

## **IMPACT OF CONSUMER ONLINE BUYING IMPULSE OF SOCIAL MEDIA MARKETING IN VELLORE CITY**

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### **Abstract**

The aim of the study is to analyses the impact of consumer online buying impulse of social media marketing in Vellore City. The main objective of the study is to identify the Impact Level of online buying behavior of social media marketing. Convenience sampling method was used to collect the data. The size of the sample is 340 respondents in Vellore city. The primary data was collected questionnaire from the respondents of Vellore City. For analyzing the primary data, statistical tools such as, Percentage Analysis, Reliability Statistics, Factor analysis, t-test, F- test, Chi-Square Test and One Sample T Test were used with the help of SPSS Software 21.0. There is no significant association between the impact level of online buying behavior of social media marketing and their demographic variables.

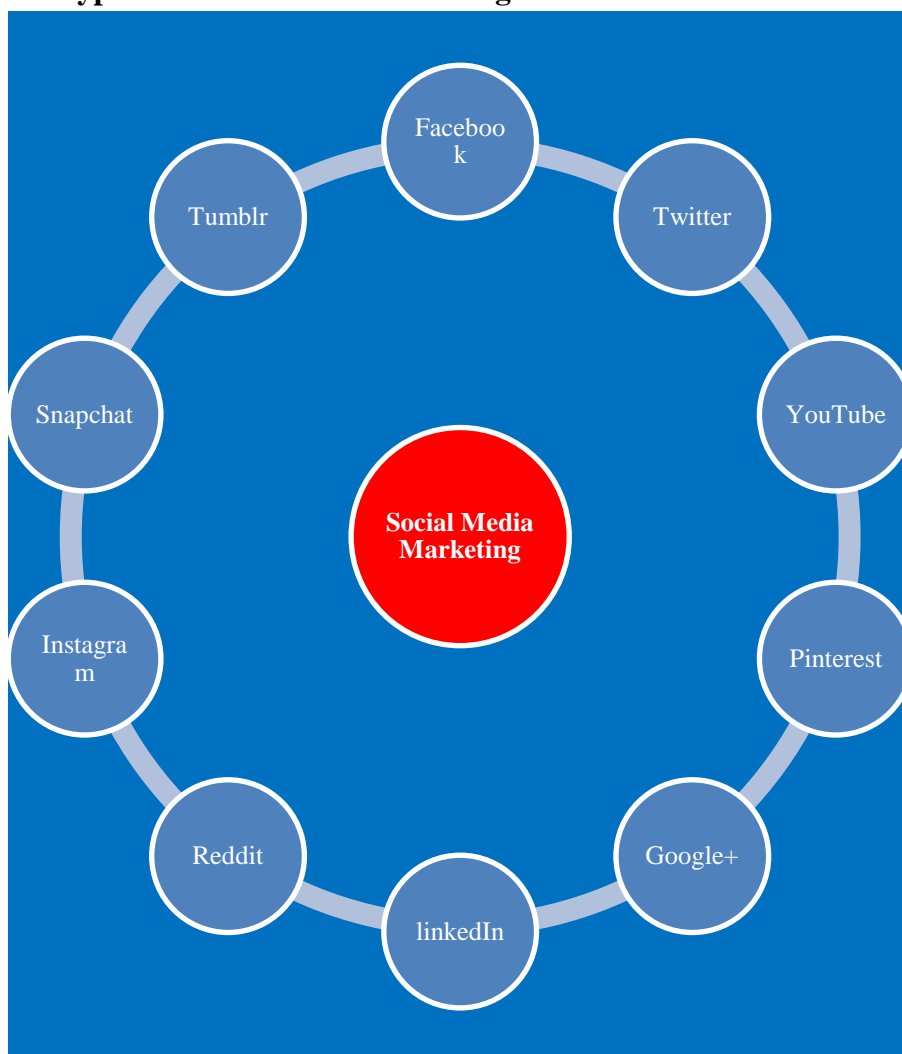
**Key Words:** Impact, Online, Impulse and Social Media Marketing.

