Examining Rumor Dissemination and Information Equivocality in Social Media Behavior

Angga Pandu Wijaya[1]*, Widya Prananta[2], Bogy Febriatmoko[3]

[1,2,3]Department of Management, Faculty of Economics and Business, Universitas Negeri Semarang

[1,2,3]Gedung L1 Kampus Sekaran, Gunungpati, Semarang, 50229, Indonesia

[1]apwijaya@mail.unnes.ac.id, [2] widyaprananta@mail.unnes.ac.id, [3]bogy@mail.unnes.ac.id

Abstract

This research aims to analyze the impact of rumor dissemination and information equivocality on discontinuance behavior when influencers face negative rumors. As an influencer's follower count decreases, their credibility weakens, thereby reducing the effectiveness of product representation through brand ambassadors. The study adopted a quantitative approach with a purposive sampling criteria, comprising a total sample size of 191 participants. The test results indicate that rumor dissemination does not significantly affect social media fatigue, while information equivocality does influence it. Additionally, the study demonstrates a positive association between rumor dissemination, information equivocality, and discontinuance behavior. Social media fatigue does not mediate the effect of rumor dissemination on discontinuance behavior; however, information equivocality partially mediates this relationship. The study highlights the relevance of the agenda-setting theory when influencers face negative rumors and information equivocality. In conclusion, negative rumors contribute to a decrease in followers due to rumor dissemination and information equivocality on social media.

Menguji Penyebaran Rumor dan Ketidakjelasan Informasi pada Perilaku Bermedia Sosial

Abstrak

Penelitian ini bertujuan untuk menganalisis dampak penyebaran rumor dan ketidakjelasan informasi terhadap perilaku berhenti menggunakan media sosial ketika influencer menghadapi rumor negatif. Ketika jumlah pengikut seorang influencer berkurang, kredibilitasnya menjadi lemah, sehingga mengurangi keefektifan untuk merepresentasikan sebuah produk. Penelitian ini mengadopsi pendekatan kuantitatif dengan kriteria pengambilan sampel yang ditentukan secara sengaja, dengan total sampel sebanyak 191 peserta. Hasil pengujian menunjukkan bahwa penyebaran rumor tidak signifikan mempengaruhi kelelahan media sosial, sedangkan ketidakjelasan informasi mempengaruhi kelelahan media sosial. Selain itu, penelitian turut menunjukkan hubungan positif antara penyebaran rumor, ketidakjelasan informasi, dan perilaku penghentian penggunaan. Kelelahan media sosial tidak memediasi pengaruh penyebaran rumor terhadap perilaku berhenti menggunakan media sosial, sehingga ketidakjelasan informasi memediasi secara parsial. Penelitian ini menekankan relevansi teori agenda setting, yakni ketika influencer menghadapi rumor negatif dan ketidakjelasan informasi. Dapat disimpulkan, rumor negatif berkontribusi pada penurunan pengikut yang disebabkan oleh penyebaran rumor dan ketidakjelasan informasi di media sosial.

INTRODUCTION

The rapid growth of social media in the present era has given rise to a multitude of new influencers on various platforms. These influencers, who come from diverse backgrounds, contribute to the vast array of content available on these platforms. Their presence makes it easier to gain recognition and become viral through social media. As individuals gain popularity on social media, their follower count tends to increase (Kay et al., 2020). Social media platforms such as Instagram, YouTube, and TikTok are currently experiencing a high influx of users, resulting in increased engagement and prolonged usage. Influencers on platforms like Instagram and TikTok exert their influence through a variety of videos and photos. YouTube, as a video streaming channel, is used to influence other people. When a influencer in YouTube has many subscribers, they hold a significant role in shaping public opinion (Girsang, 2020; Ishihara & Oktavianti, 2021). The ability of influencers to shape public opinion through their communication holds a significant role in the process of framing (Balaban & Mustătea, 2019; Hudders et al., 2021). Influencers who achieve fame through viral social media content are often quickly utilized as brand ambassadors. The utilization of these influencers as key opinion leaders (KOL) serves the purpose of shaping public opinion and influencing consumer behavior, aligning with the agenda-setting theory (Kumar et al., 2013; Kumar & Mirchandani, 2012; Poddar & Agarwal, 2019). Influencers, who have a significant following and impact on their audience, can utilize message framing techniques to communicate and persuade their followers (Istania et al., 2019). They have the ability to strategically frame messages in a way that aligns with their personal brand and desired outcomes. Influencers often use their platforms to endorse products, promote certain causes, or shape public opinion by framing messages in a manner that resonates with their audience and elicits specific responses.

