

## *Original Paper*

# Analysis on the Factors Affecting the Performance of Platform Based Matchmaking Enterprises

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### ***Abstract***

*The matchmaking service platform is an organization that integrates and matches resources for bilateral users. In the dynamic process of resource integration and exchange of services, its subject elements, object elements, technology elements and environmental elements will affect the performance of enterprises to varying degrees. Among them, the object element is mainly reflected in the resource management ability and information matching ability. This paper collected the evaluation of single users on the selection and use of the matchmaking platform through platform questionnaires, and made an in-depth analysis of the main factors affecting the performance of platform based matchmaking enterprises.*

### ***Keywords***

*Matchmaking service platform, Performance, Influencing Factors*

## **1. Introduction**

According to the service-dominant logic, value is created when customers use products or services to satisfy their needs or want (Vargo & lusch, 2004; 2008). Therefore, solving the needs of customers is an important way for matchmaking companies to realize their value. If an enterprise can better meet the needs of customers and continuously provide value to customers, then customers will be satisfied with the performance of the enterprise and will rely on the products or services it provides for a long time. At the same time, customer value will promote customers to spread word of mouth to other customers and recommend the company, which will also bring value to the company. Customer loyalty and recommendation behaviors will both promote corporate performance (Nardi, 2019). The influence of customer demand acquisition methods on customer value. Technology and Economics.

## 2. Questionnaire Method

In order to answer research question 3, the survey will be conducted in different matchmaking service companies, with more than 500 respondents, including on-the-spot investigation of customers and semi-structured interviews with enterprise managers and decision makers, and through in-depth interviews with industry stakeholders to enrich the research data. The survey will subdivide customer resources and customer demand, and investigate customers' evaluation of different services. Finally, according to the collected data and research problems are discussed.

Primary data will be collected using a questionnaire survey. Data will be obtained from the customers of matchmaking enterprises in China. Simple random sampling will be used to select the participants whereby an equal chance to all customers will be given for participation in the study (Wilson et al., 2014). Closed-ended questions will be used when designing the questionnaire to provide uniformity and ease in data analysis (Creswell, 2014).

## 3. Result

According to the questionnaire report, consumers mainly consider the following factors when choosing the matchmaking platform. (Figure 1) For example, the quality of platform users, the authenticity of user data, the high accuracy of recommendation matching, the good reputation of enterprises, the high cost performance ratio of payment, the good customer experience, the rich service content, and the strong professionalism

