

THE INFLUENCE OF SOCIAL MEDIA FATIGUE ON CONSUMER BEHAVIOR OF TIKTOK USERS ACTIVE IN JAKARTA

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Abstract

This study aims to analyze the influence of Branded Content Overload, Branded Content Irrelevance, and Branded Ads Intrusiveness on Social Media Fatigue, as well as its impact on Lurking Behavior among TikTok users in Jakarta. This research employs a quantitative method with a survey approach using questionnaires distributed to respondents. Data was collected from 250 active TikTok users in Jakarta. The results reveal that Branded Content Overload, Branded Content Irrelevance, and Branded Ads Intrusiveness positively affect Social Media Fatigue. Furthermore, Social Media Fatigue significantly drives passive user behavior, known as Lurking Behavior. Mediation analysis indicates that Social Media Fatigue mediates the relationship between independent variables and Lurking Behavior. These findings provide practical implications for marketers to regulate content frequency, relevance, and intrusiveness to avoid user fatigue and maintain engagement on social media platforms.

Keywords: *Branded Content Overload, Branded Content Irrelevance, Branded Ads Intrusiveness, Social Media Fatigue, Lurking Behavior, TikTok.*

INTRODUCTION

Social media is a communication bridge. If we look back, face-to-face communication or exchange of letters after the invention of the printing press by Napoleon Bonaparte, information with communication channels or media can be more easily known to the public. With the development of social media, this has

become one of the main topics of information (Awaliyah et al., 2021). New media/internet is the result of technology-based communication that involves media convergence where many media are combined in one language where experts say that consumers are becoming more aware of product knowledge (Utami et al., 2022). In this modern era, one of the ways people get information is the development of the internet, information technology. Various social media platforms offer access to online media, which shows a shift in information sources from offline media to online media (Febriani & Desrani, 2021).

Based on data from the Indonesian Internet Service Providers Association (APJII), in 2022, internet users in Indonesia will reach 204.7 million people or around 73.7% of the total population. The younger generation (aged 15-19 years) is the largest user, namely 91% (Alghifari Yunus et al., 2024). The following is data on the Average Time Spent by Consumers Accessing Media (Quarter II 2022).

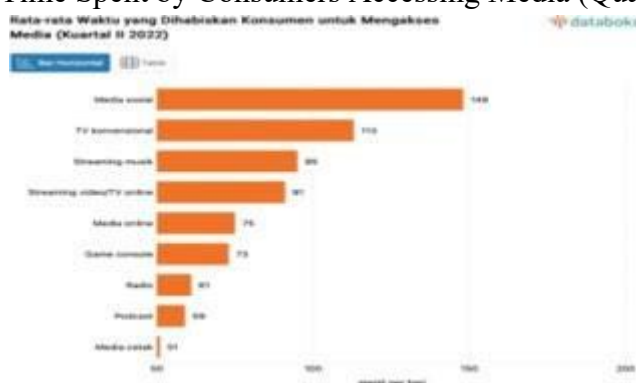


Figure 1. Average Time Spent by Consumers Accessing Media (Quarter II 2022)

The data in Figure 1 shows that social media has become the most effective in attracting consumer attention from the various types of media that exist today. Consumers spend an average of 2 hours 28 minutes, or 148 minutes, every day to access social media, according to the survey Global Web Index (GWI). Compared to other types of media, such as conventional television, music streaming, online video/TV streaming, and online media, this duration is the longest, as shown by the graph. According to GWI in The Global Media Landscape report, released in November 2022, "The average consumer spends 3 hours per day accessing social media.

Figure 2 proves that there is a follow-up survey regarding social media which also states that, in the current era of computers and the internet, Indonesian people are used to using the internet to use social media. A survey conducted by the Ministry of Communication and Information and the Katadata Insight Center (KIC) shows that people in this country spend the most time on social media platforms such as WhatsApp and Tiktok