### **1.1 Introduction**

Social media manage to significantly reduce marketing expenses and the time needed to market products and services, it also increased the effectiveness of marketing and overall customer satisfaction. 83% of customers who post complaints on a brand's social media business site like Twitter and get a reply state that they are satisfied. This helped companies retain more of their customers, resulting to increased existing customer transactions. There are over 2 billion people online at any given time. Around 23% of the total time spent on the internet is spent on browsing or interacting within social media sites. At least 53% of individuals who are active on social media sites such as Facebook are following a brand. With the help of global internet, more and more customers (if not all) are expecting their brands to have an online presence. This year's tablets, iPads, and Android-operated phones will only make internet browsing all the more accessible for consumers, and social media business marketing will allow companies to reach out to more target markets. As long as the internet exists, social media business marketing will remain an important part of marketing strategies.

Social networking marketing is one of these eminent and novel marketing innovations that have turned consumers from observers into participants. It has made it possible for consumers and brands to be connected without limitation of location, means of communication and time. It has facilitated two-way communication and changed the consumers' attitude from submissive contributors into lively manipulators and originators. The online platform offers consumers convenience as well as a large portfolio of opportunities from which consumers can select and have access to full information. It also allows consumers to access online store without restrictions and compare products of vendors internationally. Traditional business is characterized by constrained product availability, constrained closing and opening times, as well as physical location constrains; this is not the case with online shops as they are available around the clock as long as a consumer has an Internet access. The online business also accrues benefits such as absence of delivery efforts, and less social pressure.

## 1.2 Types of Social Media Marketing



## 1.3 Review of Literature

Amos et al., (2014) in their study, unplanned purchases can occur when consumers see a product that can affect their psychological side and then impulse to buy it. However, an unplanned purchase is not always followed by abrupt desires or strong positive feelings, that are usually related to impulsive

buying behavior divided impulsive buying behavior into four types; pure impulse buying, reminder impulse buying, suggestive impulse buying, and planned impulse buying.

Prabu and Anthoni, (2020) & C. Kathiravan et al., (2019) in their article, "Identification of Influencing Factors: Does the Social Media Sites Affect the Education of College Students? The study focused SMS site has both positive as well as negative effects. Students tend to spend much of their time in SMS and they lose their sleep and this may result in their lagging back in their academic performance also. Sometimes when the students log on to Social Media Sites, they go for unnecessary information and they develop unwelcome relationships too.

Rook, (1987) in their article, everyone has a different behavior and lifestyle, as well as the tendency to buy impulsively. The tendency to impulse buying can be defined as the level at which consumers tend to impulsively purchase products in certain product categories in general. Further, it has been argued that the influence of the tendency of impulsive buying generally relies on intuition.

Ioanas and Stoica (2014), examined the effect of internet based life on shopper conduct with targets level of certainty of purchaser in buying item on the web, recognize the buyer profile, customer mentality, classes of the item and so forth. The investigation found that brand advancement and relationship are correlative and substitutable procedures towards the holding between organization items and shoppers inclinations utilizing internet based life.

Kuo-Lun Hsiao (2017), inspected the huge five identity attributes, realism, and outer locus of control affected habitual portable application use, and looks at urgent utilization impacts techno push. The outcomes demonstrate that neuroticism, extraversion, realism, and outside locus of control effect sly affect urgent utilization of portable social applications. What's more, appropriateness, realism, and outside locus of control altogether impact enthusiastic utilization of versatile diversion applications.

#### **1.4 Research Gap**

The researcher reviewed more than thirty various relevant literatures. Most of the researchers have covered consumer online buying behavior and awareness level of social media sites usage in Vellore City. Whereas no research done in impact of consumer online buying impulse of social media marketing in Vellore City. The research gap found in the various aspects of literature attempted to focuses impact of online buying impulse of social media marketing in Vellore City.

