

Dhruv Kapoor

final mrpp

 MRP Submissions

Document Details

Submission ID

trn:oid:::27535:140243604

Submission Date

May 24, 2026, 8:13 PM GMT+5:30

Download Date

May 24, 2026, 8:57 PM GMT+5:30

File Name

final mrpp.docx

File Size

543.6 KB

45 Pages

14,304 Words

83,590 Characters

7% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography
- Quoted Text

Match Groups

-  **96 Not Cited or Quoted 7%**
Matches with neither in-text citation nor quotation marks
-  **3 Missing Quotations 0%**
Matches that are still very similar to source material
-  **0 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
-  **0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 6%  Internet sources
- 4%  Publications
- 0%  Submitted works (Student Papers)

Match Groups

- 96 Not Cited or Quoted 7%**
Matches with neither in-text citation nor quotation marks
- 3 Missing Quotations 0%**
Matches that are still very similar to source material
- 0 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
- 0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 6% Internet sources
- 4% Publications
- 0% Submitted works (Student Papers)

Top Sources

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

- 1** Internet
dspace.dtu.ac.in:8080 <1%
- 2** Internet
tmcpfs.ops.fhwa.dot.gov <1%
- 3** Internet
dspace.bahria.edu.pk:8080 <1%
- 4** Publication
Fong Peng Chew. "Global Dialogue on Media Dynamics, Trends and Perspectives ..." <1%
- 5** Publication
Mengxue Ou, Han Zheng, Hye Kyung Kim, Xiaoyu Chen. "A meta-analysis of social..." <1%
- 6** Internet
policyjournalofms.com <1%
- 7** Publication
Giuseppe La Selva, Manuela Longo, Francesco Sulla, Francesca D'Errico, Lucia Mo... <1%
- 8** Publication
Abdullateef, Hafsa Al. "The Academic use of Whatsapp and Technostress: Investig..." <1%
- 9** Internet
repository.up.ac.za <1%
- 10** Publication
Aakash Kamble, Karabi Bhattacharya Rao, Ajinkya Navare. "Breaking the boredo..." <1%

11	Internet	jmassbi.fekon.unand.ac.id	<1%
12	Internet	etd.hu.edu.et	<1%
13	Internet	etd.aau.edu.et	<1%
14	Internet	admin.pusob.edu.np	<1%
15	Internet	www.tandfonline.com	<1%
16	Publication	Foster, David C.. "First-Year Undergraduate vs. First-Year Graduate Students: A St...	<1%
17	Internet	e-research.siam.edu	<1%
18	Internet	scholar.ufs.ac.za	<1%
19	Internet	uniselinus.education	<1%
20	Publication	Cronje, Sherrilee. "The Role of Social Media in Career Discovery, Aspirations, and ...	<1%
21	Internet	ntnuopen.ntnu.no	<1%
22	Publication	"Social Media in Employee Selection and Recruitment", Springer Science and Busi...	<1%
23	Internet	eprints.soton.ac.uk	<1%
24	Internet	ir-library.ku.ac.ke	<1%

25	Internet	www.slideshare.net	<1%
26	Publication	Eoin Whelan, A.K.M. Najmul Islam, Stoney Brooks. "Is boredom proneness related..."	<1%
27	Internet	www.intechopen.com	<1%
28	Internet	ir.kabarak.ac.ke	<1%
29	Internet	www.dovepress.com	<1%
30	Internet	repository.qu.edu.iq	<1%
31	Internet	www.al-kindipublisher.com	<1%
32	Publication	Robert Kalima. "Exploring the pedagogical affordances of WhatsApp in the media..."	<1%
33	Internet	cfy.ksu.edu.sa	<1%
34	Internet	etheses.whiterose.ac.uk	<1%
35	Internet	ijefm.co.in	<1%
36	Internet	ugspace.ug.edu.gh	<1%
37	Internet	www-emerald-com-443.webvpn.sxu.edu.cn	<1%
38	Internet	www.scribd.com	<1%

39	Publication	Amber L. Hutchins, Natalie T. J. Tindall. "Public Relations and Participatory Cultur...	<1%
40	Publication	Leonard Reinecke, Mary Beth Oliver. "The Routledge Handbook of Media Use and...	<1%
41	Publication	Liuhan Zhan, Yongqiang Sun, Nan Wang, Xi Zhang. "Understanding the influence ...	<1%
42	Publication	Nan Sheng, Chunjiang Yang, Lei Han, Min Jou. "Too much overload and concerns: ...	<1%
43	Publication	Ton Duc Thang University	<1%
44	Internet	conference.eka-prasetya.ac.id	<1%
45	Internet	ebin.pub	<1%
46	Internet	repository-tnmgrmu.ac.in	<1%
47	Internet	repository.kulib.kyoto-u.ac.jp	<1%
48	Internet	www.coursehero.com	<1%
49	Internet	www.ijprems.com	<1%
50	Internet	www.medrxiv.org	<1%
51	Publication	Biliran, Elpidio Dompoy, Jr.. "The Catholic Education Excellence Identity Scale: Dev...	<1%
52	Publication	Jiao, Yue. "The Role of Communities on Crowdfunding Platforms.", University of ...	<1%

53	Publication	Tadele, Kajelcha. "Effect of Training on Employee Performance: The Case of Textil...	<1%
54	Internet	dergipark.org.tr	<1%
55	Internet	dolgozattar.uni-bge.hu	<1%
56	Internet	dspace-jcboseust.refread.com	<1%
57	Internet	ijsdr.org	<1%
58	Internet	ore.exeter.ac.uk	<1%
59	Internet	research.szabist-isb.edu.pk	<1%
60	Internet	www.printspublications.com	<1%
61	Internet	www.researchgate.net	<1%
62	Internet	openscholar.dut.ac.za	<1%

MAJOR RESEARCH PROJECT

ON

**IMPACT OF ALGORITHM-INDUCED SOCIAL MEDIA
FATIGUE ON CONSUMER DECISION-MAKING**

Submitted By

Dhruv Kapoor

2K24/DMBA/073

Under the Guidance of

Dr. Veenu Shankar

Assistant Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

It is hereby certified that Dhruv Kapoor, Roll No. 2K24/DMBA/073, has successfully completed the major research project report entitled “Impact of Algorithm-Induced Social Media Fatigue on Consumer Decision-Making” in partial fulfillment of the requirement for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, Delhi for the academic session 2024–2025.

Dr. Veenu Shankar

Assistant Professor

Delhi School of Management

Delhi Technological University

DECLARATION

I, **Dhruv Kapoor**, student of the MBA Program at **Delhi School of Management, Delhi Technological University, Delhi**, hereby declare that the major research project titled **“Impact of Algorithm-Induced Social Media Fatigue on Consumer Decision-Making”** submitted to Delhi Technological University is my original work and reflects the research and analysis conducted by me in fulfilment of the requirements for the MBA program.

I further declare that I have conducted the research work, collected the data, and analyzed the results presented in this report. I also certify that all references and citations used in this project have been properly acknowledged and that I have not submitted this report, in whole or in part, for any other degree, diploma, or course.

I take full responsibility for the authenticity and accuracy of the information contained in this project.

Signature: _____

Date: _____

Dhruv Kapoor

Roll No: 2K24/DMBA/073

21

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who supported me in completing my major research project titled **“Impact of Algorithm-Induced Social Media Fatigue on Consumer Decision-Making.”**

First and foremost, I am deeply thankful to my guide, Veenu Shankar, Assistant Professor, for the valuable guidance, constructive suggestions, encouragement, and continuous support throughout this research work. Their insights and advice played an important role in shaping this project in a meaningful direction.

1

I am also grateful to **Delhi School of Management, Delhi Technological University**, for providing me with the academic environment, resources, and opportunity to undertake this research project. The learning experience offered by the institution has been highly valuable and has contributed significantly to my academic growth.

3

I would also like to thank all the respondents who took the time to participate in my survey and shared their valuable responses. Their cooperation made this research possible and helped me complete the study successfully.

18

Finally, I would like to express my heartfelt thanks to my family and friends for their constant support, patience, and encouragement throughout the duration of this project.

With warm regards,
Dhruv Kapoor
Roll No: 2K24/DMBA/073
Delhi School of Management
Delhi Technological University

1

TABLE OF CONTENTS

Section / Chapter	Title	Page No.
FRONT MATTER	CERTIFICATE	i
	DECLARATION	ii
	ACKNOWLEDGEMENT	iii
	TABLE OF CONTENTS	iv–v
	ABSTRACT	vi
CHAPTER 1	INTRODUCTION	1
1.1	Background of the Study	1
1.2	Problem Statement	4
1.3	Objectives of the Study	6
1.4	Scope of the Study	8
CHAPTER 2	LITERATURE REVIEW	11
2.1	Introduction to Literature Review	11
2.2	Information Overload in Digital Environments	12
2.3	Technostress and Information Anxiety	13
2.4	Social Media Fatigue	13
2.5	Consumer Decision-Making and Decision Difficulty	14
2.6	Theoretical Foundations: Bounded Rationality and Choice Overload	14
2.7	Role of Algorithm-Driven Content	15
2.8	Integrated Understanding of Literature	15
CHAPTER 3	RESEARCH METHODOLOGY	16
3.1	Introduction	16
3.2	Research Approach	16
3.3	Research Design	16
3.4	Sources of Data	17
3.5	Sampling Design	17
3.6	Data Collection Instrument	18
3.7	Data Analysis Techniques	18
3.8	Conceptual Framework	19
3.9	Reliability and Validity	19
3.10	Limitations of the Study	19
CHAPTER 4	ANALYSIS, DISCUSSION & RECOMMENDATIONS	20
4.1	Introduction to Analysis	21
4.2	Demographic Profile of Respondents	21
4.3	Descriptive Statistics	25
4.4	Reliability Analysis	26

4.5	Correlation Analysis	27
4.6	Regression Analysis	28
4.7	Hypothesis Testing	29
4.8	Discussion of Findings	30
4.9	Findings and Recommendations	31
4.10	Limitations of the Study	32
CHAPTER 5	CONCLUSION	33
BACK MATTER	REFERENCES	36
	APPENDIX – QUESTIONNAIRE	38

ABSTRACT

Social media platforms and algorithm-based recommendations have revolutionized consumer behavior and decision-making online. All social media platforms are constantly bombarding their users with personalised advertising, recommended information, influencer promotions and re-hashing of information to boost engagement and retain users.

While algorithmic personalisation is useful for making information more relevant and convenient for users, it can also result in information overload, mental fatigue, and social media fatigue, especially when users are exposed to too much information at the same time. These psychological impacts can then impact the way consumers assess options and make online buying choices.