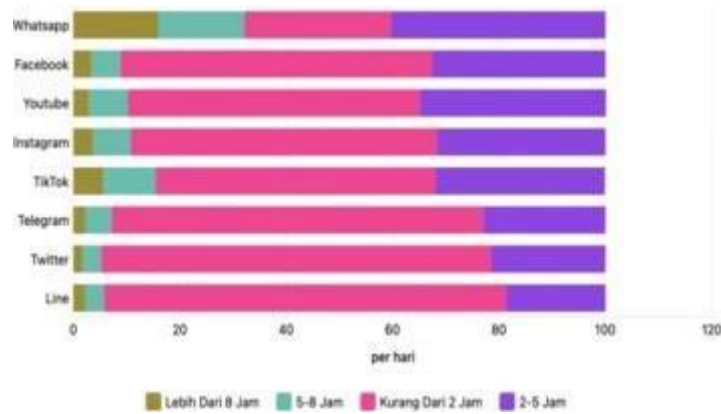


Figure 2. Indonesian citizens spend the most time on social media on Whatsapp and TikTok

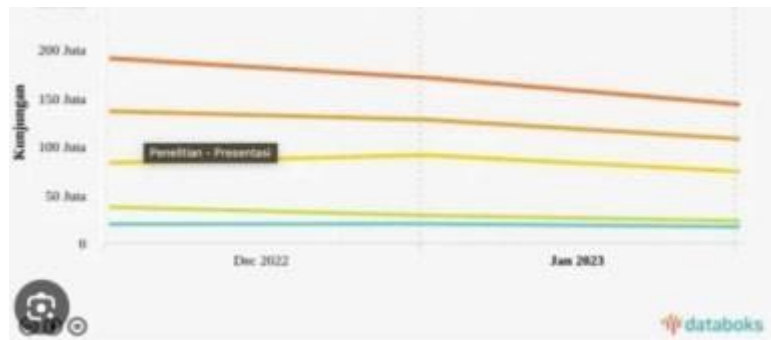


Figure 3. Decline in Visitors on Social Media

In 2022, digital advertising spending in Indonesia is estimated to reach IDR 40.5 trillion, with social media as one of the platforms most used by marketers (Putri et al., 2024). Brands are competing to get attention and involvement from users, especially the younger generation who are potential target markets. However, the latest findings, namely the discovery of the problem shown in Figure 1.3, namely a decrease in visitors on the TikTok platform, causes a marketer to be able to consider and To find out what problems there are that are causing users to start disengaging from the TikTok platform, marketers are starting to think about the factors that cause social media fatigue. (Andi, 2022). Moreover, with the increasingly massive presence of brands on social media, with the aim of increasing exposure and traffic, this is something marketers and TikTok companies should think about and consider.

The strategic role of social media in marketing activities has also been emphasized in recent academic discussions. Risqiani et al. (2023) highlight that social media platforms function not only as promotional channels but also as interactive environments that enable brands to build engagement and maintain visibility among digital consumers. This perspective reinforces the importance of managing marketing exposure carefully, particularly in highly competitive platforms such as TikTok, where excessive or poorly managed brand presence may

influence user perceptions and engagement levels.

Branded Content Overload is often a major problem in the current digital era. The amount of branded content circulating on social media can make users feel overwhelmed, especially on a busy platform like TikTok. Users who feel overwhelmed by too much content tend to experience burnout, which ultimately reduces their interest in the platform. (Pang, 2021) stated that "the more branded content users receive on social media, the higher their level of fatigue" (Pang,2021). To overcome this, marketers need to pay attention to the frequency and intensity of the content presented so as not to overwhelm users. Developing a more targeted and personalized strategy can help maintain user engagement without causing boredom.

Branded Content Irrelevance also plays an important role in maintaining user engagement on social media. When users receive content that is not relevant to their interests or needs, they tend to feel bored and less interested in interacting with the content. According to (Li et al., 2022) "irrelevant content significantly increases social media fatigue because users feel forced to filter out useless information. In this situation, marketers need to ensure that the content delivered matches the audience's preferences. Performing better market segmentation and tailoring content to users' specific interests can increase relevance and reduce the potential for fatigue. User discomfort on social media can be the cause of Branded Ads Intrusiveness. Ads that are too intrusive often ruin the user experience, especially when they interfere with their social activities on the platform. (Zerres, 2019) found that "ad intrusiveness on social media causes frustration and increases user fatigue". Marketers need to pay attention to how ads are presented so as not to disrupt the user experience, for example by presenting more relevant ads and not appearing too often. Thus, users can still feel comfortable on the platform, and marketers can maintain engagement without triggering frustration.

