

Digital Matchmaking: Analyzing the Growth and User Trends of 1Vivah.com

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ABSTRACT

Traditional matchmaking has been reinvented by the development of matrimonial websites in India, which provide a digital platform that combines technology and cultural norms. One example of how these platforms serve a variety of cultures while using contemporary matchmaking algorithms is 1Vivah.com, a rising force in the online matrimonial market. This study looks at 1Vivah.com's development, user engagement, success rates, and technological advancements to see how it complies with Indian marriage customs while embracing the digital era. The study explores important topics like user preferences, data security, AI-driven relationship recommendations, and the part caste, religion, and geography play in matchmaking. It also looks into the difficulties that online matrimonial services confront, such as phony profiles, privacy issues, and changing social norms.

By researching user behavior and industry trends, this report sheds light on how 1Vivah.com and similar platforms are shaping the future of matchmaking in India, achieving a balance between tradition and technology and such platforms, which strike a balance between tradition and technology, will influence matchmaking in India in the future.

Key themes highlighted in the study include user preferences, data security protocols, AI-driven relationship recommendations, and the impact of regional, caste, and religious considerations on matchmaking. It also discusses the difficulties that internet matrimonial sites encounter, including phony profiles, privacy concerns, and shifting social mores.

KEYWORDS: C#, ASP.NET, SQL Server, HTML/CSS, Bootstrap, JavaScript,

I. INTRODUCTION

Vivah.com is one of the many online matrimonial sites that has made a name for itself in the Indian matchmaking market. Vivah.com serves a diverse clientele, ranging from metropolitan professionals to people in smaller villages searching for the right life partners, with a focus on user-friendly features, customized matchmaking algorithms, and community-based preferences. The site has embraced technology to speed up the partnering process with features like preference-based search filters, profile verification, and AI-driven compatibility recommendations. Online dating industry is enjoying a booming success 11% of U.S. adults have already used a dating platform or an app, and a whopping 23% of users admit to having met their spouse or a long-term companion online

Hundreds of empirical studies have been devoted to sexual and romantic attraction, but most were methodologically limited in that they were based on self-report of preferences for attributes of hypothetical partners, dyadic interactions between undergraduates in the laboratory, indirect inferences on preferences from traits of existing couples or self-presentations in and responses to lonely hearts advertisements. The online dating environment allows to observe whether individuals select lower, similar, or higher levels of education than themselves providing insights how the selection changes for individual differences (e.g., related to gender or education) across age.

Such vulnerability has not historically been a problem in India, where people have lived in co-located joint families of three to four generations taking part in shared activities. These activities include arranging marriages; the extended family and friends participate in all stages of the matrimonial process, from spousal search to the wedding, and even beyond as the couple adjusts to a new life.

Fortunately, in this 21st century, professional wedding planners offer a solution to provide young couples services to realize their wedding dreams in an easily accessible online platform. This platform does not only help soon-to-be brides and grooms but has also become one of the primary ways to promote a wedding vendor business in reaching their clients.

Abbreviations and Acronyms

- **MWS** – Matrimonial Website Services
- **OMM** – Online Matrimonial Market
- **SMO** – Social Media Optimization
- **PWA** – Progressive Web Application
- **KYC** – Know Your Customer Units
- **Users** – Number of registered users (e.g., **millions of users**)
- **Profiles** – Total number of user profiles
- **Matches** – Number of successful matches
- **DAU (Daily Active Users)** – Number of users accessing the site daily
- **MAU (Monthly Active Users)** – Number of users accessing the site monthly
- **CTR (Click-Through Rate)** – Percentage of users clicking on a specific link (%)
- **Bounce Rate** – Percentage of users leaving the site without interaction (%)
- **SEO Score** – Website ranking score (scale **0-100**)
- **Load Time** – Website speed (measured in **seconds (s)**)

II. RELATED WORK

The rise of online marriage platforms has transformed traditional matchmaking practices in countries like India,

where arranged weddings are still prevalent. The growth, user patterns, and technological advancements of online dating services have all been the subject of several studies. This section looks at relevant research on online marriage, matchmaking algorithms, user engagement, and market trends in order to set the stage for the study on Vivah.com.

1. The Development of Indian Online Matrimony

According to studies, marriage websites—which use technology to link people based on compatibility scores, backgrounds, and preferences—have emerged as a popular substitute for conventional matchmaking techniques (Agarwal et al., 2020). Platform adoption is greatly influenced by user trust, privacy policies, and success rates, according to research on sites like Shaadi.com, BharatMatrimony, and Jeevansathi.