#### **1.5 Statement of the Problem**

The fact that with the year 2020, no people would be going out to malls and markets for shopping, they all would be doing their shopping on the Internet and precisely through social media websites; the researcher added that the ease of use in addition to the trust of social media websites are among the main drivers that would change the behavior of female consumers from browsing to real purchasing Impacts. The research looks at both the haul and thrust factors, centre of attention on the following research questions:

1. What is the impact of consumer online buying impulse of social media marketing usage in Vellore City?

#### **1.6 Objectives of the Study**

1. To analyze the impact of consumer online buying impulse of social media marketing usage in Vellore City.

### 1.7 Hypotheses of the Study

1. There is no significant difference between socio- economic profiles of the respondents with regard to impact level of social media marketing.

### 1.8 Methodology

a) **Study Area-** Vellore City

b) **Type of Research** -Both Qualitative & Quantitative Research

c) **Research Approach-** Online buying consumer in Social media marketing

d) **Data Collection Method-** Both Primary and Secondary Data

e) **Sampling Method-**Non-Probability, Convenient Sampling

f) **Research Instrument-** Questionnaire

g) **Sample Size-** Sample size is 340 Respondents

### 1.8 Tools for Analysis

This study has been analyzed Percentage Analysis, Reliability Statistics, Factor Analysis, Independent Sample t -Test, F -Test , One Sample Test and Mann-Whitney U Test t with the help of SPSS software.

### 1.9 Analysis and Interpretation of Data

Personal Information		No. of Respondents	Percentage
Gender	Male	223	65.6
	Female	117	34.4
	<b>Total</b>	<b>340</b>	100.0
Age	Below 30	65	19.1
	31-40	50	14.7
	41-50	118	34.7
	Above 50	107	31.5
	<b>Total</b>	<b>340</b>	100.0
Education	UG Degree	197	57.9
	PG Degree	58	17.1
	Diploma	85	25.0
	<b>Total</b>	<b>340</b>	100.0
Marital Status	Married	139	40.9
	Unmarried	201	59.1
	<b>Total</b>	<b>340</b>	100.0
Occupation	Private Employee	107	31.5
	Govt. Employee	38	11.2
	Business	27	7.9
	Profession	30	8.8
	Farmer	22	6.5
	Student	116	34.1

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	<b>Total</b>	<b>340</b>	100.0
<b>Monthly Income</b>	Below 15000	20	5.9
	15001-20000	99	29.1
	20001-25000	128	37.6
	Above 25000	93	27.4
	<b>Total</b>	<b>340</b>	100.0
<b>Family Type</b>	Joint Family	118	34.7
	Nuclear Family	222	65.3
	<b>Total</b>	<b>340</b>	100.0
<b>Experience in SMM</b>	Below 3	205	60.3
	3-5	75	22.1
	Above 5	60	17.6
	<b>Total</b>	<b>340</b>	100.0
<b>Visiting Period</b>	Every day	98	28.8
	Once in a Week	164	48.2
	Twice in a Week	47	13.8
	Once in a Month	31	9.1
	<b>Total</b>	<b>340</b>	100.0
<b>Spending Time</b>	Below 1 Hour	176	51.8
	2-3 Hours	62	18.2
	Above 3 Hours	102	30.0
	<b>Total</b>	<b>340</b>	100.0
<b>Using Devices</b>	Personal Computer	27	7.9
	Laptop	54	15.9
	Browsing Center	52	15.3
	Mobile Phones	207	60.9
	<b>Total</b>	<b>340</b>	100.0

Source: Primary data

### 1.10 Reliability Statistic- Impact Level

S. No	Impact of SMM	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha value
	Creation of brand recognition	61.73	95.025	.341	.793	<b>0.801</b>
	Creation of potential customers	61.85	95.886	.367	.792	
	Connection with audience	62.23	93.657	.428	.789	
	Gather feedbacks from audience	62.41	92.637	.396	.790	
	Build customer loyalty	62.25	93.462	.374	.792	
	Promote business content	62.48	93.436	.339	.794	