The current study seeks to explore the effect of algorithm-induced social media fatigue on consumer decision making. Particularly, it explores the algorithm-exposure, information overload, social media fatigue, and decision difficulty among social media users. The study was carried out using primary data obtained from a structured questionnaire which was given to the active social media users.

A total of 75 valid responses were obtained and analyzed by means of the statistical techniques of the Excel software. The study used descriptive statistics, reliability analysis, Pearson correlation analysis and regression analysis to investigate the relationship between the variables. The results showed that there was a strong positive correlation between information overload and social media fatigue, suggesting that the exposure to digital content to the extent of information overload has a significant impact on the mental fatigue of the users.

The findings also revealed that Social media fatigue positively affects the consumer decision difficulty. The information overload significantly predicted social media fatigue and was also found to be a significant predictor for the consumer's decision making challenges through regression analysis. The study finds that algorithmically-driven social media spaces can have adverse effects on consumer well-being and decision quality if consumers are over-exposed and over-sensitized to digital content.

These results underscore the importance of implementing a more balanced approach towards digital marketing and enhancing the content management process to alleviate cognitive overload and social media fatigue. The study also offers valuable information for marketers, social media companies, and scholars aiming to gain insights into the behavioral consequences of algorithmic content exposure in today's digital landscape.

CHAPTER 1 – INTRODUCTION

1.1 Background of the Study

The digital technology has transformed many aspects of consumer behaviour, especially in their approaches to information search and decision-making processes. During the last decade, social media platforms have emerged as effective equipment that no longer best facilitate communication but additionally serve as key drivers of advertising and marketing and purchaser engagement. Systems which includes Instagram, YouTube, and fb have evolved into complicated ecosystems in which users are continuously uncovered to a huge range of content, which includes commercials, influencer endorsements, product evaluations, and algorithmically curated recommendations.

One of the key features of contemporary social media systems is the blending of algorithm-driven content delivery architectures. The algorithms aim to analyze consumer habits, choices, search history, and engagement to provide content that is somewhat personalized. The key purpose of these structures is to decorate the user's revel and generate engagement with the aid of ensuring that users are continually provided with content material that resonates with their interests. This personalization has enhanced the access and relevance of records, but it's also resulted in an unprecedented surge in volume, frequency and repetition of content coverage.

For instance, if a shoe buyer searches for the shoes on Instagram, he or she will be eventually led to constant ads from different brands such as Nike, Adidas or Puma through dedicated platforms. Additionally, on YouTube, a viewer of product reviews can be continuously shown similar movies, product unboxing videos and sponsored promotions. This ongoing process of information exposure results in a customer touch point where it is possible for a customer to engage with information, often without actively seeking it out.

This phenomenon has brought about the concept of information overload which has full-size picked up interest in consumer behaviour research and data structures research. Statistics overload happens while the quantity of to be had facts exceeds an individual's cognitive processing ability (Eppler & Mengis, 2004). In a social media context, consumers are required to manner a enormous amount of records concurrently, consisting of product specs, pricing info, evaluations, rankings, and promotional content material. Access to this information can in principle enhance decision making, but too much publicity tends to create confusion, a problem in understanding and in comparing alternatives.

The effect of information overload is similarly intensified by means of the presence of algorithmic repetition, where similar types of content material are time and again shown to users. This repetition will not only add to cognitive load but also cause the user to perceive the content as less novel, which will result in a decrease of engagement over time. For example, users may report seeing the same advertisements several times in a short period leading to a decrease of content novelty and user engagement. This illustrates a key paradox

of digital advertising: While digital advertising is designed to increase consumers' attention, it can also lead to a reduction in the effectiveness of advertising. In addition to cognitive overload, extended interplay with virtual structures has been associated with the improvement of technostress, which refers to Beyond cognitive overload, a prolonged interaction with virtual structures has been correlated with an improvement of technostress, defined as mental stress caused by too much use of generation (Tarafdar et al., 2015). Steady messages, information updates, and the need to be constantly connected are all causes of technostress. This is particularly true in the realm of social media platforms, where customers are expected to be present and active 24 hours a day.

Closely associated with technostress is the idea of information anxiety, which takes place whilst people sense beaten by way of the extent and complexity of information available. Consumers might also locate it hard to distinguish between applicable and irrelevant data, leading to uncertainty and hesitation in decision-making. as an example, when choosing a product on-line, a patron may come upon loads of evaluations with conflicting critiques, making it challenging to arrive at a clear decision.

The blended effect of information overload, technostress and information tension contributes to social media fatigue, a state of intellectual and emotional fatigue resulting from a prolonged exposure to digital material. Social media fatigue is characterized by using reduced hobby, loss of motivation to have interaction, and avoidance conduct (Bright et al., 2015). Customers experiencing fatigue may additionally begin to forget about commercials, pass promotional content, or disengage from systems altogether

These trends have repercussions that are especially massive when it comes to consumer choices. Decision making is a complex cognitive process, which involves ascertaining wants, evaluating options and selecting the best possible option. When consumers are presented with too much information or experience information fatigue, however, their ability to make rational and informed decisions is hindered and they can have difficulty with selection, such as confusion, indecisiveness and delayed selections (Lee & Lee, 2004).

Clients often hospital to heuristic decision making, relying on a simplified rule or a shortcut rather than making a careful assessment of features and benefits, for instance, by choosing a product because of reputation, brand or influencer recommendation. As these strategies reduce thinking, they will result in suboptimal selections and reduced delight.

This behavior can be explained in terms of bounded rationality, in which people are said to be rationally limited in the information that they can process (Simon, 1955). While this capacity is handed, customers simplify selection-making tactics, regularly main to compromised consequences. Furthermore, the concept of preference overload also indicates that a larger variety of options can lead to decision fatigue and lower satisfaction as well as even choice avoidance (Iyengar & Lepper, 2000).

In environments that are driven by algorithms, those situations are further exacerbated. Algorithms are engineered to be sure that the content is engaging, through repeatedly rotating personalized content. This does not only contribute to relevance, but also to cognitive overload and speed up fatigue. This creates a complicated dating between personalization and patron nicely-being, where the advantages of tailored content have to be balanced against the dangers of immoderate publicity.

1.2 Problem Statement

As the social media systems have grown increasingly more popular and users rely more and more on algorithm-driven content delivery systems, their decision-making process has become significantly more complex and challenging. These platforms are meant to make user experience more personal and targeted with content, but have also ushered in an era of over-exposing users with too much data, persistent engagement, and cognitive overload.

In the context of social media, consumers are constantly presented with advertisements, influencers' promotions, comparisons of products and services, opinions, and curated, algorithm-generated suggestions. Although all data can be relevant per se, their combined effect is a confusion and a problem in the selection process, for instance, a consumer looking for a smartphone online may find:

- Multiple advertisements from competing brands
- Dozens of YouTube reviews with varying opinions
- Influencer recommendations promoting different products
- User-generated reviews with conflicting feedback

This overload of information can result in the opposite of a simplified decision-making process, and instead contributes to a state of decision paralysis, which is a consumer's inability to select between alternatives. This is clearly a situation where too much information is not necessarily the good thing.

The other major problem is the repetition of content via algorithms. The algorithms used on social media platforms are engineered to maximize engagement by repeatedly presenting their users with similar content, based on their past actions. This is good for relevance, but it also results in over-exposure. If, for example, the user is interested in buying fashion apparel, they will then see more of the same product category, namely fashion apparel, on various different platforms. Real-world observations highlight this issue clearly:

- Users frequently report seeing the same advertisement multiple times within a short period
- Platforms like Instagram and YouTube continuously recommend similar content, even after the user has made a purchase
- Retargeting advertisements follow users across different applications, increasing content repetition

This repetitive exposure contributes significantly to **social media fatigue**, which is defined as a state of mental and emotional exhaustion resulting from prolonged interaction with digital content (Bright et al., 2015). As fatigue increases, users tend to:

- Ignore advertisements
- Reduce engagement with content
- Develop negative attitudes towards brands

In terms of marketing, that presents a real dilemma because the same tactics that are used to make them visible could actually make them less visible. Being constantly exposed to digital content can cause fatigue and, at the same time, technostress, which refers to the stress resulting from the pressure of being exposed to technology constantly (Tarafdar et al., 2015).

20 This is especially true when taken into account of those young consumers who spend a lot of time using social media. There are too many notifications, updates and information, which leads to mental strain and makes it harder for users to focus and absorb information.

16 These psychological impacts have a direct impact on consumer decision making behaviour. If a person feels information overload and fatigue, they can't think clearly about options and make rational choices. This means that often the consumer's buying decisions are postponed, they don't make a decision, or they use simplified decision making processes like buying because it is popular, because it is cheap, or because a person they are following on social media recommends it.

The transition from rational to heuristic-based decision-making process shows a decline in the quality of consumer's decision-making. This argument is reinforced by theoretical models like bounded rationality (Simon, 1955) which suggest that people have limited cognitive abilities. Once this capacity is surpassed, they must resort to making decisions in a more limited manner. Likewise, the phenomenon of choice overload suggests that too many choices can cause people to become confused, disgruntled, and even unable to make decisions (Iyengar & Lepper, 2000). These theories give a solid foundation to understand the effects of overuse of digital media on consumers' behaviour.

40 Although this research topic is becoming increasingly significant, prior studies have concentrated on general social media use, information overload as a singular phenomenon as well as on consumer engagement and behavioural outcome. But there is very little research that specifically investigates the role of algorithm-driven content in consumers' sense of fatigue, the synergy between information overload and fatigue on consumer decision-making and the effect of the factors in emerging markets like India. This is especially relevant for young consumers, Generation Z, who use social media more than any other generation and are very present in algorithm-driven environments. They are more likely to be influenced by digital content in their decision making processes and it is important to understand this and how it affects their behaviour..

24 1.3 Objectives of the Study

50 The objectives of a research study provide a clear direction and define the scope of investigation. Based on the problem identified and the gaps observed in the existing literature, the present study aims to systematically examine the relationship between algorithm-driven social media environments and consumer decision-making behaviour.

12 1.3.1 Primary Objective

The main aim of the study is to investigate the effect of algorithm-induced Facebook Fatigue on customer decision making. This goal emphasizes the impact of persistent exposure to algorithmically generated content on consumer responses to this content, particularly in digital contexts where information is accessible, repetitive and constantly changing.

1.3.2 Specific Objectives

(i) To analyze the extent to which algorithm-driven content contributes to information overload

This goal seeks to examine the effects of algorithmic presentation of personalized and repetitive information on the amount and frequency of information exposure. It also aims to determine if users consider this content as too much or too much and looks at the role of algorithmic targeting, retargeting and repetition in user perception of information load. Primary data is collected using structured questionnaires to determine content exposure and interaction patterns of the users and subsequently analysed.