2. Online matrimony platforms' growth and market trends

Industry reports predict that rising internet penetration, smartphone usage, and digital literacy would propel the Indian online matrimony market's steady growth (Kumar & Singh, 2021). The Premium memberships have a major impact on income generation and platform sustainability, according to a comparative study of subscription models and monetization tactics in top marriage websites (Gupta & Mehta, 2018).

3. User Conduct and Involvement on Marriage-Making Websites

According to studies, AI-based suggestions, personalized matchmaking services, and authentic profiles all have an impact on user engagement (Patel et al., 2022). Sociocultural acceptance of online matchmaking is also examined in research, especially in rural and semi-urban India, where marriage decisions are still influenced by traditional standards (Reddy & Joshi, 2017).

4. AI and Algorithmic Matchmaking in Marriage

Machine learning and AI-driven algorithms are used by contemporary matrimonial sites, such as 1Vivah.com, to enhance user experiences and match predictions. Research shows that preferences, predictive modeling, and behavioral data analytics improve matchmaking effectiveness and shorten the time it takes to locate a compatible match.

III. DATA AND SOURCES OF DATA

To guarantee a thorough and accurate analysis, data for the study "Matrimonial Websites in India: A Study on 1Vivah.com's Growth and Trends" will be collected from a variety of sources. A primary and secondary source classification will be applied to the data. Surveys, interviews, and direct observations of 1Vivah.com users and stakeholders will be used to gather primary data. Data from registered users will be gathered through user surveys and a standardized questionnaire, with an emphasis on demographics like caste, religion, age, gender, and location, as well as the factors that led people to select 1Vivah.com over rivals. Along with examining desired features like chat choices, privacy settings, and AI-based matchmaking, it will also evaluate user experience, including satisfaction levels, matchmaking success, and ease of use.

Interviews with platform developers, marketing executives, and customer service professionals will provide insights into 1Vivah.com's expansion strategy, matchmaking algorithms, user engagement, and retention methods, along with future developments in online marriage. If available, a study of user

behavior will be undertaken utilizing anonymized activity data from 1Vivah.com, concentrating on profile creation trends, user engagement patterns, and subscription/payment trends.

To offer competitive insights and broader industry perspectives, secondary data will be gathered from industry assessments, market research reports, and academic publications. The size, revenue trends, growth projections, and user adoption rates of the Indian online matrimony market will be evaluated with the aid of reports from Statista, IBISWorld, Business Today, and other market analysis firms. Additionally, comparisons with top rivals like Shaadi.com, Jeevansathi, and BharatMatrimony will be made. In order to investigate subjects like the function of Big Data and AI in matchmaking platforms and the social and cultural effects of online marriage services, scholarly research publications from Google Scholar, ResearchGate, IEEE Xplore, and Scopus will also be examined. This methodical methodology guarantees a comprehensive assessment of 1Vivah.com's expansion, technological developments, and its influence on the Indian digital matchmaking market.

IV. RESEARCH METHODOLOGY

The growth and trends of 1Vivah.com in the Indian matrimonial market are examined using a mixed-methods research methodology that combines quantitative and qualitative techniques. The study is set up to gather information from a variety of sources, guaranteeing a thorough grasp of platform efficacy, user behavior, and market trends. Surveys and structured interviews with people who have used 1Vivah.com for matchmaking are utilized to get primary data. In order to record user experiences, satisfaction levels, and the reasons influencing their selection of an online matrimonial platform, surveys comprise structured questionnaires with both closed-ended and open-ended questions. Deeper understanding of the difficulties and expectations related to online matchmaking can be gained through user and industry expert interviews. Industry reports, research publications, online articles, and case studies concentrating on Indian matrimony websites are the sources of secondary data. To evaluate 1Vivah.com's market positioning, website analytics are also examined, including success rates and user engagement indicators.

Purposive and random sampling are used in the study to choose survey participants, guaranteeing representation across a range of variables, such as age, geography, and socioeconomic status. While qualitative data from case studies and interviews is subjected to thematic analysis to uncover important trends in user preferences and experiences, the acquired data is then statistically analyzed using programs like Excel or SPSS for quantitative conclusions.

A comparative analysis is also included in the study, comparing 1Vivah.com to other top matrimonial websites in terms of matchmaking success, customer satisfaction, and technological innovations. Participants are made aware of the goal of the study and their privacy and confidentiality are rigorously protected in order to preserve ethical integrity. The study does, however, have certain limitations that could impact long-term trends, including the possibility of self-reporting bias from survey participants, a short data collection period, and outside factors like shifting societal standards and competition from dating apps. The methodology guarantees a systematic and data-driven

examination of 1Vivah.com's contribution to the transformation of digital matchmaking in India, notwithstanding these drawbacks.