Social Media Fatigue (SMF) is a condition where users feel tired due to excessive interaction with content on social media. This can cause users to shift from active to more passive interactions, reducing their engagement with the brand. Explained that "social media fatigue causes users to prefer to be passive, observing without interacting" (Zheng & Ling, 2021). Marketers need to consider a more user-friendly approach and avoid overexposure so that users don't feel overwhelmed. This strategy can help maintain user engagement in the long term, without making them feel bored with excessive digital interactions.

Lurking Behavior appears as a response to user fatigue. When users feel tired or bored, they tend to just observe the content without actively interacting. This can reduce the effectiveness of marketing strategies that aim to create direct interaction with the audience. Stated that "social media fatigue drives users to prefer observing rather than actively interacting" (Li et al., 2022). To overcome this, marketers need to provide content that is able to encourage engagement even though

users are in a passive phase. Using an interesting storytelling approach or easily accessible interactive content can be a solution to encourage users to actively interact with the brand again.

Many scientific findings regarding differences in research Research by (Pang, 2021) shows that brand content overload increases social media fatigue(SMF). However, other research by Fan & Zhang (2023) shows that, if the content is considered relevant by users, content overload does not necessarily lead to fatigue. The different results raise doubts about how much influence content overload has on SMF, especially for the TikTok platform in Indonesia. The aim of this research is to fill this gap by investigating the influence of brand content overload on user fatigue on TikTok.

Fatigue of Social Media (SMF) and Lurking Behavior: "Study by (Zheng & Ling, 2021) shows that social media fatigue can change user behavior from active to passive engagement, such as lurking." However, additional research by (Dhir et al., 2018) show that some users who experience burnout do not switch to passive behavior; instead, they try to escape fatigue by participating in social activities. These differences lead to disparities in research on how SMF influences changes in user behavior on TikTok."

This research offers novelty by examining how branded content overload, branded content irrelevance, and branded ads intrusiveness influence SMF, and its impact on lurking behavior on the TikTok platform. In addition, this research has novelty by examining the mediating effect of social media variables. fatigue on lurking behavior. This research also applies a different test which aims to determine the differences in respondents' answers. The focus of this research is to provide new insights into user behavior in Indonesia, while offering more effective and user-friendly marketing strategies to face the challenge of social media fatigue.

LITERATURE REVIEW

Cognitive Load Theory

Cognitive Load Theory (CLT), developed by (Sweller, 1988) explains how limited working memory capacity affects learning. This theory divides cognitive load into three types, namely 1) intrinsic load (complexity of material), 2) extraneous load (load from inefficient presentation of information), and 3) germane load (supports the formation of knowledge schemes for deep understanding) (Sweller, 2011).

To improve learning, it is important to reduce extraneous load and optimize germane load (Paas et al., 2016). For example, segmentation techniques break complex information into small parts, while modality effects combine visual and verbal, such as diagrams with narrative (Sweller, 1988). Worked examples provide

clear completion steps to speed up understanding, and scaffolding supports gradual learning until students are independent (John Sweller, Paul Ayres, 2011).

Social Comparison Theory

Social Comparison Theory (SCT), introduced by Leon Festinger in 1954, states that individuals compare themselves with others to evaluate abilities, opinions, and status, especially in situations of uncertainty or when objective information is not available. This theory distinguishes two types of comparison: upward comparison, namely comparing oneself with people who are considered superior, which can motivate or give rise to feelings of inferiority, and downward comparison, namely comparing oneself with people who are considered less fortunate, which can increase self-esteem and feelings of inferiority gratitude (Buunk & Gibbons, 2007). Social comparison has a significant impact on psychological well-being; for example, upward comparisons on social media can trigger anxiety or depression, while downward comparisons help individuals cope with difficult situations by realizing they are better off than others (Fox & Moreland, 2015).

Branded Content Overload

Branded Content Overload occurs when consumers feel burdened by too much content from brands on social media which is often irrelevant and appears too often (Lee et al., 2016). This is related to social media fatigue, where users feel overwhelmed by the volume and frequency of interactions, resulting in reduced interest in the platform and brand loyalty. Excessive information can interfere with the user's ability to process messages and reduce engagement with the brand (Eppler & Mengis, 2004).