Testing business results	62.08	96.472	.296	.796
Create Hash tags	62.44	94.165	.363	.792
Creation of website traffic	62.39	92.457	.411	.789
Business growth	62.32	90.673	.503	.783
Creation of new dimension	62.32	92.916	.445	.787
Growing social signals	62.39	90.834	.446	.787
Promote business goodwill	62.50	93.578	.312	.796
Word of mouth advertising	62.39	93.726	.317	.796
Time overwhelming	62.49	96.805	.181	.805
Dilutes brand voice	62.32	90.673	.503	.783
Fast interactions	62.32	92.916	.445	.787
Get reactions	62.39	90.834	.446	.787

**Source:** Primary Data

### Inferences

All the impact levels are tested with reliability statistics Chrobach's Alpha Value 80.1% relevant variables.

#### 1.11 Factor Analysis- Impact Level

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>.808</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	1.1433
	Df	153
	Sig.	.000

**Source:** Computed Data

Form the table it can be noted that Kaiser-Meyer-Olkin measure of validity sampling adequacy is 0.808 and Bartlett's test to Sphericity approximate Chi-Square value is 1.1433 which are statistically significant at 5% level.

#### 1.12 Total Variance Explained- Eigen Value of Impact Level

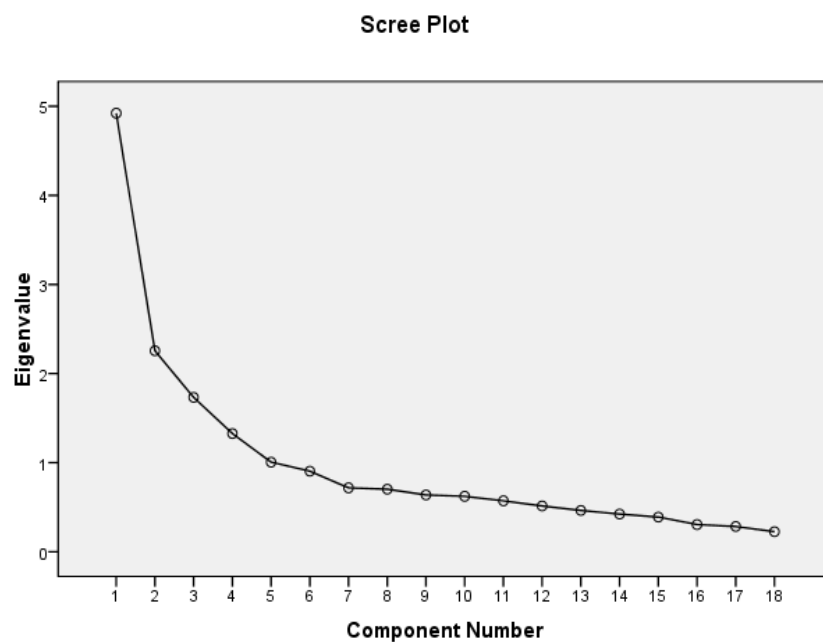
Total Variance Explained									
Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.002	22.234	22.234	4.002	22.234	22.234	3.245	18.026	18.026
2	2.672	14.846	37.080	2.672	14.846	37.080	2.231	12.395	30.421
3	1.767	9.817	46.897	1.767	9.817	46.897	1.989	11.051	41.472
4	1.583	8.797	55.694	1.583	8.797	55.694	1.866	10.366	51.838

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5	1.194	6.634	62.328	1.194	6.634	62.328	1.476	8.199	60.037
6	1.055	5.858	68.186	1.055	5.858	68.186	1.467	8.150	<b>68.186</b>
7	.922	5.124	73.311						
8	.866	4.810	78.120						
9	.667	3.704	81.824						
10	.638	3.543	85.368						
11	.529	2.940	88.308						
12	.501	2.785	91.093						
13	.415	2.307	93.400						
14	.387	2.148	95.548						
15	.322	1.789	97.337						
16	.241	1.341	98.679						
17	.154	.858	99.537						
18	.083	.463	100.000						
<b>Extraction Method:</b> Principal Component Analysis.									

