themselves in several matrimonial sites by creating their own profile. Brides and grooms looking for their matches can search the data that usually include nationality, age, gender, availability of photograph location and caste. The internet has enabled accelerated the creation of new forms of human interactions through instant messaging on social networking sites.

**REVIEW OF LITERATURE**

D.Anitha Kumari, Volume 2, Number 2, April-June 2013 conducted a study on "Customer Preference and attitude towards Matrimonial sites in Chennai, Tamil Nadu" The study examined how the sites work and how they are satisfying the customers. The findings indicate that customers had an overall more positive attitude towards matrimonial sites with regards to cost, service, schemes and advertisements. Ayesha Ahmed, August 2012 examined "How have muslim matrimonial websites affected traditional Islamic courting method". The study has aimed to achieve an insight into how orthodox and traditional Islamic methods of finding a spouse are being challenged amongst this diversity. Although there is a lack of theoretical and empirical research within this specific area, this study has covered interesting findings into current social and cultural interpretation of marriage in islam. Walter R. Schumm Kansas, State University , 2012 conducted a review on "Marriage preparation programs" . The review tracks developments in programming, theory, and evaluation as a foundation for program improvements. Mr. Tejaswinee N. Ingle, Dr.P.W.Kale ,2008 conducted a review on "Perception of users towards onlne marriage bureau with special reference to shaadi.com" The study reveals the perception of people towards matrimonial sites and the finded that shaadi.com is the most visited and most user friendly online match making brand in India. Mr.Ali Hortacsu, University of Chicago-Department of Economics; Gunter J Histch, University of Chicago-Graduate school of business; Dan Ariely, MIT –Sloan school of Management, January-2005 conducted a study on "Mate preference in online dating". The site users display strong race preferences do not differ across users with different age, income, education level in case of women and differ slightly in case of men.

**NEED FOR THE STUDY**

Online matrimonial classifieds are the biggest paid content generators' on the Net. Some of the matrimonial websites have a mix of both free and paid subscriptions. The web interface allows user to create their profiles in order to contact people. This study was conducted to analyses the cost effectiveness in using matrimonial sites. The study also examines the awareness, preference and satisfaction towards matrimonial sites.

**SCOPE OF THE STUDY**

A Study has been made on user's preference on matrimonial websites in Coimbatore city to know why users prefer more on online matrimonial arrangement than offline. It also studies about the various sites and services provided by online matrimonial. And to know about the users perception and attitude and their problems faced by using such matrimonial websites.

**OBJECTIVES OF THE STUDY**

1. To study about the users preference towards matrimonial websites.
2. To find out the users perception towards matrimonial websites.
3. To analyses the problems faced by the users of matrimonial websites.
4. To study the respondents level of satisfaction towards matrimonial websites.

**RESEARCH METHODOLOGY****AREA OF RESEARCH**

The area of this study was confined to Coimbatore city alone

**SAMPLE SIZE**

The number of sample selected for this study is 125 in Coimbatore city.

**PERIOD OF THE STUDY**

The study period was from June to September 2015.

**STATISTICAL TOOLS**

Percentage analysis



## RANK ANALYSIS

TABLE 1: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Educational Qualification	No. of respondents	Percentage
School level	10	8.0
Graduate	68	54.8
Post graduate	27	21.7
Professional course	14	11.2
No formal education	3	1.6
Others	3	2.4
<b>Total</b>	<b>125</b>	<b>100</b>

The above table reveals that 54.83 % of the respondents are graduates, 21.77% of the respondents are post graduates, 11.29 % of the respondents are having professional educational qualifications, 8.06% of the respondents are having school level education, 2.41 % of the respondents have other educational qualification and 1.61% of the respondents have no formal education. Majority (54.83 %) of respondents are graduates.

TABLE 2: AGE OF THE RESPONDENTS

Age	No of respondents	Percentage
18-25	66	53.2
25-35	37	29.8
35-45	13	10.4
Above 45	9	6.4
<b>Total</b>	<b>125</b>	<b>100</b>

From the above table it is inferred that 53.22 % of the respondents' age ranges between 18-25 years, 29.83 % of the respondents' age ranges between 25-35 years, 10.48 % of the respondents' age ranges between 35-45 years and 6.45 % of the respondents' are more than 45 years of age. Majority (53.22%) of the respondents' age ranges between 18-25 years.

TABLE 3: SOURCE OF AWARENESS TOWARDS MATRIMONIAL SITES

Source of awareness towards matrimonial sites	No. of respondents	Percentage
Advertisements	40	32.2
Friends	38	30.6
Relatives	36	29.0
Neighbors	8	5.6
Others (specify)	3	2.4
<b>Total</b>	<b>125</b>	<b>100</b>

From the above table it is inferred that 32.25 % of the respondents are aware of matrimonial sites through advertisements, 30.64 % of the respondents are aware through friends, 29.03 % of the respondents are aware through their relatives, 5.645 % of the respondents are aware through their neighbours and 2.419% of the respondents are aware through other sources. Most (32.25%) of the respondents are aware of matrimonial sites through advertisements.

