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MATCHMAKING PLATFORMS IN INDIA: INFLUENCE OF COVID-19

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ABSTRACT

The paper follows a comprehensive research of matrimonial services prevailing in the country. The Indian wedding industry is estimated to be around \$50 billion in size. The industry is filled with many unorganized as well as traditionally established businesses, a lot of corporates have been trying to tap the industry with online match-making websites. Through this study, the preference of people towards the various options was examined by running inferential tests to perceive the penetration of online as well as traditional services in the Industry. Analysis*

* Hindu Business Line: (Pandit 2018)



was conducted for both, pre as well as post covid-19 period to assess the change in people's perception of the online matrimonial sites.

KEYWORDS: *Matrimony, Matchmaking, Marriage Bureaus, Online Matrimony sites, Covid-19.*

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