Figures and Tables:

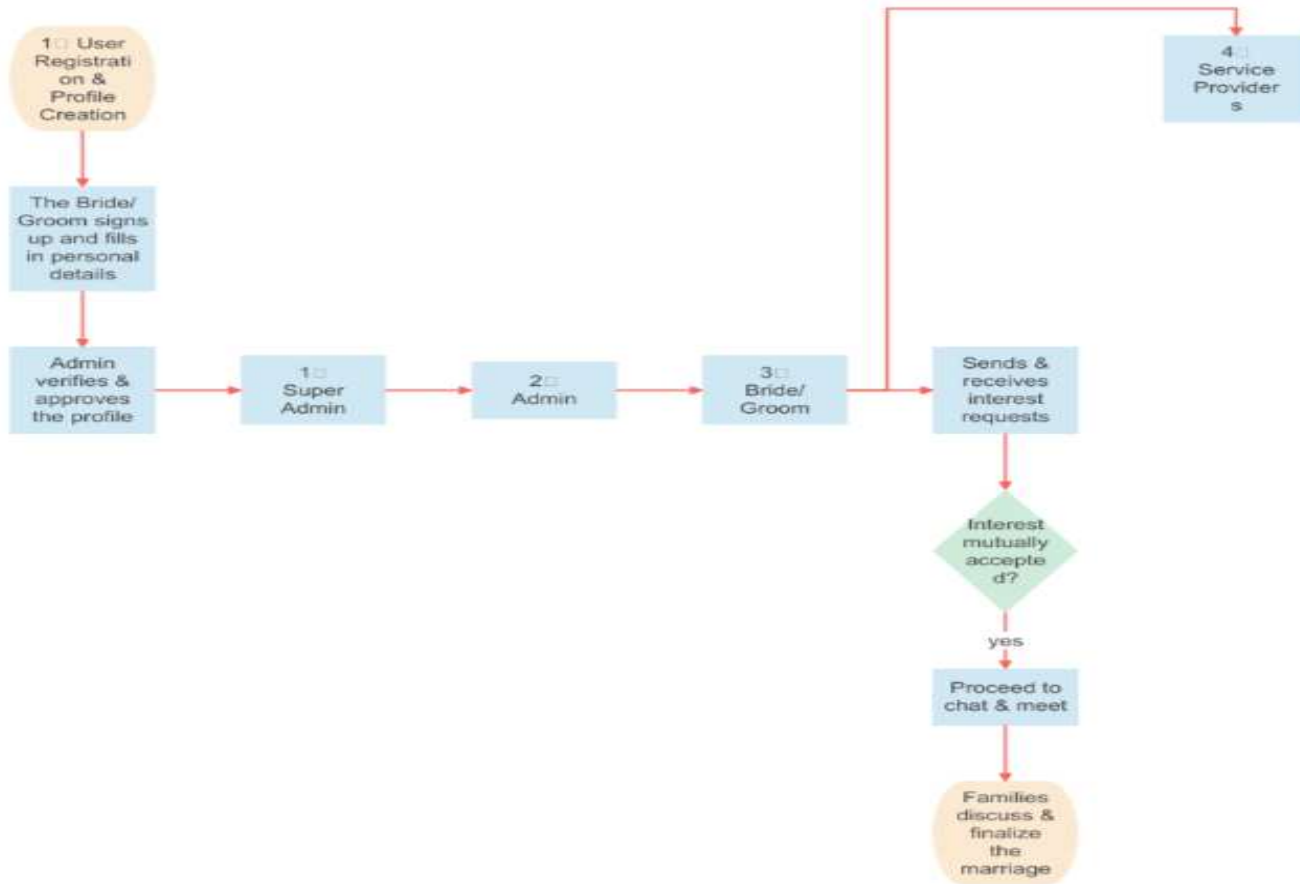


Fig.1 :A Digital Matrimonial System for Structured Matchmaking and Wedding Services

The flowchart represents the systematic workflow of 1Vivah.com, a digital matrimonial platform designed to simplify the matchmaking process while incorporating administrative oversight and wedding service providers. The process begins with user registration and profile creation, where the Bride/Groom signs up and provides necessary details. To ensure authenticity, the Admin verifies and approves profiles before they become visible to potential matches. Once approved, the Super Admin oversees overall platform operations, while the Admin manages user accounts, monitors matchmaking activities, and ensures the quality of services. Candidates can then browse profiles and send/receive interest requests. If both users mutually accept an interest, they proceed to the chat and meet phase, where they can communicate and get to know each other.