(ii) To examine the relationship between information overload and social media fatigue

This goal is concerned with comprehending the psychological ramifications of too much information for its users. It seeks to find out if there is a correlation between an overload of information and mental fatigue, disengagement, and emotional fatigue. The study assesses the level of fatigue experienced by the user due to the continuous use of the social network, and this relationship is examined with statistical methods like correlation and regression analysis.

(iii) To assess the impact of social media fatigue on consumer decision-making

This objective explores the impact of fatigue on consumer's ability to compare and/or make decisions effectively. It aims to determine if fatigue has an impact on confusion, hesitation, and delayed decision-making. Furthermore, it investigates if tired consumers use more heuristic approaches to decision making (trendy consumption or recommendations by influencers) instead of a more detailed evaluation. These results will help to develop an understanding of the behavioral impact of fatigue in digital consumption settings.

(iv) To evaluate the role of algorithm-driven exposure in influencing consumer purchase behaviour

This is an objective to relate algorithmic influence to real outcomes from consumers. It examines the effects of seeing the same content repeatedly on purchase intent, purchase decision quality and customer satisfaction. In addition, it looks at the role of algorithmic recommendations in decision-making, and their impact on the process. This is done by examining user reactions in connection with buying decisions, participation rates, and user behaviours on digital platforms.

(v) To develop an integrated understanding of the relationship between algorithm-driven content, fatigue, and decision-making

This objective is directed at developing an extensive framework to connect all the crucial variables in the study. It seeks to create a cause-and-effect link between algorithmically driven content, overload of information, social media fatigue and consumer decision-making. The study is based on these variables and builds a conceptual model, followed by empirical testing of the relationships between them, to obtain a comprehensive picture of consumer behaviour in algorithm-dominated digital environments.

1

1.4 Scope of the Study

The scope of a research study is the boundaries, scope, applicability, and overall relevance. Useful in defining what the study aims to include and what it does not, which means focusing the study and giving it a systematic approach. This study aims to explore the effects of algorithm-induced social media fatigue on consumer decision making within a well-defined conceptual and practical model.

1.4.1 Conceptual Scope

The conceptual scope of the study is based on the understanding of the relationship between key variables that were taken from the existing literature, which is algorithm-driven content exposure, information overload, social media fatigue, and consumer decision-making behaviour in terms of decision difficulty and behavioural outcomes. The study will examine the relationship between these variables and the effect they all have on consumer attitudes and behavior in digital platforms.

A multi-disciplinary perspective has been taken, both psychological, cognitive and behavioural. The article looks at fatigue and stress from over-exposure to digital devices from a psychological point of view. In terms of cognition, it emphasizes the constraint and overload of information processing, and in terms of behaviour, it examines the role of information processing constraints and overload in decision-making process. The study particularly focuses on the cause-effect relationship between algorithm-driven content, information overload, social media fatigue and consumer decision-making process.

1.4.2 Contextual Scope

The study takes place in the field of social media platforms that are very dependent on algorithmic personalization, such as Instagram, YouTube and Facebook. The platforms chosen are highly interactive, digital environments, in which users are constantly exposed to personalized, dynamic and repetitive content.

What makes these platforms relevant is that they are widely used and heavily impact consumer behavior, from discovery through to brand engagement and purchase. These platforms are suitable to examine the impact of algorithmic exposure because users engage extensively with the recommendations, advertising, reels and influencers. Hence, the conclusions of this study are more relevant to the digital marketing and online consumers behavior in such social media environment.

1.4.3 Demographic Scope

The main focus of the study is on young consumers, in this case the Generation Z and Millennials. This demographic was chosen because they are active on social media and exposed to more algorithm-driven content.

52 Young consumers are more inclined to search and compare products online and make purchases online. They are highly impacted by recommendations, ads and influencer content on their behavioral patterns. As a result, they are more susceptible to experiencing information overload and social media fatigue. This makes them a very relevant and appropriate population to study the effect of digital environments on consumer decision making behaviour.

1.4.4 Geographical Scope

53 The geographical area for the study is restricted to the Indian context and the data was gathered from the respondents in India. The focus is paramount as Indians' social media usage keeps evolving and the digital consumer population is growing at a fast pace.

India is a rapidly emerging digital economy where people are turning to social media platforms for information and making their buying decisions. Factors such as culture, social and behavioral can affect the perception and response of the digital content. Hence, the study targets the Indian market and attempts to offer insights that are relevant specifically to emerging markets and their digital consumption habits.

1.4.5 Methodological Scope

11 The research method of the study is quantitative research with data collection technique using structured questionnaires. The study is focused on measurable variables like perceived information overload, social media fatigue and level of decision difficulty faced by the users.

19 The relationship between the variables and testing the proposed hypotheses are examined using statistical techniques like correlation analysis, regression analysis, etc. The methodological scope is restricted to self-reported data that are perceptions and experience of the respondents rather than behaviour tracking. This restriction notwithstanding, it offers important insights into the attitudes and behavioural disposition of consumers in the digital world..

1.4.6 Practical Scope

This study is likely to benefit various parties such as consumers, businesses, social media and marketers. The study is useful for marketers to understand the harmful impacts of over-exposure to content and to create a more balanced and successful digital marketing approach. It also emphasizes that consumers need to be avoided from overexposure and advertisement fatigue to keep them engaged.

43 The research suggests possible strategies to enhance algorithm design to limit the amount of repetitive and excessive content that social media platforms display. It emphasizes the need to balance personalization with user comfort in order to enhance overall user experience. The study from a consumer point of view raises awareness of the negative consequences of information overload and fatigue, thereby advocating a more conscious use of social media and a more effective decision-making process.

1.4.7 Limitations within the Scope

16 Although the study sought to offer extensive information on the influence of algorithm-induced social media fatigue on consumer decision making, there are some limitations acknowledged. The first limitation is the small sample size of the study; this could limit the generalizability of the results to the larger population. Responses that are gathered are helpful in gaining insight into social media behaviors and perceptions, but do not necessarily reflect the full range of behaviors and perceptions among all social media users.

29 Secondly, the study is limited to some social media platforms like Instagram, YouTube, and Facebook. These platforms are a very relevant choice because these are the platforms that use a lot of algorithmic content, but if other platforms are not included, it can narrow down the picture of the complete digital landscape. This study cannot account for all patterns of content delivery and user interactions, as these fluctuate between different platforms.

The data is also self-reports obtained from structured questionnaires which is another limitation. Such information can be subject to personal perception, preconceptions or personal interpretation. Recall and/or reporting of behaviour may not always be accurate for respondents, impacting on the precision of findings.

In addition, the research is restricted to a specific target group, mainly young consumers, and is carried out solely in the Indian geographical scope. This focus makes the study more relevant to the segment studied, but can also make it less applicable to other age groups, regions or cultures.

23 The study's constraints notwithstanding, it offers important and useful findings related to the connection between algorithm-driven content, information overload, social media fatigue, and consumer decision-making. The results help to understand consumer behaviour in a digital world and provide a starting point for further research in this field.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

Knowledge the prevailing frame of understanding related to the studies topic is a crucial base for the literature evaluation. It helps in identifying crucial concepts, theory and empirical outcomes that pinpoint the linkage between social media use and consumer decision-making. In the realm of algorithm-driven architectures, research has been found that over consumption of content can impact cognition, emotion, and behavior.

Given the current trend of social media platforms as information and product discovery engines, studies have paid attention to the impact of digital environments on consumer behaviour. As social media has become an essential part of accessing information, a large body of work has emerged that also suggests that social media can create challenges to information such as info overload, technostress, and information fatigue, all of which can impact decision-making processes.

2.2 records Overload in virtual Environments

Data overload is one of the maximum extensively studied ideas in the discipline of client conduct and data structures. It refers to a scenario in which the amount of records exceeds an character's capability to manner it efficaciously (Eppler & Mengis, 2004). On social media platforms, users are exposed to a constant stream of information, such as classified listings, reviews of products, endorsements from influencers, and personalized recommendations generated by the algorithms.

There is evidence that too much information publicity will cause customers to have a higher cognitive load and less ability to evaluate options effectively. Consumers are given too much to choose from or conflicting information, but they enjoy a lot of confusion and uncertainty. This results in a decrease in choice of it being exceptional or pleasurable.

Moreover, research has revealed the algorithm-driven personalisation aggravates information overload. Algorithms beep out similar content over and over on the basis of consumer behaviour, increasing the amount and number of times it's pushed. Whilst personalization targets to improve relevance, it can also make a contribution to excessive publicity, thereby growing cognitive pressure.

2.3 Technostress and information anxiety

Technostress is a type of information overload that is closely related to the concept, and it is defined as the psychological stress arising from the excessive use of generation (Tarafdar et al., 2015). Technostress can occur in social media when features like frequent messages, status changes, and the pressure to be "always on" exist.

With technostress at regular intervals come statistics anxiety, a country where people are crushed and unsure with a lot of facts. Buyers may also struggle to identify facts that are relevant and/or not relevant to their topics, which can lead to hesitancy and decreased self-assurance in making decisions.

Empirical studies recommend that technostress and facts tension act as mediating variables between records overload and behavioural effects. As the extent of strain increases, purchasers are less probably to interact in unique records processing and much more likely to rely upon simplified decision-making strategies.

2.4 Social Media Fatigue

The concept of social media fatigue has become a critical one in the field of knowledge person behaviour in virtual environments. It is a condition of mental and emotional fatigue that is caused by excessive exposure to social media content (Bright et al., 2015). Fatigue is frequently described as decreased motivation, disengagement and avoidance behavior.

Research findings imply that immoderate publicity to content material, specifically repetitive and algorithm-driven content, appreciably contributes to social media fatigue. The users who like getting fatigues are likely to tune them out, minimize interactions with platforms, and increase negative attitudes towards virtual content.

From an advertising attitude, social media fatigue affords a massive project. While better content publicity will enhance engagement, too much publicity could negatively affect the effectiveness of content marketing. This is why it is important to have a mix of both frequency and relevance.

2.5 patron choice-Making and decision difficulty

Consumer decision making is a complex cognitive process which includes consideration of the alternatives available and choosing the most suitable one based on the values perceived, information available and consumer's own preferences. It is a process, however, that becomes more challenging and cognitively taxing in the digital world where information is abundant and content is constantly offered. The abundance of information, such as advertisements, product comparisons, reviews and recommendations often leaves people more confused than ever.

Research studies have demonstrated that information overload and social media fatigue can cause decision difficulty, which is usually defined as confusion, indecision or late decision making (Lee & Lee, 2004). In situations of information overload, people can feel helpless to effectively compare options and assimilate information that is pertinent. This cognitive load makes them unable to make informed and rational decisions, thus impacting the quality of their decision-making.