Framing can be considered as a manifestation of the agenda-setting theory. It represents the process by which influencers, through their effective communication, have the ability to shape and influence public opinion, thereby influencing the formation of specific perspectives or viewpoints (Kapuściński & Richards, 2016). Influencers on social media play a crucial role in shaping frames, particularly when it comes to promoting products. Social media serves as a powerful platform for communicating and amplifying the value of products, especially when utilized by influencers with a substantial following. Through social media, information about products can be disseminated to enhance trust and foster positive perceptions among consumers (Hearn & Schoenhoff, 2016).

Social media influencers are susceptible to the circulation of negative rumors, which can significantly damage their reputation and public image. It is vital for influencers to proactively address and skillfully manage these negative rumors to mitigate their adverse impact on both their personal brand and the products they endorse (Thwaites et al., 2012), such as family conflicts, marital problems, unlawful crimes, to allegations of dishonesty acts (Hock & Raithel, 2020; Um

& Lee, 2015; Zhou & Whitla, 2013). Some influencers intentionally create sensational acts to sustain their existence, resulting in viral attention. These acts are designed to generate substantial buzz and capture the attention of a wide audience (Sääksjärvi et al., 2016). The study highlights the prevalence of content creators prioritizing device literacy over digital ethics in their practices, indicating a higher level of proficiency and focus on technical aspects rather than ethical considerations.

The company aims to maintain a strong brand image in order to increase sales and gain public trust. However, when the company chooses influencers who have negative rumors surrounding them, the implications for the company's image remain uncertain (Djafarova & Trofimenko, 2019; McCormick, 2016). Doyle et al., (2014) found that when a familiar and well-known product is associated with influencers who face negative rumors, it does not have a significant impact on the corporate or brand image.

Conversely, when influencers face negative rumors regarding unfamiliar brands, it has a significant impact on the brand image. On the contrary, Osei-Frimpong et al., (2019) show that when influencers are associated with negative rumors, it does not significantly influence consumer behavior towards the product. Rumor dissemination through social media has become a widespread phenomenon, leading to an accelerated flow of information. Social media serves as a powerful tool for the rapid spread of information, including unverified rumors. The rumors dissemination plays a role in predisposing influencers to both positive

and negative perceptions (Kim et al., 2015).

The dissemination of information through social media, particularly rumors and ambiguous information, creates a complex web of information, leading to its widespread propagation. Credible media sources are often trusted as reliable references when evaluating negative influencer information. On the other hand, an account with a large following but lacking credibility is more likely to generate panic and spread exaggerated false information (Zhao et al., 2012). The extensive dissemination of information, coupled with the spread of misinformation, leads to numerous discussions about negative influencers on social media. Prolonged and prolonged discussions surrounding specific influencers can result in social media fatigue. The development of social media fatigue is an ongoing process that often deviates from addressing the core issues arising from the rumor dissemination and ambiguous information (Lee et al., 2016).

When social media fatigue sets in, it has implications for the effectiveness of influencers as brand ambassadors representing the company. According to Bright et al., (2015), social media fatigue serves as a predictor for users to stop following influencers, thereby avoiding exposure to rumors or negative information. Previous research, Das et al., (2020), demonstrates that the intention to discontinue usage is directed at the social media platform itself, rather than specifically targeting the influencer as a brand ambassador.

Based on the existing research gap, it is evident that no study has specifically

examined the impact of social media fatigue on discontinuance behavior at the individual level. On the other hand, communication analysis used by influencers as an agenda-setting theory is important for companies. Discontinuance behavior refers to the act of ceasing to follow influencers. When this behavior occurs among social media users, it leads to ineffective communication (Lin et al., 2020). Considering the urgency and the gaps in previous research, there is a need for a comprehensive study that analyzes the behavior of social media users when exposed to rumors and ambiguous information associated with influencers. This study would investigate the overall impact of rumor dissemination and information equivocality on discontinuance behavior, specifically focusing on the role of social media fatigue.

Social media influencers attract a large number of followers, leading to increased scrutiny of their activities. When influencers engage in actions that are deemed unfavorable or embarrassing, these incidents tend to spread rapidly and become topics of negative conversations associated with the influencers (Chao et al., 2021). The extensive reach of social media grants individuals the freedom to utilize their respective accounts. However, unfocused discussions that revolve around rumors about specific influencers can prolong these discussions, resulting in social media fatigue. This fatigue brings negative consequences, such as frustration and a reluctance to engage with social media due to the overwhelming abundance of influencer-related information (Thwaites et al., 2012). The prolonged discussions on social media contribute to the amplification and wider rumor dissemination. As rumors spread, they play a significant role in shaping viral topics on social media. The continuous rumor dissemination leads to an abundance of unverified information, ultimately contributing to social media fatigue. Given these observations, the hypothesis can be formulated as follows:

H1: rumor dissemination influence user social media fatigue

Information pertaining to influencers plays a crucial role in shaping their credibility. When influencers are associated with positive information, they tend to receive favorable ratings from the public. Conversely, when influencers are linked to negative information, their ratings are negatively impacted. The information equivocality surrounding influencers creates ambiguity in people's judgments, leading to a vast amount of information available on the internet. (Lee et al., 2016). Social media platforms play a significant role in the dissemination of information equivocality, particularly when the information is incomplete or lacking clarity. This information asymmetry contributes to an increase in information equivocality, leading to social media fatigue (Aben et al., 2021). Discussions regarding these influencers continue unabated, resulting in an increase in the circulation of information on social media. The growing availability of information on social media has the potential to cause social media fatigue, which carries negative implications. Users who are exposed to excessive information are prone to experiencing social media fatigue in relation to the influencers'

information (Flores-García et al., 2020). Based on these observations, the hypothesis can be formulated as follows:

H2: information equivocality rumor dissemination influence user social media fatigue

Rumor dissemination involves the spread of information on social media pertaining to certain influencers, resulting in an increase in uncontrolled and potentially inaccurate information. Social media platforms serve as powerful tools for rapidly spreading rumors, thereby exerting a significant influence on public perception, including perceptions of specific influencers (Ilicic et al., 2018). Furthermore, positive rumors can also contribute to the admiration and appreciation of certain influencers, garnering praise from social media users. Conversely, negative rumors can serve as a means of retribution, leading followers to unfollow an influencer on social media. Influencers who are perceived to disregard values and norms may face consequences from their followers, such as losing followers or being unfollowed on social media platforms (Um, 2016). For followers, when an influencer is perceived to have made a mistake, there is often a tendency to unfollow the influencer to avoid receiving further information from them. Followers of specific influencers typically anticipate receiving valuable and beneficial information, but when negative information becomes associated with these influencers, it tends to overshadow their overall behavior (Wang & Kim, 2020). For an influencer, having a growing number of followers is a source of pride and validation.

However, if the influencer experiences a decline in their follower count, it can be seen as a form of punishment for their actions or behaviors that are not deserving of praise. Building upon these observations, the hypothesis can be formulated as follows:

H3: rumor dissemination influence user discontinuance behavior

Information plays a crucial role in shaping follower judgments about influencers on social media. Influencers who engage in controversial or sensational actions often attract attention from various parties. However, it is important to note that the impact of such actions can be both positive and negative, depending on the perception and values of the followers (Phillips et al., 2021). Social media platforms that are inundated with unclear and asymmetric information can have significant implications for the behavior of unfollowing influencers. Followers who are bombarded with excessive amounts of information may experience information overload, leading to fatigue in processing the information and eventually deciding to unfollow influencers (Aben et al., 2021). Information equivocality can indeed lead to confusion among followers, prompting them to avoid excessive information and ultimately stop following the influencer (Flores-García et al., 2020). The abundance of inaccurate information disseminated through various media and social media platforms can contribute to this phenomenon. Based on these observations, the hypothesis can be formulated as follows:

H4: Information equivocality influence user discontinuance behavior

Social media fatigue is the result of being exposed to an overwhelming amount of widely available information, leading social media users to become overwhelmed. The information found on social media is often spread extensively, turning it into a platform for sharing information that may not necessarily be accurate or reliable. The dissemination of inaccurate information results in a multitude of clarifications, biased content, and ultimately an excessive influx of information (Xiao & Mou, 2019). The topics discussed on social media often revolve around influencers, whose news spreads widely on these platforms, but they tend to become monotonous. The excessive dissemination of information on social media contributes to social media fatigue, which is characterized by users feeling bored with the constant influx of viral content (Dhir et al., 2019). When social media repeatedly focuses on specific topics over an extended period, social media fatigue plays a significant role in influencing users to unfollow viral influencers (Zhang et al., 2022). Based on these observations, the proposed hypothesis:

H5: Social media fatigue influence user discontinuance behavior

Influencers are influential people on social media, so any information related to these influencers will be easily spread. Influencers play an important role in maintaining a good reputation. However, on the other hand, influencers sometimes receive news that carries negative implications for their personal image (Hock

& Raithel, 2020). The constant discussion of negative rumors about influencers on social media plays a significant role in causing social media fatigue. Influencers who are well-known to the public often face negative news, which leads to the widespread dissemination of information that is both extensive and biased (Djafarova & Rushworth, 2017). In the current era, the rapid spread of information, particularly negative information, is significantly increasing through social media. News that quickly circulate plays a crucial role in contributing to user fatigue on social media (Sääksjärvi et al., 2016). When users receive negative news about influencers, they often tend to focus on the negative aspects and distance themselves from these influencers. The stigma attached to influencers who receive negative news leads social media users to avoid them. Additionally, when social media users actively participate in spreading and sharing potentially false news, it further complicates the situation, creating a need for clarification of the news (Um, 2016). Information ambiguity contributes to information asymmetry, resulting in uncertainty and confusion regarding influencers. When an influencer receives negative news, the rapid spread of information amplifies the equivocality, making users more inclined to discontinue following that influencer (Kang et al., 2020). The desire to disengage is caused by social media fatigue, which has implications for social media users who are reluctant to engage with current viral news. Therefore, the hypotheses based on the explanation are:

H6: rumor dissemination influence user discontinuance behavior through social media fatigue

H7: information equivocality influence user discontinuance behavior through social media fatigue

METHODS

The research employs a quantitative approach to examine the relations between variables. The selection of a quantitative approach enables the analysis of extensive data sets, ensuring that the research outcomes accurately reflect the targeted population (Hair et al., 2014). This study incorporates four variables: rumor dissemination, information equivocality, social media fatigue, and discontinuance behavior. To measure rumor dissemination, a scale is employed, including items such as "social media facilitates the rapid spread of rumors," which has been adopted from previous research (Um, 2016; Xie & Tsai, 2021). Information equivocality is assessed through statements such as "information shared on social media may not always be accurate," which have been adopted from previous research (Arriagada & Bishop, 2021; Lee et al., 2016). Social media fatigue is gauged using measurements such as "occasionally, viral news on social media leads to feelings of frustration," which have been adopted from previous studies (Dhir et al., 2019; Xiao & Mou, 2019; Zhang et al., 2022). Discontinuance behavior is assessed through measurements such as "I have no interest in encountering viral news on social media," which have been adopted

from previous research (Kang et al., 2020; Shokouyar et al., 2018)

This study focuses on a population of social media users aged between 17 and 30 years, who follow well-known influencers on social media. The research does not involve any specific influencer; therefore, it is anonymous. The influencers being followed have been involved in negative viral conversations on social media. In Indonesia, some of the viral negative rumors surrounding influencers include allegations of criminal activities, involvement in pornography, gambling, or family issues. The study utilized a sample size of 191 respondents. Structural Equation Modeling (SEM) is a statistical analysis technique used to examine relationships between observed and latent (unobserved) variables.

RESULT AND DISCUSSION

The research examines the data by using the inner model and outer model. The inner model refers to the relationships among latent variables within a specific theoretical framework, while the outer model relates to the indicators or observed variables used to measure the latent variables. The results first test the validity and reliability of the outer model and proceed with testing the hypothesis on the inner model.

The results of the validity test are shown in Figure 1, where each indicator is presented with a loading factor value $\geq$ 0.7, according to the rule of thumb. It can be observed that all indicators meet the criteria, as they have loading factors that fulfill the validity test.

Figure 1. Loading Factor Test Results
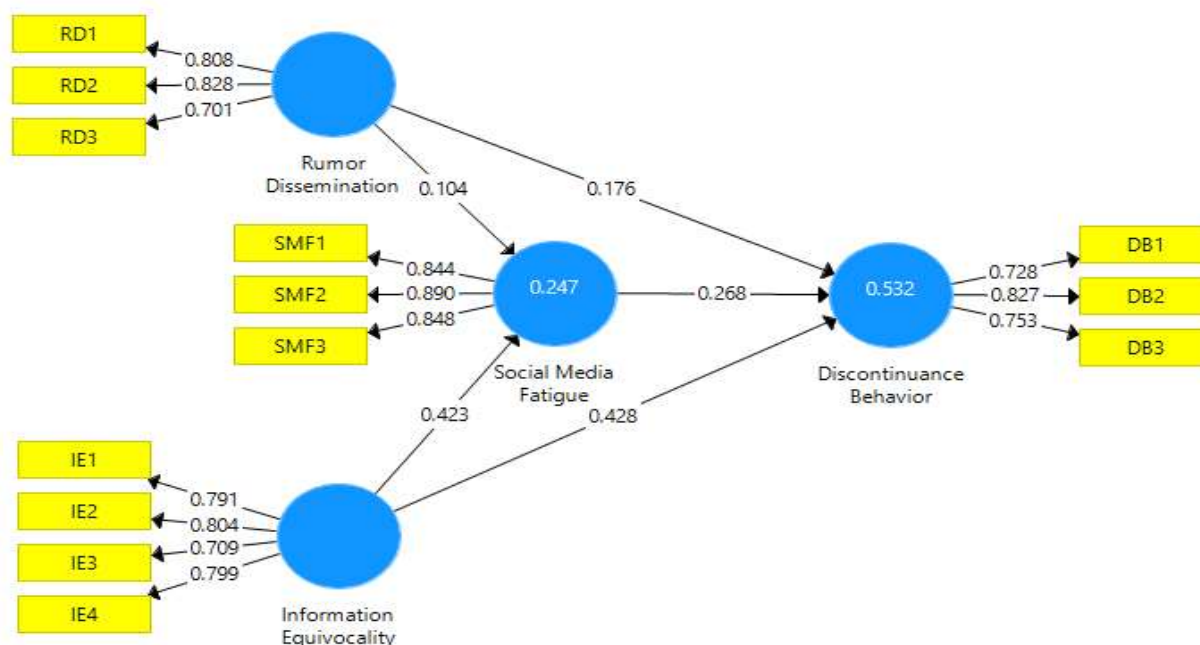
Source: Author's Statistical Findings