From the above table it can be noted the 18 variables are reduced to 6 predominant factors based the Initial Eigen value of more than 1, with cumulative values in percentage of 68.186.

### 1.13 Scree Plot- Impact levels



## 1.14 Rotated Component Matrix for Impact Level

Rotated Component Matrix						
Impact Level	Component					
	Innovatio ns	Loyalty	Promoti on	Growth	Liberalit y	Connectivi ty
Creation of website traffic	.848					
Create Hash tags	.792					
Gather feedbacks from audience	.791					
Creation of new dimension	.729					
Build customer loyalty		.631				
Time overwhelming		.830				
Fast interactions		.812				
Word of mouth advertising			.748			
Creation of brand recognition			.799			
Promote business content			.714			
Business growth				.646		
Creation of potential customers				.770		
Testing business results				.706		
Growing social signals					.573	
Promote business goodwill					.813	
Dilutes brand voice					.605	
Connection with audience						.852
Get reactions						.468
<b>Extraction Method:</b> Principal Component Analysis.						

From the above table, it can be noted that five variables together form factor which can suitably be named as “**Innovations**”, the second factor is formed with three variables which can be named as “**Loyalty**”, the third factor is formed with three variables which can be named as “**Promotions**”, the fourth factor is formed with three variables which can be named as “**Growth**”, the fifth factor is formed with three variables which can be named as “**Liberality**” and the last factor is formed with two variables which can be named as “**Connectivity**”.



**1.15 Gender Vs Impact Level of SMM (Independent Sample t- Test)**

Impact Level	Marital Status	N	Mean	Std. Deviation	t- Value	P- Value	H0
Innovations	Married	139	3.94	.971	.247	0.805	Accepted
	Unmarried	201	3.91	.947			
	<b>Total</b>	<b>340</b>					
Loyalty	Married	139	3.26	.852	1.230	0.220	Accepted
	Unmarried	201	3.14	.894			
	<b>Total</b>	<b>340</b>					
Promotion	Married	139	4.10	.597	2.886	0.004	Rejected
	Unmarried	201	3.79	.686			
	<b>Total</b>	<b>340</b>					
Growth	Married	139	3.96	.518	1.986	0.039	Rejected
	Unmarried	201	3.77	.620			
	<b>Total</b>	<b>340</b>					
Liberality	Married	139	3.49	.815	.442	0.659	Accepted
	Unmarried	201	3.45	.792			
	<b>Total</b>	<b>340</b>					
Connectivity	Married	139	3.51	.773	.453	0.651	Accepted
	Unmarried	201	3.47	.885			
	<b>Total</b>	<b>340</b>					

Source: Primary Data

**Inferences**

The above table shows that the P values are **(0.805, 0.220, 0.659, and 0.651)** more than 0.05, therefore the null hypotheses is accepted at 5% level of significance. Hence it is concluded that there is no significant difference between married and unmarried of the respondents with regard to innovations, loyalty, liberality and connectivity impact level of social media marketing.

Whereas the P value is 0.004 and 0.039 are less than 0.05, therefore the null hypotheses is rejected and the alternative hypothesis accepted at 5% level of significance. Hence it is concluded that there is significant difference between married and unmarried of the respondents with regard to promotion and growth impact level of social media marketing.