Branded Ads Intrusiveness

Branded Ads Intrusiveness refers to ads that interrupt the user experience, such as pop-up ads or those that appear suddenly, causing discomfort and negative reactions (Zhu & Chang, 2016). Intrusive advertising can trigger psychological reactions, namely negative emotional reactions when users feel their freedom is disturbed, which leads to rejection and bad perceptions of the brand (Edwards et al., 2002). Additionally, excessive or irrelevant advertising can affect attitudes toward ads, decrease user engagement, and encourage them to block or unfollow brands on digital platforms.

Social Media Fatigue

Social Media Fatigue (SMF) is a condition of mental fatigue resulting from excessive use and constant exposure to information on social media, which makes users avoid or reduce online activities. The main cause of SMF is information

overload, which disrupts cognition and reduces user satisfaction (Eppler & Mengis, 2004). In addition, content irrelevance also contributes, where content that does not match user interests reduces engagement and worsens mental fatigue, encouraging users to leave the platform.

Lurking Behavior

Lurking Behavior is the passive behavior of users on social media, where they only observe content without interacting such as comments or likes (Su & Liu, 2022). This behavior is often triggered by social media fatigue and information overload, where users feel overwhelmed by the amount of information or irrelevant content, so they withdraw from active interactions and turn into lurkers. Lurking gives users the opportunity to stay connected without increasing fatigue.

METHOD

This research aims to test hypotheses that explain certain relationships, such as differences between groups or the independence of two or more factors under certain conditions (Bougie & Sekaran, 2016). The unit of analysis in this research is the individual, with data collected through questionnaires. The respondents selected were social media users who frequently watched or saw uploads on TikTok in the last six months. This research uses cross-sectional data, namely data that observes phenomena within a certain time span (Bougie & Sekaran, 2016).

The population of this research is TikTok social media users in Indonesia. The research used a non-probability sampling method with a purposive sampling technique to select respondents based on certain criteria, namely active TikTok users who work in Jakarta. According to Hair et al. (2019), an adequate sample size is 5-10 times the number of variable indicators. With 15 indicators, the recommended sample is 75-150 respondents. This research uses SPSS for statistical data analysis, multivariate and SEM to analyze complex variable relationships, and AMOS to model data structures in SEM (Handayani & Rahyuda, 2020)

RESULTS AND DISCUSSION

Table 1. Descriptive Statistics
n=250

Variables and Statements	Mean	Standard Deviation
<i>Branded Content Overload</i>		
I tend to receive too much information about brands when using social media	3.08	1.53

When I use social media the amount of information about brands on social media is very large	3.01	1.60
I feel like social media is becoming cluttered with too much information, including about brands	3.02	1.59
Average	3.04	
<i>Branded Content Irrelevants</i>		
I feel that branded content on social media doesn't always apply to me	3.99	1.61
Branded content on social media is often unrelated to my interests.	3.00	1.59
In general, branded content on social media is not relevant to me	3.98	1.62
Average	3.99	
<i>Branded Ads Intrusiveness</i>		
When branded ads are displayed on social media, I feel like I need to consider it	2.91	1.53
When branded advertisements are displayed on social media, I feel disturbed	2.85	1.60
Ketika iklan <i>branded</i> ditampilkan di media sosial, saya merasa terusik	3.06	1.49
Rata-rata	3.94	
<i>Social Media Fatigue</i>		
Terkadang saya merasa bosan dan lelah menggunakan media sosial.	3.02	1.77
Saya terkadang tidak tertarik pada sesuatu yang terjadi di media sosial	2.96	1.79
When branded advertisements are displayed on social media, I feel disturbed	3.05	1.75
Averages	3.01	

<i>Lurking Behavior</i>		
I browse posts published by brands, but I almost never comment	3.15	1.70
I watch photos or videos published by brands, but I rarely share them	3.21	1.72
I read comments from other followers about a brand, but I rarely post anything.	3.10	1.73
Averages	3.15	

Source: SPSS Data Processing Results

This research analyzes various variables related to TikTok user behavior. Branded Content Overload (BCO) averaged 3.04, indicating that users receive branded content often enough without feeling overloaded. TikTok can increase content relevance through personalization algorithms (Lee & Kim, 2020), limiting ad frequency (frequency capping) (Zhu & Chang, 2016), utilizing User-Generated Content (UGC) (Ashley & Tuten, 2014), and grouping campaigns based on the target audience (De Vries et al., 2012).