Table 1 provides a detailed description of the loading factors for each variable that meet the criteria. It presents the loading factor values for all variables, indicating their level of association with the construct being measured.

Table 1. Loading Factor Each variable

Variable	Indicators	Discontinuance Behavior	Information Equivocality	Rumor Dissemination	Social Media Fatigue
Discontinuance behavior	DB1	0.728			
	DB2	0.827			
	DB3	0.753			
Information equivocality	IE1		0.791		
	IE2		0.804		
	IE3		0.709		
	IE4		0.799		
Rumor dissemination	RD1			0.808	
	RD2			0.828	
	RD3			0.701	
Social media fatigue	SMF1				0.844
	SMF2				0.890
	SMF3				0.848

Source: Author's Statistical Findings

Table 2 displays the results of the reliability test, demonstrating the consistency of variable results across different data sets. The table indicates that all variables have successfully met the reliability criteria as assessed through Cronbach Alpha and composite reliability.

Table 2. Reliability Test and AVE

Variable	Cronbach›s Alpha	Composite Reliability	Average Variance Extracted (AVE)
Discontinuance Behavior	0.716	0814	0.614
Information Equivocality	0.783	0.859	0.603
Rumor Dissemination	0.734	0.823	0.610
Social Media Fatigue	0.827	0896	0.742

Source: Author›s Statistical Findings

Table 3 presents the results of the discriminant validity analysis, which assesses the validity of each variable. The results of the validity test indicate higher variable values compared to the other variables, indicating strong discriminant validity.

Table 3. Discriminant validity test results

Variable	Discontinuance Behavior	Information Equivocality	Rumor Dissemination	Social Media Fatigue
Discontinuance Behavior	0.770			
Information Equivocality	0.674	0.777		
Rumor Dissemination	0.557	0.653	0.781	
Social Media Fatigue	0.544	0.491	0.380	0.861

Source: Author›s Statistical Findings

Table 4 exhibits the results of the direct influence test between variables, employing the rule of thumb of ±1.96 and a significance level of ≤0.05. The hypothesis regarding the influence of rumor dissemination on social media fatigue is not supported (sig 0.289 ≥ 0.05). However, the remaining hypotheses regarding direct effects are supported.

Table 4. Direct Effect Test Results

Hypothesis	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Information Equivocality → Discontinuance Behavior	0.428	0.413	0.094	4.537	0.000
Information Equivocality → Social Media Fatigue	0.423	0.424	0.101	4.188	0.000
Rumor Dissemination → Discontinuance Behavior	0.176	0.184	0.078	2.257	0.024

Rumor Dissemination → Social Media Fatigue	0.104	0.112	0.098	1.062	0.289
Social Media Fatigue → Discontinuance Behavior	0.268	0.276	0.083	3.235	0.001

Source: Author›s Statistical Findings

Table 5 illustrates the examination of indirect effects between variables mediated by social media fatigue. Specifically, it assesses the impact of information equivocality and rumor dissemination on discontinuance behavior through the mediation of social media fatigue. The hypothesis regarding rumor dissemination›s influence on discontinuance behavior through social media fatigue is not supported (sig $0.341 \geq 0.050$). However, the hypothesis concerning information equivocality›s impact on discontinuance behavior through social media fatigue is supported (sig $0.020 \leq 0.050$).

Table 5. Indirect Influence Test Results

Hypothesis	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Information Equivocality → Discontinuance Behavior	0.113	0.118	0.048	2.337	0.020
Rumor Dissemination → Discontinuance Behavior	0.028	0.030	0.029	0.953	0.341

Source: Author›s Statistical Findings

Based on the test results, this study concludes that there is no significant effect of rumors on social media fatigue. Ouvrein et al., (2017) state that rumors play a significant role in determining social media fatigue because social media users are inundated with excessive information about the influencers they follow. Previous research, Zhou & Whitla (2013), has elaborated on the concept of social media fatigue as an indication of an overload of information in users' social media experiences. These studies suggest that the excessive focus on specific influencers and the persistence of rumors contribute to social media fatigue. However, the results of the current study contradict these previous findings, demonstrating that rumors do not have a significant influence on social media fatigue. This suggests that social media users perceive rumors as a normal part of their online experience and do not consider them excessive or disruptive information. Moreover, the research suggests that social media users often choose to disregard rumors with negative connotations related to specific influencers. Consequently, social media users may feel indifferent and unaffected by the topics associated with these influencers, leading to a lack of fatigue. Influencers, as brand ambassadors, who encounter negative rumors, tend to strategically frame overlooked aspects and emphasize authenticity to generate positive effects (Ilicic et al., 2018)