In these cases, consumers tend to use mental shortcuts, known as heuristics, to make the decision-making process easier. They could simply look for popular items, recommend items by influencers, or purchase items that cost less or are more common. They may choose products they have seen before in great numbers, products recommended by influencers, or those who are less expensive. These heuristic strategies can decrease the amount of cognitive load and time it takes to make decisions, but they cannot guarantee that the decisions are

optimal. This means consumers can potentially make decisions that aren't the best for them, leading to decreased satisfaction and trust in the decision-making process.

2.6 Theoretical Foundations: Bounded Rationality and desire Overload

56 The bounded rationality theory provides a theoretical basis for the explanation of customer behavior in records-rich environments. Consistent with Simon (1955), people have restricted cognitive ability, and whilst this capability is exceeded, they simplify decision-making strategies.

This leads to what we call preference overload, when there are too many alternatives and they lead to choice fatigue and less satisfaction (Iyengar & Lepper, 2000). Too many options can lead to confusion and avoidance of making the choice, rather than making the decision first class.

These theories help develop the argument that exposure to too much information, especially in an algorithmic setting, can have a detrimental impact on patron decision-making.

2.7 Role of Algorithm-Driven Content

Algorithms have become a key component in creating user experiences on social media platforms, with recent studies highlighting this significance. These algorithms are constantly monitoring user behavior, preferences, and interactions to provide personalized and relevant content. Personalization also boosts engagement and makes content more relevant, but it can also lead to more exposure and repetition.

The algorithm-driven content is a major factor in information overload by pushing big chunks of information to the user, many, if not most, of which have similar content. Repeatedly showing the same ads, recommending stories and posts and posting the same information over and over time cause the novelty and uniqueness of content to diminish over time. When users see the same or similar content over and over again, their engagement and interest level is likely to diminish.

Digital environments are a paradoxical place. While personalization can be a valuable tool for enhancing the user experience and engagement, it can also lead to cognitive fatigue and less efficient decision-making if it becomes too reliant on algorithm-generated content. Consumers can get fatigued from seeing the same content repeatedly, which can hinder conversion rates and impact their behavior in relation to digital marketing.

2.8 Integrated Understanding of Literature

As indicated in the literature, social media sites (such as algorithmically driven social media sites) provide a context of over-exposure to information and continuous information

interaction. In such a setting, a chain of consequences occurs which has a significant effect on consumer behavior.

32

Too much digital content leads to information overload, making it difficult for users to process information and increasing their cognitive load. Users suffer from information anxiety and technostress when trying to handle large amounts of information. These answers are a result of pressure to respond and the challenge of sorting out relevant information from irrelevant content.

These psychological impacts can lead to social media fatigue over time, including feelings of mental fatigue, decreased motivation, and lower engagement with digital media. Consumers are more likely to be fatigued and unable to assess alternatives and make informed decisions as fatigue increases. This in turn results in reduced efficiency in decision making and can cause delayed and/or suboptimal decisions.

In this integration, it is evident that there is a need for a more comprehensive conceptualization that links the exposure through algorithms, the information overload, psychological reactions and consumer decision-making behaviour. A system like this is necessary to analyze the simultaneous effect of all these variables and to come up with solutions that can enhance the user experience in digital spaces.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The chapter provides a detailed description of the research methodology followed to study the impact of algorithm induced social media fatigue on consumer decision making. It describes the general method used in the study and the methods used for data collection, sampling, measurement and analysis. The aim of this chapter is to make the research process systematic, transparent and scientifically valid.

The research methodology needs to be clearly stated to ensure the reliability and credibility of the research. It offers a framework to help the researcher gather relevant information, analyze it in a suitable manner and come to sound conclusions. The present study has focused on the need to find a method that enables objective assessment of consumer perceptions and behaviour in the digital environment. In this chapter, the authors have made clear the steps involved in the research process so that the results of the research conducted are consistent, replicable and logically produced.

3.2 Research Approach

The method used in the present research is quantitative research, which is a research that is conducted to measure and analyze the relation between algorithms-driven exposure, information overload, social media fatigue and consumer decision-making. A quantitative approach would work well in this study as it allows the researcher to transform the set of subjective perceptions into measurable data, which can then be analyzed statistically.

This way, the responses of the consumers can be objectively assessed and patterns, trends, and relationships between variables can be recognized. The study uses numerical data, which allows for the results to be statistically significant and not dependent upon any individual's interpretation. Furthermore, the quantitative method helps in increasing the generalizability of the findings; it is because the data obtained from the quantitative method is measurable and comparable.

This is further reinforced by using a structured questionnaire, which provides a consistency of data collection. Predefined response options are given to the respondents, which decreases ambiguity and increases the consistency. The data is then analysed statistically and hypotheses are tested to draw reasonable conclusions about consumer behaviour in a digital environment.

3.3 Research Design

The study used a descriptive research that is a combination of descriptive and causal research design to understand the research problem and at the same time to explain the problem. The descriptive research design aims to give detailed information about a consumer behavior, in this case on his use of social media, information overload and fatigue. It enables detection of patterns, trends and general characteristics of the respondents, thus giving a clear picture about the current situation.

However, the causal research design tries to determine cause-and-effect relationships between variables. It aims to find out if one variable changes when another variable changes. It explores the following in relation to this study: Does algorithm-driven content increase information overload? Does information overload cause social media fatigue? Does social media fatigue impact consumer decision-making behaviour?

The study used a descriptive and causal method, which not only described the actual situation but also explained the relationship between the variables. The integrated design is added to the depth and relevance of the research, making it more meaningful and applicable in real-world, digital environments.

3.4 Sources of Data

The study uses primary and secondary data sources, which provides the study with comprehensive and solid analysis of the research problem. Primary data is collected from respondents through a structured questionnaire specially designed for this study. Such data is very useful as it is based on factual perceptions, experiences, and actions of social media users.

The questionnaire is close-ended with a 5-point Likert scale (strongly disagree to strongly agree). This scaling technique makes it easy to measure responses and make it easier to analyze the results statistically. The main data includes factors related to information overload, social media fatigue, perceived decision difficulty, and exposure to algorithmically-created content.

Secondary data are obtained from other sources like research papers, academic journals, published articles, and online databases, and are reliable. Secondary data is very important to develop the theoretical framework of the study and understanding the existing research findings. It helps in the interpretation of the results obtained by primary data and also in identifying gaps in research.

3.5 Sampling Design

The sampling design is an important aspect of research design because it defines the respondents who are selected for study. The target group is youthful and consists of those who use social media platforms who fall under the Generation Z and Millennials. The group

has been chosen because they are often exposed to algorithm-driven content and are highly engaged with digital platforms which makes them relevant for the study.

The study uses a convenient sampling method, which selects the respondents based on their access and willingness. This method is commonly used in exploratory and behavioural research due to its practicality and efficiency. The convenience sampling method has the disadvantage that the results are not necessarily generalizable but may be useful in a short period of time and with resources at the researcher's disposal.

The number of the sample of the study is 75 respondents, which is sufficient for statistical analysis like descriptive statistics, correlation analysis and regression analysis. This sample size is adequate to determine relations among variables and sound conclusions. The sample size, although being small, is adequate for the purpose and aim of the study. enhance the robustness of the findings, the current sample is appropriate for the scope and objectives of the study.

3.6 Data Collection Instrument

The main instrument employed in this study is the Structured Questionnaires. The questionnaire is well structured to be clear, relevant and understandable to the respondents. It is split up into several sections, each dedicated to a single aspect of the study.

The first section provides demographic information like age, gender and social media habits, which help to understand the background of the respondents. The following sections are designed to gauge variables including; information overload, social media fatigue, difficulty with decision making, algorithm driven exposure.

Several statements are used to measure each variable to increase reliability and validity of the measurements. The respondents have to give a Likert scale response that allows the researcher to quantify the perceptions of the respondents. This systematic approach will guarantee uniformity in responses and support analysis of data.

3.7 Data Analysis Techniques

The data obtained from the questionnaire is analysed by the use of statistical techniques like MS Excel or SPSS. A variety of techniques are used in the analysis in order to gain a full understanding of the data and to test research hypotheses effectively.

Data is summarized and presented in a meaningful way through descriptive analysis. It contains measures like mean, frequency, and percentage for a better understanding of the general pattern and trend among the respondents. The correlation analysis is used to see the relationship between the variables and also to find out whether the relationship between two variables is positive or negative.

When investigating a cause-and-effect relationship between two variables, regression analysis is used. It can be useful in identifying whether independent variables like information

overload have a significant effect on dependent variables like social media fatigue and decision making. These analytical tools give a scientific and logical approach to interpreting the data and drawing conclusions.

3.8 Conceptual Framework

17 The study is based on a conceptual framework that illustrates the relationship between the key variables. The framework's premise is that algorithm-driven content is linked to information overload, which, in turn, is connected to social media fatigue and which, in the end, impacts consumer decision-making behaviour.

10 It is a sequential relationship that gives the study of it a logical structure and the basis of its empirical analysis. The conceptual framework helps in understanding how different variables interact with each other and influence consumer behaviour in digital environments. It also helps to formulate hypotheses and interpret results.

3.9 Reliability and Validity

57 It is crucial to ensure reliability and validity to ensure the quality and credibility of research. To enhance consistency in responses, multiple items are used to measure each variable in this study. The questionnaire has been developed on the basis of literature and needs to have valid and relevant constructs that are measured.

Careful design of questions to capture the intended variables further ensures the validity. Data collected in a systematic manner to reduce errors and biases. The study uses high standards of reliability and validity to ensure that the results are accurate, consistent, and meaningful.

3.10 Limitations of the Study

27 Although this study has been well planned and carried out, there are some limitations. The number of samples is rather small, so that the results obtained may be limited to the scope of the study. Furthermore, convenience sampling might introduce some bias because the sample may not be representative of the entire population.

4 This information has been collected from self-reported responses, which could be affected by person's perception and subjective opinion. It is not always feasible to get the true and unbiased answers from the respondents. Moreover, this study is only applied to selected social media platforms and cannot be extended to the whole digital world.

55 Nevertheless, even with those restrictions, this research offers insights into consumer behavior in digital contexts and will enhance our understanding of the effects of algorithmic content on consumer decision-making.

CHAPTER 4: Analysis, Discussion & Recommendations

Executive Summary:

This research investigates the consequences of algorithm-induced social media fatigue for consumer decision-making in a digital context where consumers' social media consumption is overloaded and goes on the whole day. YouTube, Instagram and Facebook are just a few of the social media platforms on which users are being bombarded with algorithm-driven content, from personal ads and recommendations to influencers pushing their own products. Personalization, though effective for improving user engagement and ensuring relevance of content, can also lead to repetitive exposure and information overload, potentially impacting consumer behaviour and decision-making processes.