Branded Content Irrelevance (BCI) averaged 3.99, reflecting that many users feel branded content is irrelevant. Suggested solutions include analytical data-driven content personalization (Grewal et al., 2016), use of UGC to create authentic content (Ashley & Tuten, 2014), Branded Ads Intrusiveness (BAI) has an average of 3.9940, indicating branded ads are considered intrusive. TikTok can limit ad frequency (Zhu & Chang, 2016), offer interactive ads (Ashley & Tuten, 2022), provide ad-free options, and increase transparency with clear ad labeling (Edwards et al., 2002).

Social Media Fatigue (SMF) with an average of 3.01 indicates user fatigue due to excessive content exposure. TikTok can address this with content curation (Grewal et al., 2019), content control by users (Ashley & Tuten, 2022), controlled ad frequency (Zhu & Chang, 2019) and promoting light-hearted and authentic community-based content (Bright et al., 2015).

Lurking Behavior (LB) has a mean of 3.15, indicating many users prefer to observe without actively interacting. To increase engagement, TikTok can provide interactive content (Ashley & Tuten, 2022), a reward system (Su & Liu, 2022), interest-based communities (Bright et al., 2015), more authentic content (Grewal et al., 2019), and anonymous feedback facilities (Sun et al., 2024).

Discussion

The following is a discussion of each hypothesis

H1: Branded Content Overload has a positive effect on Social Media

Fatigue

Testing this hypothesis shows that there is a positive influence between Branded Content Overload and Social Media Fatigue. This research supports the findings of Pang (2021), who found that information overload can cause a decrease in users' ability to process messages effectively, which ultimately leads to cognitive fatigue. Testing this hypothesis shows that there is a positive influence between Branded Content Overload and Social Media Fatigue. (Zerres, 2019) also stated that information overload from branded content can disrupt users' experience, making them feel bored and less motivated to interact on social media.

Research by (Eppler & Mengis, 2004) is also in line with these findings, where Information overload causes users to experience a decreased ability to process messages effectively. This is especially relevant in the context of companies or law firms, who may feel the need to regulate the amount of content they put out on social media to avoid audience fatigue and maintain positive engagement.

H2: Branded Content Irrelevance has a positive effect on Social Media Fatigue

According to the findings of Wang & Lee (2020), when users receive branded content that is not relevant to their interests or needs, it tends to cause the effects of boredom and fatigue. This research found that content incompatibility can reduce the quality of users' interactions on social media, making them feel that the experience of using the platform is burdensome. For example, if a law firm that focuses on business law frequently shares unrelated content, such as family law or personal injury topics, audiences who follow that account for specific business law information may feel dissatisfied and overwhelmed. This is consistent with the statement Saras (2021) in the International Journal of Law and Service Marketing, which states that content incompatibility can make followers feel that social media accounts.

Law firms are not meeting their needs for specific information related to business or legal compliance. This condition can cause the audience to experience mental fatigue due to having to filter out less relevant information, thus potentially reducing their interest in continuing to follow the account and even reducing engagement on the firm's posts.

Xie et al. (2020) revealed that exposure to irrelevant content on social media negatively impacts users' mental well-being, triggering social media fatigue. This study emphasizes the importance of content relevance to maintain an enjoyable and productive experience for users, especially on platforms that are frequently used daily. Zhu and Chang (2019) found that content irrelevance caused users to feel frustrated and less interested in interacting with the brand. In

this study, branded content that did not suit users' needs caused them to experience social media fatigue more quickly, because they had to actively filter out information they did not find useful or interesting.

H3: Branded Ads Intrusiveness has a positive effect on Social Media Fatigue

Testing this hypothesis shows that Branded Ads Intrusiveness has a positive effect on Social Media Fatigue. This research supports the findings of Bright and Logan (2018), who found that annoying branded ads tend to cause frustration and fatigue in social media users. Similar results were shown by Li et al. (2021), which revealed that ads that appear suddenly or too frequently increase users' fatigue levels, thereby reducing their comfort on the platform. In addition, (Cho & Cheon, 2004) found that pop-up ads and video autoplay, which are highly intrusive, negatively impacts user experience and triggers social media fatigue, which drives them to avoid branded content.