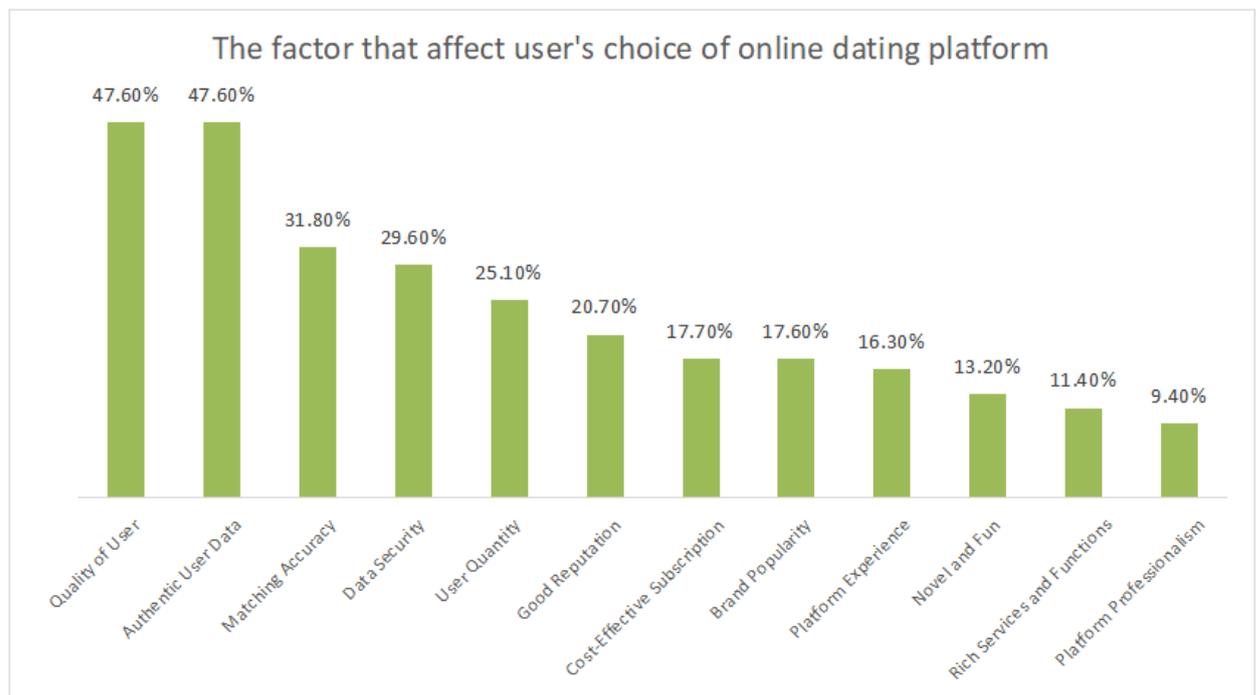


Figure 1. The Factor that Affect User's Choice of Online Dating Platform

From the above factors that customers consider in choosing a matchmaking platform, we can clearly see the customer's demand factors for the matchmaking platform.

First, user quality and data integrity are the core elements for the platform to attract users.

Second, users' use of online dating platforms is quite differentiated. In addition to the core elements, intelligent recommendation technology, diversified gameplay, brand reputation, etc. are also supplementary points for the platform to attract users.

## **4. Discussion**

### *4.1 The Influence of Main Elements*

The subject is the main bearer and participant of all value co-creation activities and is the most dynamic factor in the participation process. Different participants have more or fewer differences in knowledge reserve, information literacy, thinking, etc. Carry out value co-creation activities from all directions and multiple perspectives. In the traditional economic environment, the participants are relatively single, often limited to the two parties of interest, and the scope of resource exchange is small. In the platform sharing economy environment, the main body of participants expands, and users from all walks of life can also participate in sharing resources or seek required resources. Participants are not bound by time, region, or age, and can be the main body of the matchmaking platform resource sharing. The transformation of users from initial demanders to participants and creators has continuously weakened the boundaries between traditional enterprises and users. This characteristic of total participation enables efficient matching of transaction objects. When a large number of participants gather on the sharing platform, supply and demand the scale is increased, the resources and demands are more diversified, the multiplication benefit is realized, and more value is created.

### *4.2 Object Elements*

An object is relative to the subject, which refers to the object directed by the subject's practical activities and cognition activities. Resources and information are the two major object elements for the co-creation of the value of the co-matching service platform. The link of connection and function, the quantity and quality of resources, and information all directly affect the effectiveness of the entire value co-creation activity, thereby affecting the performance of the enterprise.

#### *4.2.1 Ability to Manage Customer Resources*

Business customer resource management concept. Customer resource management, first of all, is a "customer-oriented" business management model. Its core idea is to take the company's customers (including final customers, distributors, and partners) as the most important corporate resources, to meet customer needs through perfect customer service and in-depth customer analysis, and to ensure the realization of customers' lifetime value and enterprise. The business strategy goal of the company is the management concept and information management method aiming at maximizing the common value of the enterprise and customers. Secondly, it is a new management mechanism aimed at improving the relationship between enterprises and customers. It is implemented in customer-related

fields such as marketing, service, and technical support. By providing comprehensive and personalized customer information to enterprise professionals, and strengthening the ability to track services and information analysis, enterprises can provide faster and more thoughtful services, improve customer satisfaction, and attract and maintain more customers. To increase the turnover; on the other hand, through information sharing and optimization of business processes to effectively reduce the operating costs of enterprises, and improve the competitiveness and profitability of enterprises.