**1.16 Age Vs Impact Level of SMM (One Way ANOVA)**

Impact Level	Age	N	Mean	Std. Deviation	F- Value	P- Value	H0
Innovations	Below 30	65	3.98	.976	.240	0.868	Accepted
	31-40	50	3.87	1.103			
	41-50	118	3.95	.861			
	Above 50	107	3.88	.979			

	<b>Total</b>	<b>340</b>					
<b>Loyalty</b>	Below 30	65	3.32	.920	.787	0.002	Rejected
	31-40	50	3.21	.895			
	41-50	118	3.16	.868			
	Above 50	107	3.12	.856			
	<b>Total</b>	<b>340</b>					
<b>Promotion</b>	Below 30	65	3.89	.703	1.874	0.136	Accepted
	31-40	50	4.22	.669			
	41-50	118	3.88	.578			
	Above 50	107	3.83	.720			
	<b>Total</b>	<b>340</b>					
<b>Growth</b>	Below 30	65	3.85	.525	1.506	0.215	Accepted
	31-40	50	3.76	.676			
	41-50	118	3.96	.405			
	Above 50	107	3.74	.719			
	<b>Total</b>	<b>340</b>					
<b>Liberality</b>	Below 30	65	3.44	.797	.259	0.855	Accepted
	31-40	50	3.55	.761			
	41-50	118	3.44	.849			
	Above 50	107	3.46	.774			
	<b>Total</b>	<b>340</b>					
<b>Connectivity</b>	Below 30	65	3.41	.852	.867	0.458	Accepted
	31-40	50	3.62	.725			
	41-50	118	3.43	.822			
	Above 50	107	3.52	.902			
	<b>Total</b>	<b>340</b>					

Source: Primary Data

### Inferences

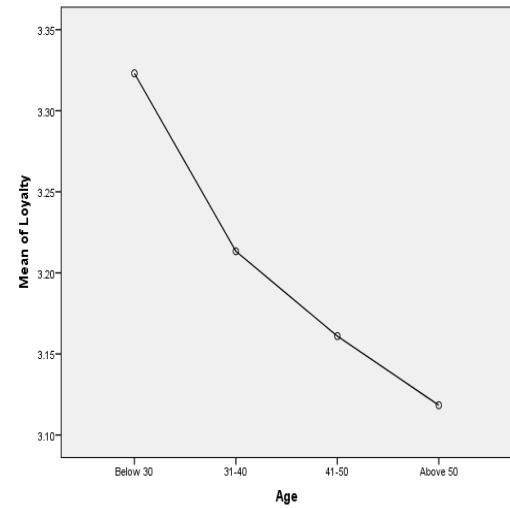
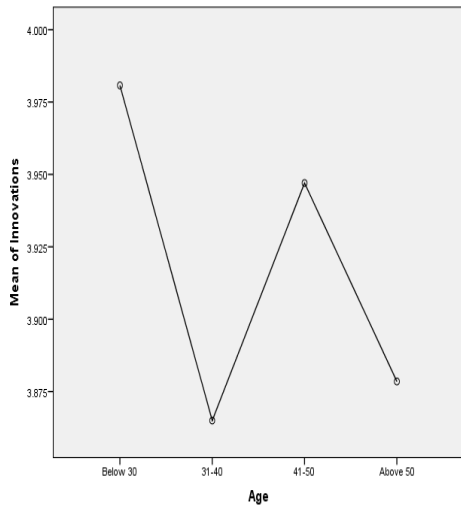
The above table shows that the P values are (**0.868, 0.136, 0.215, 0.855 and 0.458**) more than 0.05, therefore the null hypotheses is not rejected at 5% level of significance. Hence it is concluded that there is no significant difference between different age group of the respondents with regard to innovations, promotion, growth, liberality and connectivity impact level of social media marketing.

Whereas the P value is 0.002 less than 0.05, therefore the null hypotheses is rejected and the alternative hypothesis accepted at 5% level of significance. Hence it is concluded that there is significant difference between different age group of the respondents with regard to loyalty impact level of social media marketing.