Furthermore, exposure to advertising content that elicits negative emotional responses may further intensify users' psychological discomfort. Devinta and Yusran (2022) argue that emotional reactions triggered by advertisements significantly influence consumers' attitudes toward brands and shape their subsequent behavioral responses. In the context of social media, repeated exposure to intrusive branded advertisements may accumulate emotional strain over time, contributing to feelings of exhaustion and fatigue. Therefore, the emotional dimension of advertising intrusiveness provides additional theoretical support for the positive relationship between Branded Ads Intrusiveness and Social Media Fatigue.

H4: Social Media Fatigue berpengaruh positif terhadap Lurking Behavior.

Testing this hypothesis shows that Social Media Fatigue has a positive effect on Lurking Behavior. This research supports the findings of Zheng & Ling (2021), who found that social media fatigue drives users to reduce active interactions and switch to passive behavior such as lurking. Similar findings were also shown by Bright et al. (2019), who stated that users who experience social media fatigue often choose to simply observe content rather than participate, as a mechanism to reduce mental stress.

Turel (2015) also supports these results, revealing that social media fatigue often prompts users to undertake a "digital detox," or drastically reduce activity, which contributes to the tendency for lurking behavior. Yin & Su (2022) found that social media fatigue causes users to be more comfortable being passive observers, especially when they want to avoid interactions that are considered emotional burdensome.

H5: Branded Content Overload has a positive effect on Lurking Behavior which is mediated by Social Media Fatigue.

Testing this hypothesis shows that Branded Content Overload has a positive

effect on Lurking Behavior through the mediation of Social Media Fatigue. This research supports the findings of Liu et al. (2024), who found that an excess of branded content triggers social media fatigue, leading to passive behavior such as lurking. Similar findings were also shown by (Zerres, 2019), who stated that social media fatigue due to overload of branded content increases the tendency for passive behavior on social media. Pang (2021) also shows that too much branded information on social media causes stress and fatigue, which ultimately encourages lurking behavior as a disengagement mechanism.

H6: Branded Content Irrelevance has a positive effect on Lurking Behavior mediated by Social Media Fatigue.

The testing of this hypothesis shows that Branded Content Irrelevance has a positive effect on Lurking Behavior through the mediation of Social Media Fatigue. This study supports the findings of Guo et al. (2020), who found that irrelevant branded content increases social media fatigue, thus encouraging users to observe without actively participating. Similar findings were also shown by Liu et al. (2024), who stated that content irrelevance worsens user experience, triggers social media fatigue, and leads to lurking behavior. Bright et al. (2015) emphasized that irrelevant content worsens user experience and increases the likelihood of disengagement on social media.

H7: Branded Ads Intrusiveness has a positive effect on Lurking Behavior which is mediated by Social Media Fatigue.

Testing this hypothesis shows that Branded Ads Intrusiveness has a positive effect on Lurking Behavior through the mediation of Social Media Fatigue. This research supports the findings of Bright and Logan (2018), who found that the intrusiveness of branded advertising increases social media fatigue, which ultimately triggers passive behavior such as lurking. Liu et al. (2024) also noted that advertising intrusiveness exacerbates user fatigue, thereby encouraging them to observe more than actively interact.

CONCLUSION

Based on the research results, it can be concluded that there is a positive relationship between various aspects of branded content on social media and Social Media Fatigue (SMF) and passive behavior (Lurking Behavior). Branded Content Overload is proven to have a positive influence on SMF, indicating that information overload increases user fatigue. A similar thing was also found in Branded Content Irrelevance, which increased SMF due to content incompatibility with user needs. Apart from that, Branded Ads Intrusiveness also contributes to SMF by disturbing user comfort.

Social Media Fatigue was also found to have a positive effect on Lurking

Behavior, where user fatigue pushed them to become passive observers. This influence is also seen in the relationship between Branded Content Overload, Branded Content Irrelevance, and Branded Ads Intrusiveness on Lurking Behavior through SMF mediation. These findings reinforce the importance of managing more relevant, personalized and interactive branded content to improve user experience and prevent passive behavior.

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