Customer resource management capability refers to the ability of an enterprise to identify, obtain, maintain, and operate customer resources. At the same time, the level of enterprise customer resource management ability also directly affects the business performance of the enterprise. To cope with changing customer demands and even exceed customer expectations, enterprises should manage customer resources effectively. Customer resources are an important intangible asset of an enterprise and the lifeline of an enterprise's development. The level of customer resource management ability directly affects the business performance and development of an enterprise. In the process of enterprise customer resource management, customer resource management capabilities mainly include seven categories of capabilities, namely customer knowledge management capabilities, customer profitability analysis capabilities, customer identification capabilities, customer acquisition capabilities, customer retention capabilities, customer customization capabilities, and customer value enhancement capabilities.

The seven categories of customer resource management capabilities are as follows: First, customer knowledge management capabilities refer to the ability of enterprises to effectively manage customers by collecting, sorting, and analyzing customer information. It is a process of effectively managing customers by formulating personalized and differentiated products or services for customers through the understanding of customer needs, preferences, and behaviors; Apportioned to customer segment groups or individuals, the ability to understand the profitability or profit distribution of customer groups or individuals. By understanding the distribution of customer profits, it is helpful for enterprises to formulate targeted production and marketing plans; third, customer identification ability refers to the collection and acquisition of information on existing, potential, and competitors' customers by enterprises The ability to process, analyze, and apply to discern customer loyalty or profitability. Through the identification of customers, determine the target customer group, provide high-quality products or services, and bring more value to the enterprise; Fourth, customer acquisition ability refers to accurately understanding customer needs, creating high value for customers, and converting potential The ability of customers to transform into real customers; fifth, customer retention ability refers to the ability to extend the relationship with customers by effectively interacting with customers, providing personalized products and services, and setting transfer barriers; sixth, customer customization ability, It refers to the ability to understand the preferences of customers through the analysis and arrangement of customer information, and to provide them with products or services that meet their individual needs; seventh, the ability to enhance customer value refers to the development of

products or services through cross-selling, up-selling, and Investment and brand promotion activities to sell more products or services to customers, and enhance the ability of existing customers to bring value to the enterprise.

As one of the core service management capabilities of matchmaking enterprises, customer resource management ability has a great impact on the performance of the enterprise and customer value experience. The interaction of the seven categories of capabilities of customer resource management reflects the comprehensive service management level of an enterprise. In a platform-based matchmaking enterprise with customers as the core of resources, the improvement of customer resource management capabilities is particularly important.

#### 4.2.2 Information Matching Ability

Information is an important strategic resource for the development of platform enterprises, and effective information has a crucial impact on improving the efficiency of resource allocation of matchmaking platforms. Information economics believes that information asymmetry is one of the main factors causing low resource allocation efficiency. Information asymmetry between transaction parties and demanders often increases transaction costs and creates transaction risks. On the other hand, the ability of matchmaking companies to match customer information determines customer satisfaction and the results of value co-creation.

The efficiency of information generation, acquisition, transmission, and innovation is related to the value co-creation activities of enterprises, and it is also the main way for enterprises to sustainably develop and enhance their competitiveness. Relying on modern information technology and network technology, the matchmaking service platform reduces the asymmetry of information, shortens the process of information screening and information transmission, and provides a guarantee for the smooth development of platform value co-creation activities. As far as the matchmaking service platform is concerned, its information is mainly divided into resource information, exchange information, feedback information, and platform information. (1) Resource information refers to the description of the available resources owned by resource users on the platform, which can be text or pictures and videos, to facilitate the selection of consumers on the demand side; (2) Exchange of information includes both the demand side and the supplier side. (3) Feedback information refers to the evaluation of the collaborative consumption process by bilateral users through online communication and offline experience, including the demand side and the consumer side. Mutual evaluation information, the content of the information will reflect the consumer's evaluation of the supplier's resources and service experience, including the supplier's evaluation of the individual consumer, as well as the overall feedback of bilateral users on platform services. Therefore, for platform companies, feedback information is an important channel for them to understand user needs and discover service deficiencies. For future consumers, feedback information serves as a reference for their consumption decisions, reducing isolation caused by information asymmetry; (4) Platform information It refers to the basic introduction of the platform to itself, including the function introduction of the platform, the

service process, the services and guarantees provided by the platform, etc. The rich platform information will help bilateral users to understand the platform rules and the support guarantees provided by the platform, and increase users' awareness of the platform.