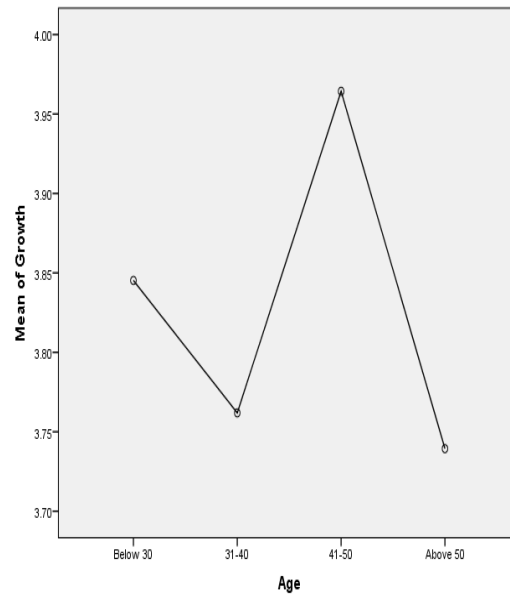
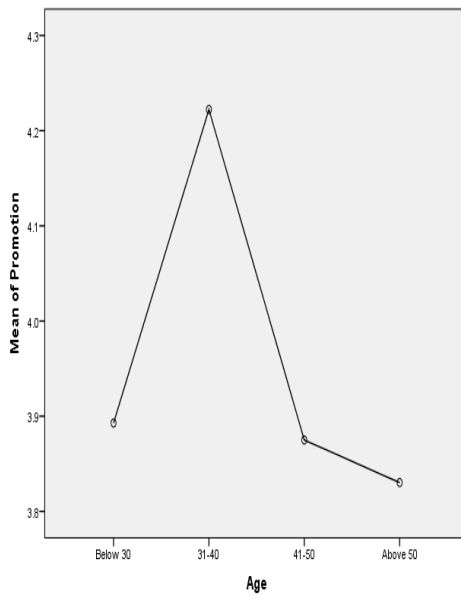
### 1.17 Means Plots

1. Below 30 years of age is high impact
2. Below 30 years of age is high impact

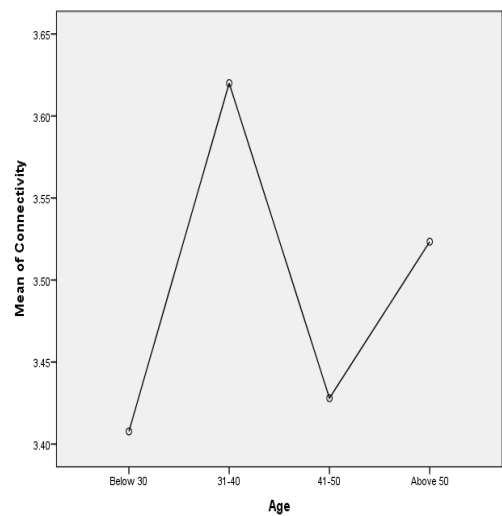
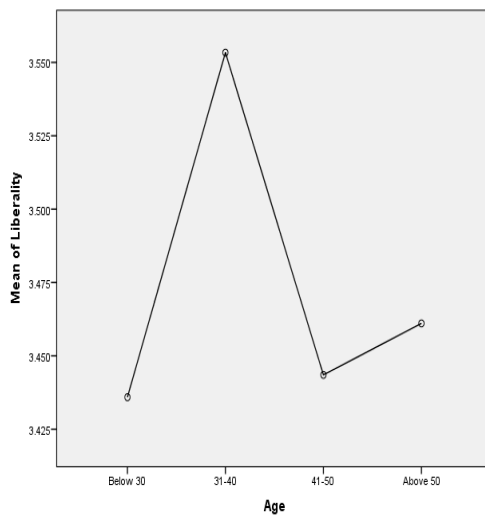
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**3. 31-40 years of age is high impact 4. 41-50 years age is high impact**