The results of the study revealed a significant positive relationship between information equivocality and social media fatigue. These findings highlight the crucial role of information equivocality in shaping the discomfort experienced by social media users. When the credibility of information disseminated across different media platforms is uncertain, the continuous engagement with discussions and news related to specific influencers on social media leads to feelings of boredom and fatigue (Lee et al., 2016). Influencers who have negative information and are extensively discussed on social media among users can contribute to social media fatigue, resulting in negative implications (Aben et al., 2021). The study results provide evidence that unverifiable information has implications for social media fatigue. These findings support previous research that has also suggested a link between information equivocality and the experience of social media fatigue.

The study results demonstrate that rumor dissemination directly influences the intention of social media users to unfollow specific influencers. This research further supports the notion that users tend to disengage from discussions surrounding influencers who are associated with negative information or rumors. The findings suggest that users are more inclined to take prompt action by choosing to stop following such influencers. Social media platforms serve as spaces for diverse discussions, including the exploration of influencers' negative aspects, which are extensively elaborated upon by various media outlets and other users on social media (Hock & Raithel, 2020).

When social media users choose to stop following certain influencers, it can have negative implications for the influencers' popularity. The results of this study indicate that information equivocality directly influences discontinuance behavior. This research highlights that when social media users encounter unclear or ambiguous information, they are more likely to swiftly develop a discontinuance behavior towards the influencers. This research confirms that when influencers are associated with news that requires verification, they are more likely to attract a significant number of detractors. Consequently, the volume of news and discussions related to these influencers diminishes. The decrease in followers can be attributed to information equivocality surrounding the circulating rumors on social media (Tan, 2021)

Social media fatigue has been found to have a positive and significant impact on the desire of social media users to unfollow influencers. This research suggests that when users feel tired and fatigued due to the constant circulation of information and rumors associated with influencers, it leads to discontinuance behavior (Jin & Muqaddam, 2019).

Regarding indirect influence, the effect of rumor dissemination on discontinuance behavior through social media fatigue has not been proven. However, research does demonstrate a direct influence on discontinuance behavior. This study suggests that social media fatigue does not serve as a mediating factor in the relationship between rumor dissemination and discontinuance behavior. Social media users tend to disregard or ignore news and information that lacks clarity,

resulting in the unfollowing of influencers associated with such rumors (Istania et al., 2019). When social media users choose to unfollow certain influencers, the visibility of rumors on social media diminishes. The study's results also provide evidence that information equivocality influences discontinuance behavior through the mediation of social media fatigue.

CONCLUSION

This study investigates the impact of rumor dissemination and information equivocality on discontinuance behavior through the lens of social media fatigue. It specifically examines the negative portrayal of influencers resulting from rumor dissemination and increasing information equivocality on social media. The findings reveal that while rumor dissemination has no significant effect on social media fatigue, information equivocality does influence it. Moreover, both rumor dissemination and information equivocality directly impact discontinuance behavior. Notably, social media fatigue does not mediate the relationship between rumor dissemination and discontinuance behavior, but it does partially mediate the effect of information equivocality. The research uncovers that social media users tend to disengage from influencers due to their reluctance to interact with unclear information. These insights hold significance for companies employing brand ambassadors, especially those associated with controversial influencers, and can inform marketing strategies accordingly.

DAFTAR PUSTAKA

Aben, T. A. E., van der Valk, W., Roehrich, J. K., & Selviaridis, K. (2021). Managing information asymmetry in public–private relationships undergoing a digital transformation: the role of contractual and relational governance. *International Journal of Operations and Production Management, 41*(7). https://doi.org/10.1108/IJOPM-09-2020-0675

Arriagada, A., & Bishop, S. (2021). Between Commerciality and Authenticity: The Imaginary of Social Media Influencers in the Platform Economy. *Communication, Culture and Critique, 14*(4). https://doi.org/10.1093/ccc/tcab050

Balaban, D., & Mustăţea, M. (2019). Users' perspective on the credibility of social media influencers in Romania and Germany. *Romanian Journal of Communication and Public Relations, 21*(1). https://doi.org/10.21018/rjcpr.2019.1.269

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.* https://doi.org/10.1016/j.chb.2014.11.048