Following successful interactions, families connect to discuss and finalize the marriage. Additionally, the system integrates service providers such as wedding planners, photographers, astrologers, and caterers, who offer their expertise to enhance the wedding experience. These service providers are managed and monitored by the Admin to maintain quality standards.

This structured approach ensures a secure and efficient matchmaking process, combining digital technology with human oversight. The inclusion of service providers within the system streamlines wedding preparations, making 1Vivah.com a comprehensive matrimonial solution that not only helps users find life partners but also assists in planning their weddings.

V. RESULTS AND DISCUSSION

The research by 1Vivah.com illustrates strong trends towards the growth and usage of India matrimonial sites by users. Females are more active, five times that of males: 59% of them find online matchmaking favorable compared to merely 26% of males. Although numerous young women between the ages of 18-35 are found, most men belong to the upper class (46-60+ age group), indicating gender-based difference in marriage-seeking. The study also indicates that most married users are active while unmarried, divorced, and widowed users form the minority. Technology, AI-powered matchmaking, and data security still give rise to increasing trust in online matrimonial services. Yet user authenticity and social acceptance are still very much on the critical agenda. The implications are that online matchmaking will keep its upward trend. In India in the Years to Come, Platforms Will Have To Work On Improving User Experience Creating Trust-Personalized Matchmaking To Remain Ahead of The Game.

Marrital Status of Respondents

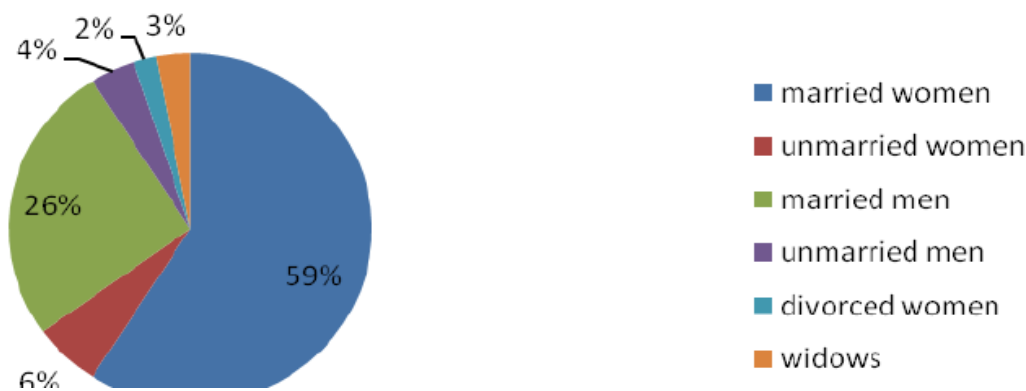


Fig 1: Marital Status Distribution of Respondents

The breakdown of marital status among the respondents is depicted graphically in the Marital Status of Respondents pie chart. Married women make up 59% of the respondents, and they are the most prevalent group in the survey.

Married men make up the second largest category with 26%, a significantly lower rate of participation compared to married women. Lower proportions of unmarried women (6%) and unmarried men (4%) indicate a moderate prevalence of being unmarried. Widows (3%) and divorced women (2%) are likewise the least adequately represented groups within the dataset. Married individuals, and married women in especial, had greater participation rates based on the distribution. This can be due to shifts in the demographic makeup of the respondent group, cultural issues, or the use of specific sampling techniques.