Data for the study was collected from primary data of 75 respondents where the major population is of the younger age group who are very active in the social media platforms. The data was captured through filling a structured questionnaire on which variables were measured on a five point Likert scale (low: 1, high: 5) such as: algorithm-driven exposure, information overload, social media fatigue, difficulty in decision making and consumer behavior.

Descriptive statistics, reliability analysis, Pearson correlation analysis and regression analysis were applied to the collected data to find the relations among the variables and test the hypotheses.

The descriptive analysis showed moderate to high exposure to algorithm-driven content, and moderate to high, but noticeable, information overload and social media fatigue. The internal consistency of most constructs was acceptable, as indicated by Cronbach's Alpha: Algorithm Exposure ($\alpha = 0.88$), Social Media Fatigue ($\alpha = 0.77$), Decision Difficulty ($\alpha = 0.71$) and Consumer Behaviour ($\alpha = 0.74$). The Information Overload construct had a relatively low reliability ($\alpha = 0.63$), but the degree of information overload a user feels can affect the response so it was deemed acceptable for exploratory behavioural research.

The results of the correlation analysis showed that significant positive correlations exist between the important variables. There was a significant positive correlation between information overload and social media fatigue ($r = 0.819$, $p < 0.001$), suggesting that excessive exposure to digital content has a significant impact on mental exhaustion among digital content users. Moreover, social media fatigue was positively correlated with the difficulty of making the decision ($r = 0.519$, $p < 0.001$), indicating that the more fatigued the users, the more difficult it is for them to assess alternatives and make decisions. In addition, there was a moderate positive correlation between algorithm-driven exposure and information overload and fatigue, further suggesting that personalized and repetitive content can lead to cognitive burden.

The regression analysis also showed that information overload has a significant predictive value for social media fatigue and standardized beta coefficient ($\beta = 0.757$) was high and statistically significant ($p < 0.001$). The model accounted for about 42.1% of fatigue variance

($R^2 = 0.421$), thus showing that information overload is a dominant factor that causes user fatigue in the digital environment. Information overload had the strongest influence in the second regression model on decision difficulty, as the individual effect of social media fatigue was comparatively weaker, showing that information overload has a more direct impact on consumer decision-making.

The study findings are consistent with all the hypotheses built in the study and confirm the conceptualization linking the algorithmic mode of exposure to information overload, social media fatigue, and consumer decisions. The findings show that too much exposure to algorithmically-suggested content can have negative consequences for users' cognitive function, decision quality and use of simplified decision-making approaches. In a practical sense, the study highlights the importance of social media platforms and marketers to have a more balanced and responsible content approach. Manage flow of information, minimize cognitive overload, and improve content diversity to enhance user experience and reduce repetitive exposure.

In general, the study adds to the existing literature on digital consumer behavior by presenting empirical evidence of the negative impact of algorithmic environments. It provides an important perspective for marketers, platform developers, and researchers who want to better understand the behaviour and psych effects of over exposure to digital platforms. The study also emphasizes the need for the creation of sustainable digital engagement strategies, ensuring a balance between personalization and user well-being for more effective engagement. decision-making and improved consumer satisfaction in modern digital ecosystems.

4.1 Introduction to Analysis

The primary data collected by the researcher using the prepared structured questionnaire on the study entitled "Impact of Algorithm-Induced Social Media Fatigue on Consumer Decision-Making" is analyzed and interpreted in the present chapter. The aim of this chapter is to systematically analyse the answers of the social media users and establish a relationship between the algorithm-driven exposure, information overload, social media fatigue and the consumer decision-making behaviour.

The data gathered from the respondents were initially cleaned, coded and organized into a structured form to make sure that the data were analyzed in a consistent and reliable manner. A 5-point Likert scale was used to obtain the responses, with the answers ranging from 'Strongly Disagree' to 'Strongly Agree'. Each response category was given a numerical value from 1-5 for the purposes of statistical analysis. The data was then analyzed by using analytical method which is descriptive method, reliability method, correlation analytical method, and regression analysis using the aid of Excel.

It has been divided into several sections to make it clear and easy to understand the findings. The first part of the chapter describes the demographic profile of respondents to give an overview of the sample population involved in the study. This is followed by descriptive statistics to gain an understanding of the average behaviour and response pattern of the participants. The internal consistency of the questionnaire items is then evaluated by reliability analysis. Through the use of correlation analysis, the relationship between study variables was identified, and regression analysis was used to examine the predictive effect of information overload to social media fatigue and decision difficulty.

The results of the study are explained in great detail and connected to the research aims and hypotheses. Chapter recommendations for marketers, social media platforms, and consumers also are included. In sum, this chapter is an essential step in transforming raw survey responses into valuable insights that help to understand consumer behaviour in a digitally-dominated social media landscape.

4.2 Demographic Profile of Respondents

Demographic information about respondents is provided to give background information about those who took part in the study. Demographic characteristics are important to understand because the behaviour of the social media, content exposure and purchasing decisions can be affected by such demographics as age, gender, and social media usage patterns.

The survey received 75 responses. The majority of the respondents were in the younger age group, whereas this age group is one of the most active users of algorithm driven social media like Instagram, YouTube and Facebook, so it is aligned with the research focus.

Table 4.1 and Figures 4.1–4.4 summarize the demographic characteristics. The majority of respondents were aged **22–25** (58.7%), followed by 18–21 (16.0%), 26–30 (18.7%), and above 30 (6.7%). Males comprised 60% of the sample. Most users spent 3–5 hours daily on social media (42.7%), with 36.0% spending 1–3 hours, 12.0% >5 hours, and 9.3% <1 hour. Instagram was by far the most used platform (89.3%), followed by YouTube (49.3%) and LinkedIn (30.7%) (multiple responses allowed).

Demographic Variable	Category	Frequency (f)	Percentage (%)
Age	18–21	12	16.0%
	22–25	44	58.7%
	26–30	14	18.7%
	Above 30	5	6.7%
Gender	Male	45	60.0%
	Female	30	40.0%
Social Media Usage	< 1 hour	7	9.3%
	1–3 hours	27	36.0%
	3–5 hours	32	42.7%
	> 5 hours	9	12.0%
Platforms Used*	Instagram	67	89.3%
	YouTube	37	49.3%
	Facebook	17	22.7%
	LinkedIn	23	30.7%
	Twitter / X	10	13.3%
	Other	1	1.3%

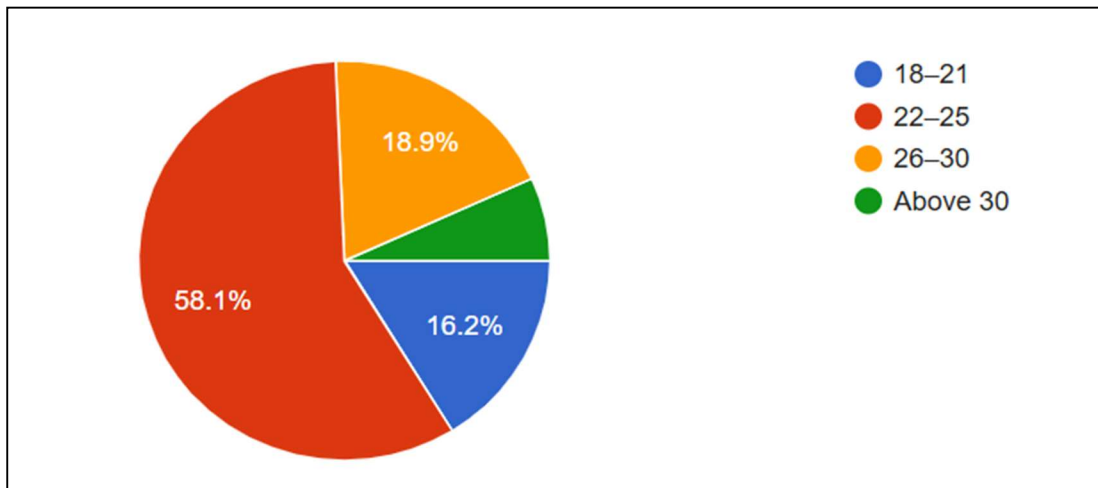


Figure 4.1: Age distribution of respondents

The respondents distribution by age shows that the respondents were mainly in the age range of 18-25. This is indicative of the social media savviness of young people, who are often surrounded by algorithmically-generated content. The younger generation are especially exposed to personalized marketing, recommendations and influencer content, which makes them relevant for the present study.

The dominance of respondent's age group that is younger is also supporting the relevance of the research topic, as social media fatigue and information overload are more frequently seen among those who use social media for a long time. Younger people are especially dependent on social media as a way to entertain themselves, to get information, to communicate and to make purchases, thus their behaviour when they encounter algorithmic content offers a window into the effects of algorithmic content exposure.

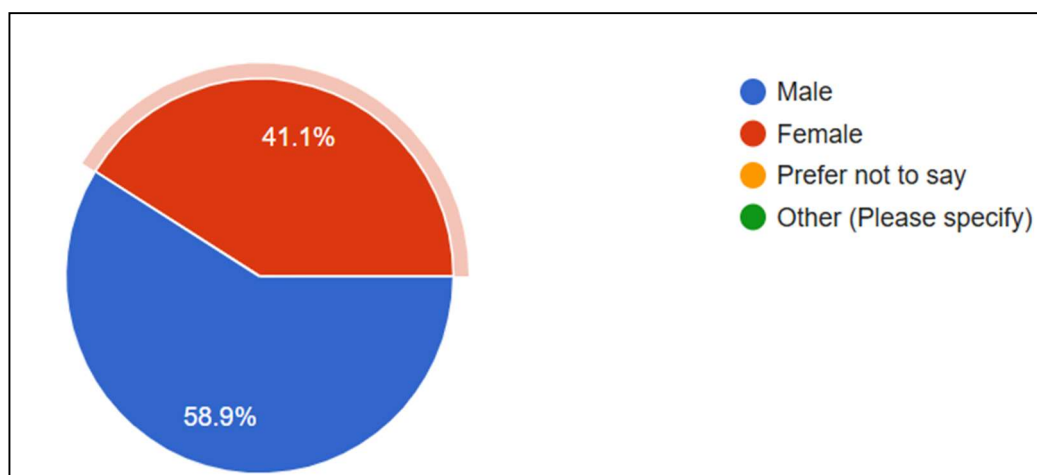


Figure 4.2: Gender distribution of respondents

The gender distribution analysis is used to show that the study had both male and female participants, thus providing some diversity within the sample. The balanced representation of

the respondents enables the study to represent a range of social media experiences and behavioural patterns.