Chao, F., Wang, X., & Yu, G. (2021). The Influence of the Debunker's Identity and Emotional Expression on the Sharing Behavior of Debunking Information. *Frontiers in Psychology, 12.* https://doi.org/10.3389/fpsyg.2021.783415

Dhir, A., Kaur, P., Chen, S., & Pallesen, S. (2019). Antecedents and

consequences of social media fatigue. *International Journal of Information Management, 48*. https://doi.org/10.1016/j.ijinfomgt.2019.05.021

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*. https://doi.org/10.1016/j.chb.2016.11.009

Djafarova, E., & Trofimenko, O. (2019). 'Instafamous'–credibility and self-presentation of micro-celebrities on social media. *Information Communication and Society*. https://doi.org/10.1080/1369118X.2018.1438491

Doyle, J. P., Pentecost, R. D., & Funk, D. C. (2014). The effect of familiarity on associated sponsor and event brand attitudes following negative celebrity endorser publicity. *Sport Management Review, 17*(3). https://doi.org/10.1016/j.smr.2013.10.003

Flores-García, E., Bruch, J., Wiktorsson, M., & Jackson, M. (2020). What guides information consensus? Approaching the reduction of equivocality in process innovations. *International Journal of Manufacturing Research, 15*(1). https://doi.org/10.1504/IJMR.2020.105488

Girsang, C. N. (2020). Pemanfaatan Micro-Influencer pada Media Sosial sebagai Strategi Public Relations di Era Digital. *Ultimacomm: Jurnal Ilmu Komunikasi, 12*(2). https://doi.org/10.31937/ultimacomm.v12i2.1299

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis Seventh Edition. In *Pearson New International*. https://doi.org/10.1007/978-3-319-01517-0_3

Hearn, A., & Schoenhoff, S. (2016). From celebrity to influencer. In *A Companion to Celebrity*.

Hock, S. J., & Raithel, S. (2020). Managing negative celebrity endorser publicity: How announcements of firm (Non)responses affect stock returns. *Management Science, 66*(3). https://doi.org/10.1287/mnsc.2018.3243

Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising, 40*(3). https://doi.org/10.1080/02650487.2020.1836925

Ilicic, J., Kulczynski, A., & Baxter, S. M. (2018). How a smile can make a difference: enhancing the persuasive appeal of celebrity endorsers boosting consumer perceptions of celebrity genuineness through the use of a "duchenne smile" in advertising. *Journal of Advertising Research, 58*(1). https://doi.org/10.2501/JAR-2016-003

Ishihara, Y. Y. U., & Oktavianti, R. (2021). Personal Branding Influencer di Media Sosial TikTok. *Koneksi, 5*(1). https://doi.org/10.24912/kn.v5i1.10162

Istania, F., Pratiwi, I. P., Yasmine, M. F., & Ananda, A. S. (2019). Celebrities and celebgrams of cosmetics: The mediating effect of opinion leadership on the relationship between instagram profile and consumer behavioral intention. *International Journal of Scientific and Technology Research*.

Jin, S. V., & Muqaddam, A. (2019). Product placement 2.0: "Do Brands Need Influencers, or Do Influencers Need Brands?" *Journal of Brand Management*. https://doi.org/10.1057/s41262-019-00151-z

Kang, I., Zhang, Y., & Yoo, S. (2020). Elaboration of social media performance measures: From the perspective of social media discontinuance behavior. *Sustainability (Switzerland)*, 12(19). https://doi.org/10.3390/su12197962

Kapuściński, G., & Richards, B. (2016). News framing effects on destination risk perception. *Tourism Management*. https://doi.org/10.1016/j.tourman.2016.06.017

Kay, S., Mulcahy, R., & Parkinson, J. (2020). When less is more: the impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, 36(3–4). https://doi.org/10.1080/0267257X.2020.1718740

Kim, H., Ko, E., & Kim, J. (2015). SNS users' para-social relationships with celebrities: social media effects on purchase intentions. *Journal of Global Scholars of Marketing Science*. https://doi.org/10.1080/21639159.2015.1043690

Kumar, V., Bhaskaran, V., Mirchandani, R., & Shah, M. (2013). Creating a measurable social media marketing strategy: Increasing the value and ROI of intangibles and tangibles for Hokey Pokey. *Marketing Science*, 32(2). https://doi.org/10.1287/mksc.1120.0768

Kumar, V., & Mirchandani, R. (2012). Increasing the ROI of social media marketing. *MIT Sloan Management Review*, 54(1). https://doi.org/10.1109/emr.2013.6596535

Lee, A. R., Son, S. M., & Kim, K. K. (2016). Information and communication technology overload and social networking service fatigue: A stress perspective. *Computers in Human Behavior*, 55. https://doi.org/10.1016/j.chb.2015.08.011

Lin, J., Lin, S., Turel, O., & Xu, F. (2020). The buffering effect of flow experience on the relationship between overload and social media users' discontinuance intentions. *Telematics and Informatics*, 49. https://doi.org/10.1016/j.tele.2020.101374

McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2016.05.012

Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective.