**5. 31-40 years of age is high impact 6. 31-40 years of age is high impact**



### 1.18 One Sample Test- Impact Level

One-Sample Statistics							
Impact Level	N	Mean	Std. Deviation	t- Value	Rank	P- Value	H0
Innovations	340	3.92	.956	75.644	1	.001	Rejected
Loyalty	340	3.19	.878	66.946	6	.001	Rejected
Promotion	160	3.91	.669	73.929	2	.001	Rejected
Growth	160	3.84	.589	82.499	3	.001	Rejected
Liberality	340	3.46	.800	79.787	5	.001	Rejected
Connectivity	340	3.48	.840	76.411	4	.001	Rejected

Source: Primary Data

#### Inferences

From the above table shows that the impact level on the basis of One sample T test with positions. All the impacts level is no significant difference between social media marketing.

### 1.19 Mann-Whitney U Test - Impact Level

Impact Level	Gender	N	Mean Rank	Mann-Whitney U Test Value	P- Value	H0
Innovations	Male	209	166.00	12748.000	0.283	Accepted
	Female	131	177.69			
	<b>Total</b>	<b>340</b>				
Loyalty	Male	209	176.12	12515.000	0.001	Rejected
	Female	131	161.53			
	<b>Total</b>	<b>340</b>				
Promotion	Male	209	79.91	2744.000	0.813	Accepted
	Female	131	81.73			
	<b>Total</b>	<b>340</b>				
Growth	Male	209	82.90	2549.000	0.335	Accepted
	Female	131	75.52			
	<b>Total</b>	<b>340</b>				
Liberality	Male	209	166.81	12919.000	0.378	Accepted
	Female	131	176.38			
	<b>Total</b>	<b>340</b>				
Connectivity	Male	209	164.96	12531.000	0.182	Accepted
	Female	131	179.34			
	<b>Total</b>	<b>340</b>				

Source: Primary Data

#### Inferences

The above table shows that the P values are (**0.283, 0.813, 0.335, and 0.182**) more than 0.05, therefore the null hypotheses is accepted at 5% level of significance. Hence it is concluded that there

is no significant difference between male and female of the respondents with regard to innovations, promotion, liberality, growth and connectivity impact level of social media marketing.

Whereas the P value is 0.001 is less than 0.05, therefore the null hypotheses is rejected and the alternative hypothesis accepted at 5% level of significance. Hence it is concluded that there is significant difference between male and female of the respondents with loyalty impact level of social media marketing.

### 1.20 Suggestions

- ❖ A promotion and growth impact doesn't influence the married and unmarried consumers for online impulse of social media marketing. Both aspects are one of the vital roles in social media marketing, so the study suggests that to improve those impacts in social media marketing.
- ❖ The loyalty impact also doesn't influence the different age group of the online buying consumers through social media marketing. It must to be considered.
- ❖ The means plots describe the six impacts are not influences the age group of above fifty years consumers. It should be considered definitely increases the social media consumers.
- ❖ The social media marketing companies are respond to the increasing importance of social media sites because they influence the purchase intention of customers and influence female customers to engage in impulse buying.

### 1.21 Scope for Further Research

The scope for further research is also suggested to the knowledge of social media marketing addiction, consumer perception towards online buying impulse social media marketing and comparative study between two or more other geographical areas in social media marketing.

### 1.22 Conclusion

This study analyzed impact of consumer online buying impulse of social media marketing in Vellore City. The objective of the study is to identify the impact of social media marketing. Major findings of the studies are there is no significant difference between impact of social media marketing and their socio-economic profiles. The companies should put into service social media marketing by endlessly monitoring consumers' concerns and fiddle with their online marketing strategies. Consumers go through multiple phases from awareness to rendezvous to action to loyalty to promotion. Social media plays a role at each of these stages by providing relevant information that impacts these stages. Being paid opinion from your links about a product or service is a new factor to facilitate impacts a consumer's picking.

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