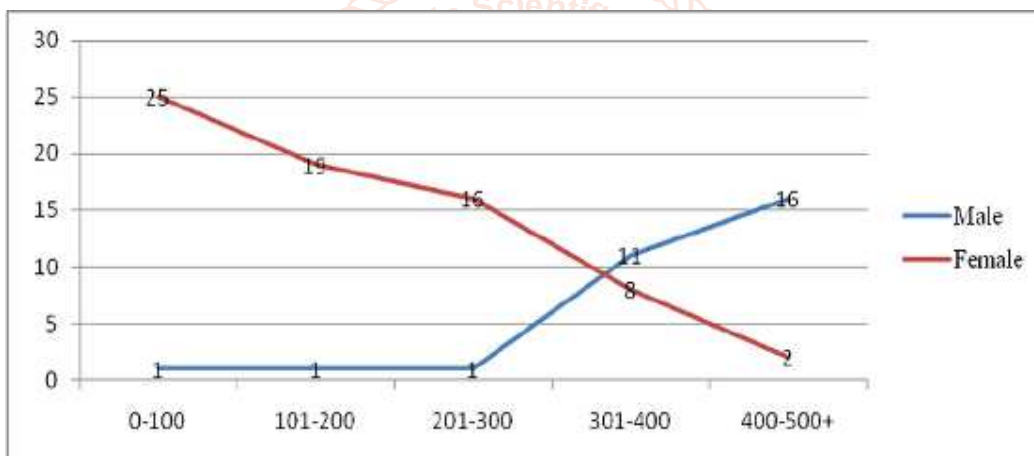


Fig 2: Comparison of Male and Female Respondents Across Categories

Figure 2: The line graph provides an overview of gender distribution among different numerical ranges and compares the male and female respondents. The x-axis shows the different numerical categories consisting of intervals from 0-100, 101-200, 201-300, 301-400, and 400-500+, while the y-axis depicts the number of respondents. The female respondents begin with a value much higher at 25 in the lowest interval of characters but then drop going upward to only 2 in the highest category. Male respondents at the same time start at one at the lower extremes, proceeding higher from 201-300 upward to show values above 0 to 8 among females and at last peak at 16 in 400-500+. An inverse relationship between female and male responses is suggested by this trend. In the lower range, females dominate, whereas the higher range is predominantly made up of males. Such trends might indicate that one gender or the other participates more or is more interested in or exposed to particular kinds of opportunities, depending on the context of the study.

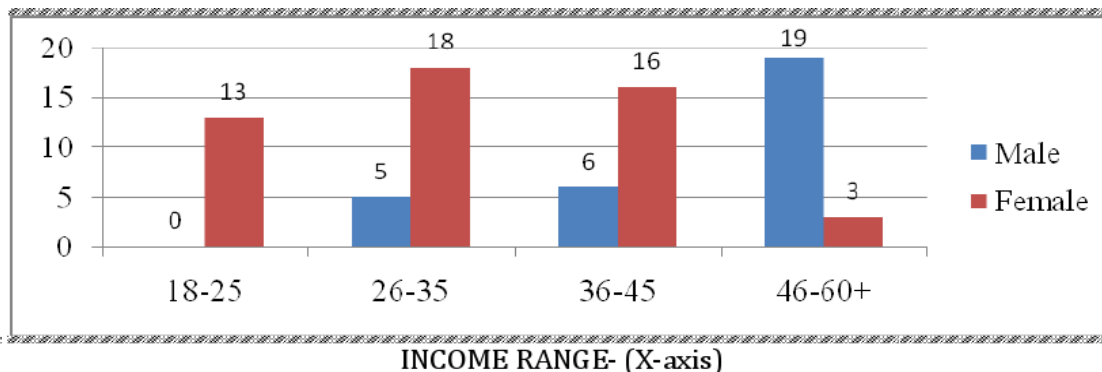


Fig 3: Gender-wise Income Distribution Across Age Groups

According to the trend, females seem to dominate the lower income groups, with the majority being in the age category of 18-25, having altogether 13 respondents, while in 26-35, they peak to 18 compared to a far lower number of male respondents, being 0 and 5 respectively. But with age, the number of male respondents starts to increase and surpass the female respondents by the age of 46-60+, where males add to 19 and females simply go down to 3. This may indicate gender-based constraints to climbing the corporate ladder, financial autonomy, or workforce participation for older persons in the higher income groups.

We would like to put on record here our sincere appreciation to all the people and institutions that helped in some way or other for completing this research study on "Matrimonial Websites in India: A Study on 1Vivah.com Growth and Trends." In this regard, gratitude is owed to all those who shared their ideas, feedback, and co-operation at every stage of this research work. The 1Vivah.com users and respondents' cooperation is greatly valued as surveys and respondent feedback were pillars for the majority of this research's claimed findings. We would particularly like to thank our peers and colleagues, whose valuable discussions, technical support, and moral encouragement were extremely helpful; their input was of significant assistance in sharpening our methodology and adding more strength to the study's conclusions. We also recognize the efforts of some other researchers, industry experts, and scholars who have thus contributed, and hence have a good theoretical foundation for the carrying out of this study; their research was quite useful in realizing the evolving trends of online matrimonial websites. Lastly, we want to give our thanks to our family and friends for their ongoing support, encouragement, and encouragement throughout this research project all along this path; their faith in our effort got us started every time we needed to start. The end product of this research is an organized work effort by the collaboration of numerous individuals, and we express a genuinely sincere feeling of appreciation to every and any contributing effort with which this completion has been made possible.

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