Gender diversity in the sample enhances the reliability of the results as different groups may react differently to the algorithm suggestions, online ads and digital content overload. The diversity of participants broadens the applicability of research results on patterns of social media use. Diversity of demographic groups enhances the generalizability of the findings from the research in the context of social media usage behaviour..

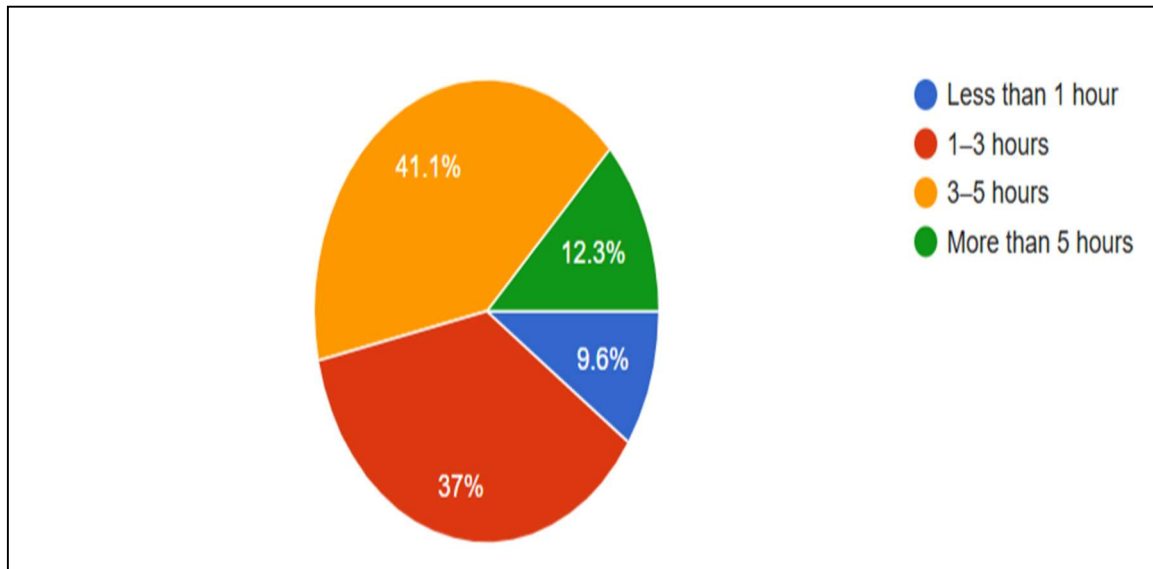


Figure 4.3: shows the usage time of respondents for social media on daily basis. Figure 4.3 illustrates the social media usage time for the respondents daily. Results from the social media usage analysis show that many of the respondents use multiple hours of social media daily. High social media usage is associated with the likelihood of encountering algorithmic suggestions and recommendations.

With all that time spent online, it can also lead to a feeling of information overload as users flood themselves with a huge intake of information in a short amount of time. So, chronic exposure can cause brain fatigue and impair decision-making abilities. The results suggest that the relevance of the study of social media fatigue among active digital consumers.

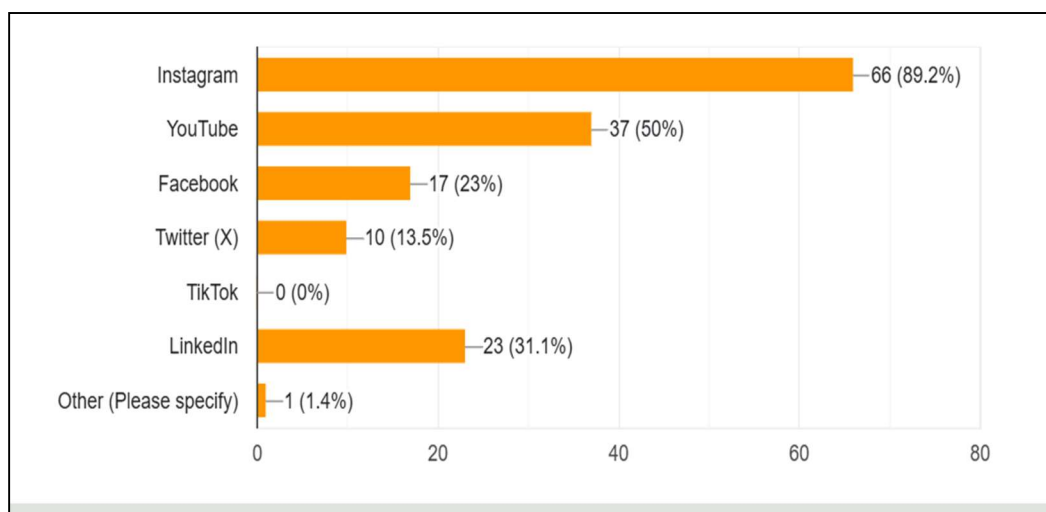


Figure 4.4: Most-used social media

The results show that the platforms that respondents used the most frequently were Instagram and YouTube. The platforms use algorithm-driven recommendation networks to tailor people's feeds and ads.

The popularity of these platforms highlights the growing role of algorithmic personalization in shaping user experiences and influencing consumer behaviour. Users engage in a lot of interaction with recommended content, ads, reels, and influencer promos – the risk of information overload and mental fatigue goes up.

As a whole, the demographic analysis indicates that the selected respondents are highly appropriate for an analysis of social media exposure, fatigue and decision-making behaviour.

4.3 Descriptive Statistics

Descriptive statistics have been computed to appreciate general behavioural trends and response pattern of the variables studied. All major constructs were analyzed for mean, standard deviation, minimum, and maximum values.

The major variables included in the study are:

- Algorithm-Driven Exposure
- Information Overload
- Social Media Fatigue
- Decision Difficulty
- Consumer Behaviour

Table 4.2: Descriptive statistics of study variables

Variable	Mean	Std. Deviation	Minimum	Maximum
Algorithm Exposure Score	3.617	0.913	1.0	5.0
Information Overload Score	3.363	0.600	1.5	4.5
Social Media Fatigue Score	3.463	0.701	2.0	5.0
Decision Difficulty Score	3.413	0.624	2.0	5.0
Consumer Behaviour Score	3.363	0.633	1.6	4.6

The descriptive statistics show that on average, those who responded had moderate to high exposure to algorithm-driven content. The relatively high mean value indicates that users are often presented with repeated recommendations, ads and customised content in social media.

Likewise, the mean score for information overload shows that users are frequently overwhelmed by the amount of information on the Internet. The over-exposure to content can

diminish users' capacity to effectively process the material, causing confusion and cognitive strain.

Also in the descriptive statistics for social media fatigue, there is some mental fatigue amongst users. The prevalence of social media content has been cited as a cause of feeling tired, irritated, and disengaged. This discovery shows the psychological effects of overuse of technology.

The standard deviation values suggest that the experiences of social media are moderately varied across respondents, reflecting that there is variation within social media experiences, but there is a relative consistency. The results as a whole corroborate the assumption that algorithmic content exposure has a clear impact on user experiences and user online behavior.

4.4 Reliability Analysis

Reliability analysis was done to check the internal consistency of the items in the questionnaire used in the present study. The main measurement technique of reliability was Cronbach's Alpha.

Reliability analysis is crucial because it clarifies whether the several items of question papers are measuring the same concept. Cronbach's alpha values are higher when there is the internal consistency of the items within a construct. The following constructs were tested for reliability:

- Algorithm-Driven Exposure
- Information Overload
- Social Media Fatigue
- Decision Difficulty
- Consumer Behaviour

Table 4.3: Reliability (Cronbach's α) of study scales

Scale (Items)	Cronbach's Alpha (α)	Interpretation
Algorithm Exposure (Q5–Q8)	0.875	Good consistency
Information Overload (Q9–Q12)	0.625	Questionable consistency
Social Media Fatigue (Q13–Q16)	0.766	Acceptable consistency
Decision Difficulty (Q17–Q20)	0.713	Acceptable consistency
Consumer Behaviour (Q21–Q25)	0.740	Acceptable consistency

Note: Higher α (maximum 1.0) indicates greater internal consistency. Values above 0.70 are generally desirable.[1]

The results suggest that the reliability values of most constructs were acceptable. Internal consistency was acceptable for all scales: Algorithm-Driven Exposure, Social Media Fatigue, Decision Difficulty and Consumer Behaviour.

The Information Overload construct had relatively low reliability, but was still acceptable for exploratory behavioural analysis. This can be attributed to the differences in information saturation and intensity of information online between individuals.

In general, the reliability results are in line with the suitability of the questionnaire in examining the relationships between the study variables. Cronbach's Alpha values that are accepted enhances the credibility and consistency of the research instrument.

The lower reliability score for Information Overload construct might be due to the subjectivity of users' perceptions about the intensity and variability of the information content and their tolerance. In behaviour research, particularly in explorative research, such differences are frequently found and a slight decrease in reliability values can still be of value. Thus, the construct has been included in the analysis to provide for the variety of experiences respondents have with digital environments.

4.5 Correlation Analysis

Pearson correlation analysis was used to analyze the relationships between the major variables of the study, which are algorithm driven exposure, information overload, social media fatigue, decision difficulty and consumer behaviour. This analysis is to see the strength and direction of relationships between these variables.

The results show that there is a positive relationship between information overload and social media fatigue, which are positively correlated with consumer decision difficulty. Additionally, algorithmic exposure is moderately positively correlated with information overload and fatigue. The relationships suggest that higher exposure to algorithm-generated content is associated with higher cognitive burden and psychological strain.

Table 4.4: Pearson correlation matrix of study variables

Variables	Algorithm Exposure	Information Overload	Social Media Fatigue	Decision Difficulty	Consumer Behaviour
Algorithm Exposure	1.000	0.438	0.333	0.145	0.087
Information Overload	0.438	1.000	0.819	0.591	0.397
Social Media Fatigue	0.333	0.819	1.000	0.519	0.187
Decision Difficulty	0.145	0.591	0.519	1.000	0.596
Consumer Behaviour	0.087	0.397	0.187	0.596	1.000

Note: r is Pearson's correlation. Bold values are significant at $p < 0.001$ (two-tailed).

The correlation results reveal that there is a strong positive relationship between the two variables of information overload and social media fatigue ($r = 0.819$, $p < 0.001$), indicating that a high level of information overload is a significant contributor to mental exhaustion among social media users. This mirrors the growing cognitive load resulting from people's experiences in highly interactive digital worlds.

Additionally, social media fatigue has a positive and strong correlation with the difficulty of making a decision ($r = 0.519$, $p < 0.001$), suggesting that social media fatigue may be related to the inability to make a good decision. This could cause confusion, hesitation, and reluctance to make decisions.