#### *4.3 Technical Elements*

The value co-creation activities among multiple subjects in the shared service platform are divided into online and offline, and the online part needs to realize the communication and interaction of bilateral users through technical platforms such as websites or mobile clients. As an objective environment for value co-creation activities, the matchmaking service platform is the foundation and guarantee for the realization of value co-creation activities. Create convenient conditions and technical support. The matchmaking service platform is a network platform supported by certain information technology and network technology. The stability, security, and availability of the platform affect the user's willingness to participate and sense of trust. It will also affect the development of value co-creation activities and user satisfaction.

#### *4.4 Environmental Elements*

The value co-creation activities of the matchmaking service platform are realized and developed under the influence of the internal and external environment. The participants of value co-creation are inevitably affected by environmental factors. At the same time, the process and results of value co-creation activities will react to the environment. Co-creation activities and the environment interact and influence each other. A positive and appropriate environment helps to ensure the stable and smooth development of value co-creation activities, otherwise, it will hinder value co-creation activities. The value co-creation activities of the matchmaking service platform are affected by factors such as information technology, policies and regulations, management systems, social and economic levels, technological and cultural levels, as well as the degree of trust between sharing subjects, incentives, and value co-creation atmosphere, mainly including social environment, Technological environment, cultural environment, and interpersonal environment.

The first is the social environment. The value co-creation activities of shared service platforms are restricted by external economic development, policies and regulations, industry systems, and other social and environmental factors. As China's economy has entered a new normal, the consumption structure of my country's residents has been upgraded from basic and material consumption to service-oriented consumption. The service industry has continuously increased its supporting role in China's economy and has become a new engine for economic growth. In the era of globalization, informatization, and networked sharing, technological changes are accelerating, and consumer consumption patterns and consumption concepts have undergone tremendous changes. To better adapt to the complex and changing economic situation and market demand, various platform enterprise exhibition is developing towards an open, networked, and personalized model, which has spawned the emergence of service platforms and collaborative consumption.

Second, the technical environment, the value co-creation activities of the matchmaking service

platform depend on the corresponding technical means, and the platform is built based on Internet technology and digital processing technology, with multimedia and hypertext technology as the core to form a virtual resource sharing space; The release, transmission, interaction, and storage of information resources depend on information organization and management technologies, such as information retrieval technology, database storage technology, and emerging technologies in the context of the era of big data and new media, such as data mining technology, cloud storage technology, Information filtering technology, context awareness technology, information push technology, and online payment technology in the consumption process, etc., jointly provide technical support for platform users' consumption and value co-creation activities.

Third, in the cultural environment, users gradually form the values and behaviors recognized and followed by platform users in the process of participating in value co-creation activities, which has a certain impact on the initiative and main methods of platform members to contribute, search and obtain information. The shared service platform encourages platform users to effectively use social resources, actively participate in green consumption, create a green and healthy platform cultural atmosphere, ensure the orderly operation and sustainable development of value co-creation activities on the shared service platform, and form its own corporate culture in long-term development.

Fourth, the interpersonal environment. In the matchmaking service platform, the sharing subjects form a relationship network through online and offline co-creation activities. Close and friendly interpersonal relationships help the diffusion of information and enhance the sense of trust between communities. The higher the degree of trust, the more conducive the community members are to actively participate in collaborative consumption and the co-creation of the derived value. Online communication and offline resource utilization activities between members are more abundant. Only by establishing a trusting relationship can the matchmaking service platform be guaranteed and improved. resource sharing efficiency.

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