Journal of Marketing Theory and Practice, 27(1). https://doi.org/10.1080/10696679.2018.1534070

Ouvrein, G., Vandebosch, H., & De Backer, C. J. S. (2017). Celebrity critiquing: hot or not? Teen girls' attitudes on and responses to the practice of negative celebrity critiquing. *Celebrity Studies, 8*(3). https://doi.org/10.1080/19392397.2017.1307126

Peng, X., Li, Y., Wang, P., Mo, L., & Chen, Q. (2015). The ugly truth: negative gossip about celebrities and positive gossip about self entertain people in different ways. *Social Neuroscience, 10*(3). https://doi.org/10.1080/17470919.2014.999162

Phillips, W., Roehrich, J. K., & Kapletia, D. (2021). Responding to information asymmetry in crisis situations: innovation in the time of the COVID-19 pandemic. *Public Management Review.* https://doi.org/10.1080/14719037.2021.1960737

Poddar, N., & Agarwal, D. (2019). A comparative study of application effectiveness between digital and social media marketing for sustainability of start-ups. *International Journal of Business Insights & Transformation, 12*(2).

Sääksjärvi, M., Hellén, K., & Balabanis, G. (2016). Sometimes a celebrity holding a negative public image is the best product endorser. *European Journal of Marketing, 50*(3–4). https://doi.org/10.1108/EJM-06-2014-0346

Shokouyar, S., Siadat, S. H., & Razavi, M. K. (2018). How social influence and personality affect users'

social network fatigue and discontinuance behavior. *Aslib Journal of Information Management, 70*(4). https://doi.org/10.1108/AJIM-11-2017-0263

Sitorus, A. Z., & Irwansyah, I. (2017). Fenomena Haters Sebagai Dampak Negatif Perkembangan Media Sosial Di Indonesia [The Phenomena of Haters and the Negative Impact of Social Media Development in Indonesia]. *Polyglot: Jurnal Ilmiah, 13*(2). https://doi.org/10.19166/pji.v13i2.371

Tan, C. S. L. (2021). "Do I Care That You Are Credible And We Are Similar?" Examining Credibility And Similarity As Experienced By Social Media Followers. *Communication Today, 12.*

Thwaites, D., Lowe, B., Monkhouse, L. L., & Barnes, B. R. (2012). The Impact of Negative Publicity on Celebrity Ad Endorsements. *Psychology and Marketing, 29*(9). https://doi.org/10.1002/mar.20552

Um, N. H. (2016). Antecedents and consequences of consumers' attribution style: Measuring the impact of negative celebrity information. *Journal of Marketing Communications, 22*(2). https://doi.org/10.1080/13527266.2013.812133

Um, N. H., & Lee, W. N. (2015). Does culture influence how consumers process negative celebrity information? Impact of culture in evaluation of negative celebrity information. *Asian Journal of Communication, 25*(3). https://doi.org/10.1080/01292986.2014.955860

Wang, S., & Kim, K. J. (2020). Consumer response to negative celebrity publicity: the effects of moral reasoning strategies and fan identification. *Journal of Product and Brand Management, 29*(1). https://doi.org/10.1108/JPBM-10-2018-2064

Xiao, L., & Mou, J. (2019). Social media fatigue -Technological antecedents and the moderating roles of personality traits: The case of WeChat. *Computers in Human Behavior, 101*. https://doi.org/10.1016/j.chb.2019.08.001

Xie, X. Z., & Tsai, N. C. (2021). The effects of negative information-related incidents on social media discontinuance intention: Evidence from SEM and fsQCA. *Telematics and Informatics, 56*. https://doi.org/10.1016/j.tele.2020.101503

Zhang, Y., He, W., & Peng, L. (2022). How Perceived Pressure Affects Users' Social Media Fatigue Behavior: A Case on WeChat. *Journal of Computer Information Systems, 62*(2). https://doi.org/10.1080/08874417.2020.1824596

Zhao, L., Wang, Q., Cheng, J., Zhang, D., Ma, T., Chen, Y., & Wang, J. (2012). The impact of authorities' media and rumor dissemination on the evolution of emergency. *Physica A: Statistical Mechanics and Its Applications, 391*(15). https://doi.org/10.1016/j.physa.2012.02.004

Zhou, L., & Whitla, P. (2013). How negative celebrity publicity influences consumer attitudes: The mediating role of moral reputation. *Journal of Business Research, 66*(8). https://doi.org/10.1016/j.jbusres.2011.12.025