The results also reveal that algorithm-driven exposure is positively related to information overload ($r = 0.438$, $p < 0.001$) and social media fatigue ($r = 0.333$, $p < 0.005$). This means that when users are presented with unique and repetitive content, the amount of information they receive is multiplied, resulting in overload and fatigue.

The findings suggest that the relationship between algorithm-based exposure and difficulty of decisions is indirect, as information overload and fatigue are more likely to have an effect. This underlines the role of these variables as mediators in the determination of consumer decision-making behaviour.

In general, the results of the correlation analysis support the proposed conceptual framework and show that excess algorithmic exposure causes excessive information overload and fatigue, namely, which impacts on the decision-making capacity of consumers.

4.6 Regression Analysis

The predictive relationship between the key variables and the testing of the suggested hypotheses of the study have been conducted with regression analysis. The main purpose of this analysis was to find out how far information overload affects social media fatigue and how much it further affects consumer decision-making behaviour.

Table 4.5: Regression results (Standardized coefficients, R^2)

Model and Predictors	Standardized β	t-statistic	p-value	R^2
Model 1: Fatigue (DV)				0.421
Information Overload (IV)	0.757	—	0.000***	
Model 2: Difficulty (DV)				0.277
Information Overload (IV)	0.384	—	0.006**	

The first regression model used social media fatigue as the dependent variable, and information overload as the independent variable. The results show that there is a strong and statistically significant positive relationship between the two variables. The normalized beta coefficient ($\beta = 0.757$) indicates that the impact is significant; an increase in perceived information overload is associated with a significant increase in social media fatigue among social media users. The relationship has a p value of less than 0.001, indicating a statistically significant one and not random error.

The coefficient of determination ($R^2 = 0.421$) tells us that information overload can account for 42.1% of the variance in social media fatigue. This is a considerable proportion, highlighting that information overload is one of the major contributing factors to fatigue in digital environments. The differences not accounted for by the model may be due to other differences among people (individual differences, how they use the devices, or their psychological makeup) that are not represented here.

From a practical standpoint, such results indicate that exposure to such high and repetitive digital content over time can have a tremendous cognitive cost on users. People have to filter through a lot of information, and they end up becoming exhausted, which decreases their interaction with social media sites.

The second regression model used the variable of consumer decision difficulty as the dependent variable, with information overload and social media fatigue as independent variables. The findings reveal that information overload has a statistically significant positive correlation with decision difficulty ($\beta = 0.384$, $p = 0.006$), which suggests that when information overload is higher among the users, they have more difficulty in making decisions. The impact of social media fatigue on the difficulty of decision was, however, comparatively found to be relatively lower and insignificant. This indicates that, while fatigue is a factor in decision-related problems, information overload is a more direct and controlling factor on consumer decision making behaviour.

The results suggest that excessive information can hinder consumers from effectively considering alternative options, causing them to get confused, to think of it less and to delay a decision. Consequently, consumers could use a simpler decision making routine or not make a choice at all.

This is an indication that social media fatigue is having an impact on decision making, but that the overwhelming amount of information is the key element in consumer difficulty. Thus, cognitive overload is more of an issue during the information processing stage than emotional exhaustion. Thus, controlling the amount and complexity of information is more important than dealing with fatigue alone. This is indicative of information overload's primary influence on fatigue and decision difficulty in digital contexts.

Moreover, the outcomes show that algorithm-driven exposure is a mediator between information overload and consumer decision making, as well as between social media fatigue and consumer decision making. Algorithmic exposure would not directly affect decision difficulty, but rather create additional cognitive load and psychological fatigue, which would further support the sequentiality of the conceptual framework proposed.

The overall results of the regression analysis support the proposed relationships in the study empirically. It confirms that information overload is a major driver to social media fatigue and also a huge factor in shaping consumers' decision-making process. The findings emphasize the need to control how often information is exposed to consumers in digital environments to decrease cognitive load and increase the quality of consumer decisions.

4.6.2 Regression of Fatigue on Decision Difficulty

This regression was done to investigate the relationship between social media fatigues and consumer decision difficulty. The results suggest that the user's fatigue is correlated to the difficulties they encounter when evaluating the product, comparing options, and making a buying decision.

The findings indicate that consumers' information processing capacity is significantly impaired by mental fatigue. Prolonged exposure to too much digital information and repetitive digital suggestions leads to confusion, short attention span and delay in the decision-making process. This can lead to consumer fatigue, which can make it difficult for them to make informed and timely decisions.

This is because the impact of social media fatigue on decision difficulty was relatively small when added to the information overload construct in the regression model. This suggests that fatigue leads to decision-related issues but it has a more direct and predominant effect on consumer decision making behaviour, information overload does.

In general, the regression results confirm that algorithm-induced fatigue, together with the high amount of information exposure, has a detrimental effect on consumer behaviour and decision quality in digital environments.

4.7 Hypothesis Testing

Hypothesis testing was performed to determine the relationship between the key variables of the study. The results were obtained from the correlation and regression analysis and the decisions were taken on the basis of the significance and direction of the correlation.

Based on the results:

Hypothesis	Outcome	Decision
H1: Information overload $\uparrow \Rightarrow$ Fatigue $\uparrow$	Supported ($\beta=0.757$, $p<0.001$)	Accept H ₁
H2: Algorithmic exposure $\uparrow \Rightarrow$ Overload $\uparrow$	Supported ($r=0.438$, $p<0.001$)	Accept H ₂
H3: Social media fatigue $\uparrow \Rightarrow$ Decision difficulty $\uparrow$	Partially supported ($r=0.519$, $p<0.001$)	Accept H ₃ with caution

Interpretation of Hypotheses

The findings of Hypothesis 1 show that the information overload shows a strong and statistically significant positive relationship with social media fatigue. This is because, as it is confirmed, excessive exposure to digital content makes the cognitive burden of the users, consequently causing mental exhaustion.

Hypothesis 2 is also confirmed as the results indicated the significant positive relationship between algorithm-driven exposure and information overload. This indicates that algorithm-generated, personalized and repetitive information leads to more information -- and thus to greater overload.

Likewise, the results support Hypothesis 3, which posited that increased social media fatigue would relate to increased difficulty in making decisions. When users are tired, they may have reduced processing capacities, resulting in confusion, hesitation, and delays in making decisions.

The results of the hypothesis testing basically support the conceptual framework of the study. The results reveal that algorithm-driven exposure results in an information overload, contributing to social media fatigue and ultimately impacting consumer decision-making behaviour.

4.8 Discussion of Findings

The results of the study offer valuable insights into the psychological and behavioral effects of algorithm-driven social media platforms. The findings suggest that too much personalized and repetitive information can be a major cause of information overload and mental fatigue among users.

Recommendation systems are crucial to modern social media sites, continually providing personalized content to enhance user engagement. Personalisation also enhances relevance and convenience, but too much of it can be overwhelming and make people less efficient at absorbing information.

With information overload having a strong positive correlation with social media fatigue, the consumer is becoming more and more weary from constant digital interaction. Social media users are inundated daily with ads, influencer promotions, reels, recommendations, notifications, and trending content. With all this information constantly coming at them, users' brains are being pressured for their attention and ability to process.

The results also reveal that social media fluency has a significant impact on consumer decision-making behaviour. Over time, consumers may become tired of shopping, finding it hard to make comparisons, read objective information, and make certain decisions that lead to a purchase. However, in many situations, the users might postpone buying, decision-making, or simply act on impulse due to their cognitive overload.

The findings of the study are consistent with the earlier studies on information overload and digital fatigue, which emphasize the increasing psychological effect of social media use. The results underscore the need to rethink the ways in which users are engaged while keeping consumers safe.

A marketing point of view, this study indicates that consumers' satisfaction and trust will possibly be affected by over-targeting in the future. While customization helps in engaging the audience at first, too much personalization can lead to irritation and fatigue for users.

The conversation emphasizes the importance of ethical marketing practices in the digital realm and the need for a more equitable approach to content recommendations, ensuring engagement and the user experience.

4.9 Findings and Recommendations

The study revealed a number of significant findings regarding the effect of algorithm-induced social media fatigue on consumer decision making. The analysis showed that there is high exposure to algorithm-driven content among social media users, as it enhances the amount of information they receive and how often. This is ongoing exposure which adds directly to the problem of information overload – users have to take in too much and sometimes repetitive information.

One of the most important results of the study is the fact that information overload is a factor that largely contributes to mental exhaustion and social media fatigue. These users are inundated with vast amounts of personalized ads, recommendations and content streams, which puts a strain on their cognitive resources, resulting in lower engagement and higher psychological burden. This fatigue also impacts consumers' decision making capacity, as they struggle to assess options, compare characteristics of a product and make informed decisions with confidence when purchasing.

The research also shows that tired users tend to be confused, uncertain and slow to make judgments. Users' comfort is compromised and satisfaction is reduced due to continuous exposure to repetitive ads and algorithm-driven recommendations. The results of this study are consistent with the notion that over-exposure to algorithms impacts psychological well-being and that it also undermines the efficiency and quality of consumer decision making.

Another key finding is that the information overload has a more direct and stronger influence on the difficulty of the decision than social media fatigue. This indicates that before consumers become tired, simply the amount of information is a significant determinant of their behaviour. Overall, the results strongly confirm that the study's conceptual framework is valid, and that the relationships between algorithm-driven exposure, information overload, fatigue and decision-making are interconnected.

4.9.1 Recommendations

The study findings result in a number of recommendations that can be implemented to enhance digital consumer experiences and minimize the negative impacts associated with algorithmic exposure.

First, social media platforms should limit the amount of repetitive content in their feeds. Too much repetition of ads and recommendations leads to fatigue and diminishes the impact of digital engagement strategies. A better content delivery system can help to hold the attention of the user, while reducing his cognitive load.

Secondly, there is a need to implement ethical and balanced personalisation strategies in marketing. Content needs to be designed to deliver information that is meaningful and relevant rather than overwhelming users with too much targeting and retargeting. This can help in enhancing user experience and keeping engagement.

Thirdly, social media platforms should provide better digital well-being tools, including screen time and notification management, and control content intensity. These are features which can assist users to manage their involvement with digital environments and limit the harmful effects of over-use.

Consumers need to be more aware of their social media consumption styles and be more conscious about consuming them. Avoid unnecessary scrolling and exposure to digital content to minimize mental fatigue and improve decision making efficiency.

Last but not least, brands need to target smarter advertising strategies, which should emphasize quality rather than quantity. Rather than repetitive promotions, companies should invest in creating promotions that are creative and meaningful, and that will help to engage users and foster long-term relationships with consumers.