TABLE 4: LEVEL OF AWARENESS TOWARDS MATRIMONIAL SITES

SITES	HIGHLY AWARE	%	AWARE	%	NOT AWARE	%
Kalyana malai	63	50.4	56	44.8	6	4.8
Shaadi matrimony	45	36	51	40.8	29	23.2
Jeevansathi matrimony	19	15.2	43	34.4	63	50.4
Pyar matrimony	7	5.6	27	21.6	91	72.8
Bharath matrimony	66	52.8	49	39.2	10	8
Saisankar matrimony	9	7.2	33	26.4	83	66.4
Simply married matrimony	9	7.2	16	12.8	100	80
Life partner matrimony	9	7.2	32	25.6	84	67.2
Merasathi matrimony	6	4.8	19	15.2	100	80
Indian matrimony	24	19.2	43	34.4	58	46.4

**Kalyana malai:** 50.4% of the respondents are highly aware, 44.8% of the respondents are aware, 4.8% of the respondents are not aware.

**Shaadi matrimony:** 36% of the respondents are highly aware, 40.8% of the respondents are aware, 23.2% of the respondents are not aware.

**Jeevansathi matrimony:** 15.2% of the respondents are highly aware, 34.4% of the respondents are aware, 50.4% of the respondents are not aware.

**Pyar matrimony:** 5.6% of the respondents are highly aware, 21.6% of the respondents are aware, 72.8% of the respondents are not aware.

**Bharath matrimony:** 52.8% of the respondents are highly aware, 39.2% of the respondents are aware, 8% of the respondents are not aware.

**Saisankar matrimony:** 7.2% of the respondents are highly aware, 26.4% of the respondents are aware, 66.4% of the respondents are not aware.

**Simply married matrimony:** 7.2% of the respondents are highly aware, 12.8% of the respondents are aware, 80% of the respondents are not aware.

**Life Partner matrimony:** 7.2% of the respondents are highly aware, 25.6% of the respondents are aware, 67.2% of the respondents are not aware.

**Merasathi matrimony:** 4.8% of the respondents are highly aware, 15.2% of the respondents are aware, 80% of the respondents are not aware.

**Indian matrimony:** 19.2% of the respondents are highly aware, 34.4% of the respondents are aware, 46.4% of the respondents are not aware.

It is inferred that majority (52.8%) of the respondents are highly aware of Bharath Matrimony.

TABLE 5: FREQUENCY OF VISITING MATRIMONIAL SITES

Frequency of visits	No. of respondents	Percentage
Daily once	31	25
Two days once	29	23.3
Weekly once	53	42.7
Others (specify)	12	8.8
<b>Total</b>	<b>125</b>	<b>100</b>

From the above table it is inferred that 42.74% of the respondents visit matrimonial sites weekly once, 25% of the respondents visit daily once, 23.38 % of the respondents visit 2days once and 8.87 % of the respondents visit randomly. Most (42.74 %) of the respondents visit matrimonial sites weekly once.

**TABLE 6: OPINION TOWARDS MATRIMONIAL SITES REGARDING MATCHING**

opinion towards matrimonial sites	No. of respondents	Percentage
Faster mode of matching	60	48.3
Safer mode of matching	39	31.4
Slower mode of matching	20	16.1
Others (specify)	6	4.03
<b>Total</b>	<b>125</b>	<b>100</b>

The table states that 48.38 % of the respondents feel that matrimonial sites are the faster mode of matching, 29.03 % respondents feel that it is the safer mode of matching and 16.12 % of the respondents feel that it is the slower mode of matching and 4.03 % of respondents specified other reasons. Most (48.38%) of the respondents feel that matrimonial sites are the faster mode of matching.

**TABLE 7: FACTORS INFLUENCING THE RESPONDENTS TO REGISTER IN MATRIMONIAL WEBSITES**

Source	Mean Rank	Rank
Time taken for matching	5.62	4
Quick response	4.81	1
Better contact option	5.81	5
Content of matrimonial site profile	6.27	6
Availability of information	5.17	3
Convenience	5.4	2
Trust worthy	6.59	10
Flexibility	6.53	8
Community	6.48	7
Religion	6.56	9
Language	6.99	11

From the above mean rank table it is understood that the respondents have given first rank to “Quick response” (mean 4.81) which says that respondents have given prior importance to quick response of matrimonial sites while choosing a particular matrimonial site, second rank have been assigned to “convenience” (mean 5.4) and “Availability of Information” have been assigned the third rank (mean 5.17).

“Time taken for matching” is considered to be a reason that influence a person to choose a particular site which is given fourth rank (mean 5.62) followed by “Better contact option”(mean 5.81) with fifth rank, “Content of matrimonial site profile”(mean 6.27) have assigned sixth rank, “Community” (mean 6.48) with seventh rank which is followed by “Flexibility”(mean 6.53) with eighth rank, Thus, language is not considered as an important factor by the respondents in choosing a particular matrimonial site.

Most of the respondents have given first rank to “Quick response” with mean 4.59.

**SUGGESTIONS**

- Matrimonial sites providers can reduce membership fees which will attract many people to join and after getting a good number of members they can make a steady and slow increase in prices for the fees.
- Matrimonial sites can include additional features like personal chatting, email which will increase the interest of the matrimonial site visitors.
- Continuous advertisements for matrimonial sites in different forms can be increased for consumer awareness, consumer recall, personalized relationship building, etc.
- Matrimonial sites can concentrate on post marriage arrangements also.
- Since most of the rural people are not aware of matrimonial sites, the matrimonial sites providers can create awareness in rural areas.

**CONCLUSION**

In this fast moving world, people are leading a high mechanical life. People don’t have enough time to go in search of brides and grooms for their marriage life through offline marriage arrangement, so they started registering themselves in matrimonial sites. They feel it saves their valuable time and money. In order to that, now-a-days many matrimonial sites started for the people to make them feel user- friendly rather going to marriage brokers. The study reveals that female are registering more as compared to male and it is concluded that the respondents are satisfied with online matrimonial sites.

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