4.10 Limitations of the Study

The study has fulfilled the set goals but there are some limitations that must be recognized. First, the study population consisted of 75 respondents and the results might not be applicable to larger populations. However, a relatively small sample size might not represent the full range of behaviours and perceptions of each group of users of social media.

Secondly, the study was mainly on younger social media users, this included Generation Z and Millennials. The relevance of this group is high because they are more active users of digital platforms but the results might not necessarily apply to older age groups and to less digitally active groups.

A third constraint is that the information used was self-reported, and thus could be subject to subjective bias and inaccuracies. The answers given by the respondents may not always be fully accurate about their behaviour or experiences and this may influence the reliability of the results.

Also, the study was of a small duration, which could have limited data collection and analysis. More substantial information of user behaviour and trends over time may be provided in a longer study period.

The analysis was mainly conducted using the standard statistical methods that can be performed on excel, the tools are effective, but may not be able to provide the same level of sophistication as some other more advanced tools like SPSS or Structural Equation Modelling (SEM). Further analysis using more sophisticated tools may enrich analysis and provide more accurate results.

In addition, the conclusions of the study might be limited to all or part of the user community or to the specific platforms studied and could vary according to demographic. Also, the data

generated by the study could not represent all groups or social media, as it was conducted in specific platforms and within a specific segment of users, so the results may differ by demographic. This study does not capture the behavioural patterns of different platforms and user groups.

The study, however, offers valuable information about the emerging phenomenon of social media fatigue and its impact on consumer behaviour in spite of its restrictions. It helps contribute to understanding of excessive algorithm-driven content's impact on users' cognitive processes and decision-making ability.

Expansion of the study may be done in future research by using bigger and wider samples, more sophisticated and complex analysis tools like SPSS and SEM, and comparing the samples by social media and by demographics. These types of research can deliver more traditional and general understanding of consumer behavior online.

Overall, the study adds to the existing body of literature on digital consumer psychology and underscores the need to be aware of the behavioural implications of excessive content exposure in today's social media context.

CHAPTER 5: CONCLUSION

For the current study, the effect of algorithm-induced social media fatigue on consumer decision making was explored, specifically the role of exposure to social media algorithms in inducing information overload, fatigue, and inability to make a decision. With the digital world we live in, social media can continuously serve up ads to the user, repeated suggestions, advertising by influencers and more curated content. It is well established that this personalisation is to enhance the user experience and drive engagement, however the results of this research indicate that too much digital information can also put pressure on users' minds and cause mental fatigue. The study thus helps to understand the psychological impact of algorithmically fed content on consumer behavior.

The study was carried out with a structured questionnaire with 75 valid respondents. Respondents were predominantly young social media users who spent a few hours each day on social media platforms like Instagram, YouTube and Facebook. This sample was particularly apt for the topic since it is the younger user who is likely to be more impacted by algorithmically generated content, and thus more prone to overload and fatigue. Results from the analysis of the collected data indicated moderate to high levels of algorithm exposure, information overload and social media fatigue among respondents, in general. This is a sign of an environment where social media users are constantly exposed to repetitive and highly personal content, potentially impacting their information processing and decision-making online.

The statistical analysis offered good support for the relationships that were the focus of the study. The questionnaire was made up of scales, and reliability analysis indicated that the majority of these were suitable for research purposes. Descriptive statistics showed the mean scores of the major variables were above the neutral point on the five-point scale, indicating agreement among respondents regarding statements about algorithm-driven exposure, overload, and fatigue. The correlation analysis also showed that the principal constructs were highly positively correlated with each other. In particular, information overload and social media fatigue were highly correlated and indicated that the more information users see, the more likely they are to feel social media fatigue. User fatigue with social media also had a positive association with consumer decision difficulty, suggesting that when a consumer is tired of social media, they can often be less able to compare alternatives and to evaluate options and make a purchase decision with confidence.

These were confirmed by regression analysis. Results of the model indicated that the information overload significantly predicted social media fatigue and accounted for a significant amount of variance in social media fatigue. This implies that information overload is not only an annoying inconvenience, it's also a significant contributor to mental fatigue within the digital landscape. What was also revealed in the results was that the information overload has a significant impact on decision difficulty, and that consumers who feel overloaded will more likely have difficulty in making choices. Positive correlations between social media fatigue and decision difficulty were found, but these came down in magnitude when the influence of social media overload was taken into account. A clear implication here is that information overload is the more direct and influential information determinant in the consumer decision making process in this study. The findings overall validate that algorithms can influence consumer behaviour in a negative way.

The results of this study are very similar to those of many other theories, including bounded rationality, which states that there are limitations in the processing of information for individuals. If too much digital information is provided, consumers cannot fully assess all of the choices available to them and instead use simplified strategies for decision making. The “choice overload” phenomenon also supports this behavior: When there is too much information, it can cause confusion, make people less satisfied, and lead them to avoid choosing. The research also points to a key paradox in digital marketing, as the more personalised and algorithmic the exposure, the more it could lead consumers to make less efficient decisions, impairing their satisfaction and engagement.

The results of this study have theoretical and practical significance. Theoretically, the study confirms that over-supply of digital information may trigger a sequence of events starting from overload to fatigue and finally decision difficulty. The results highlight that, from now on, the social media platforms and the marketers should care more about how they create their content recommender systems and advertising strategies. Excessive repetition and excess personalization can lead to irritation from users, loss of focus and loss of quality of decision. What could happen is that too much algorithmic exposure could cause frustration or disengagement, rather than engagement. Thus, it is crucial to find a balance between personalization and variety for platforms, ensuring a comfortable user experience. It is also important for marketers to not over-expose users to the same piece of content over and over, as this can damage their brand perception instead of building it.

The study also emphasizes the need for digital well-being in today's consumer landscape. The mental state and decision making of social media users should be made more aware when they are constantly scanning screens and getting suggestions from the same apps at their fingertips and can be misled by the sheer amount of information they are exposed to online. In an algorithm-driven digital environment, it's crucial for consumers and marketing teams to understand that the more content you add, the better it doesn't necessarily have to be. However, too much content can sometimes make it difficult to be clear, can help to confuse and can diminish the quality of decisions.

Finally, the present study demonstrates that algorithm-induced social media fatigue is an imperative and relevant problem in consumer behaviour. The evidence indicates that algorithmic exposure is linked to information overload, information overload is linked to fatigue, and fatigue is linked to decision making. The evidence points to the following links: algorithmic exposure to information overload, overload to fatigue, and fatigue to decision making. Thus, the study concludes that the design of a social media content delivery system can directly affect the cognition and behavior of consumers. The study's results support the importance of a more balanced and ethical content strategy to be used in social media marketing. They also offer opportunities for further study on this issue with larger samples, with various age groups, and with a variety of social media outlets. Future research may adopt more sophisticated statistical techniques and larger sample sizes to further examine the implications of digital overload and algorithmic fatigue on a longer time horizon. The study as a whole offers an insight into the influence of modern social media environments on the consumer experience and contributes to the existing research in digital consumer psychology.

REFERENCES

- Alyouzbaky, B. A., & Hanna, R. D. (2022). The effect of information overload and social media fatigue on online consumers' purchasing decisions: The mediating role of technostress and information anxiety. *Journal of System and Management Sciences*, 12(2), 195–220.
- Bright, L. F., Kleiser, S. B., & Grau, S. L. (2015). Too much Facebook? An exploratory examination of social media fatigue. *Computers in Human Behavior*, 44, 148–155.
- Eppler, M. J., & Mengis, J. (2004). The concept of information overload: A review of literature from organization science, accounting, marketing, MIS, and related disciplines. *The Information Society*, 20(5), 325–344.
- Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Karr-Wisniewski, P., & Lu, Y. (2010). When more is too much: Operationalizing technology overload and exploring its impact on knowledge worker productivity. *Computers in Human Behavior*, 26(5), 1061–1072.
- Kaur, H. (2024). Consumer decision-making in the era of information overload. *Universal Research Reports*, 11(2), 27–31.
- Khusnah, R. S., & Roosdhani, M. R. (2025). The influence of information overload on decision difficulty mediated by social media exhaustion on Generation Z in Jepara. *Jurnal Manajemen Strategik dan Simulasi Bisnis*, 6(1), 1–14.
- Misra, S., & Stokols, D. (2012). Psychological and health outcomes of perceived information overload. *Environment and Behavior*, 44(6), 737–759.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.

APPENDIX – QUESTIONNAIRE

Survey Questionnaire

The following questionnaire is designed to collect primary data for the research study titled **“Impact of Algorithm-Induced Social Media Fatigue on Consumer Decision-Making.”** The information provided by the respondents will be used strictly for academic and research purposes only. All responses will remain confidential.

Response Scale

Kindly indicate your response using the following scale:

Scale	Meaning
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Section A: Demographic Information

1. Name (Optional): _____
2. Age
 - ☐ 18–21
 - ☐ 22–25
 - ☐ 26–30
 - ☐ Above 30
3. Gender
 - ☐ Male
 - ☐ Female
 - ☐ Prefer not to say
4. Approximately how much time is spent daily on social media platforms?
 - ☐ Less than 1 hour
 - ☐ 1–3 hours
 - ☐ 3–5 hours
 - ☐ More than 5 hours
5. Which social media platform is used most frequently?
 - ☐ Instagram
 - ☐ YouTube
 - ☐ Facebook
 - ☐ LinkedIn
 - ☐ Twitter/X
 - ☐ Other _____

Section B: Algorithm-Driven Exposure

6. Social media platforms frequently show content based on previous searches and interactions.
7. Similar advertisements and recommendations are repeatedly visible across social media platforms.
8. Personalized recommendations influence attention toward products and services online.
9. Suggested content appears continuously while browsing social media platforms.
10. Algorithm-based recommendations increase exposure to similar types of content repeatedly.

Section C: Information Overload

11. The amount of information available on social media feels excessive at times.
12. Comparing multiple products and advertisements online becomes confusing.
13. Too much online content makes it difficult to focus on important information.
14. Social media platforms provide more information than can be processed effectively.
15. Repetitive digital content creates mental pressure while browsing online platforms.

Section D: Social Media Fatigue

16. Continuous exposure to social media content feels mentally exhausting.
17. Repeated advertisements and recommendations reduce interest in online content.
18. Social media usage sometimes creates irritation or frustration.
19. Excessive browsing reduces motivation to engage with social media platforms.
20. Breaks from social media are occasionally needed due to mental exhaustion.

Section E: Consumer Decision Difficulty

21. Making purchase decisions becomes difficult after viewing too much information online.
22. Comparing several alternatives on social media often creates confusion.
23. Excessive online recommendations make product selection more complicated.
24. Social media exposure sometimes delays purchase decisions.
25. Online advertisements and influencer promotions affect confidence while making decisions.