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Exploring the effect of overload on discontinuance usage intention of short video social media from a SSO perspective

Zhou Congmin[1], Siti Hajar Mohamad*[2]
[1]Graduate School of Management Postgraduate Centre, Management and Science University, Shah Alam, Selangor, Malaysia
[1]School of Information Engineering, Zhengzhou College of Finance and Economics, Zhengzhou, Henan, China
[2]Faculty of Business Management and Professional Studies, Management and Science University, Shah Alam, Selangor, Malaysia
*** Corresponding Author**
Email ID : sitihajar_mohamad@msu.edu.my , 2770027723@qq.com.

ABSTRACT

The discontinuous usage intention of short video social media presents an ongoing challenge to platform development. This study aims at accessing the effects of both overload on short video users' discontinuous usage intention. Based on the Stressor-Strain-Outcome (SSO) framework and Self-Efficacy theory, this study constructs a discontinuous usage intention model and puts forward the corresponding research hypothesis. The study adopted the positivist epistemology and quantitative approach. Primary data were gathered through a 7-Likert scale questionnaire conducted among 386 Douyin users in China based on s snowball sampling. Furthermore, the data collected were analyzed by testing 8 hypotheses using SPSS 27 and SmartPLS 4. The quantitative analysis proved that all three types of overload—system feature overload, information overload, and social overload positively impact dissatisfaction, which is, in turn, found to significantly positively impact discontinuous usage intention. Self-efficacy significantly moderates the relationship between dissatisfaction and discontinuous usage intention. The study would contribute to uncovering a critical area to fill up the literature gap of influence factors on discontinuous usage intention in the context and give suggestions to users and short video platforms operator.

Keywords : Stressor-Strain-Outcome, Short Video Social Media, Discontinuous Usage Intention, Overload, Dissatisfaction, Self-efficacy.

1. INTRODUCTION:

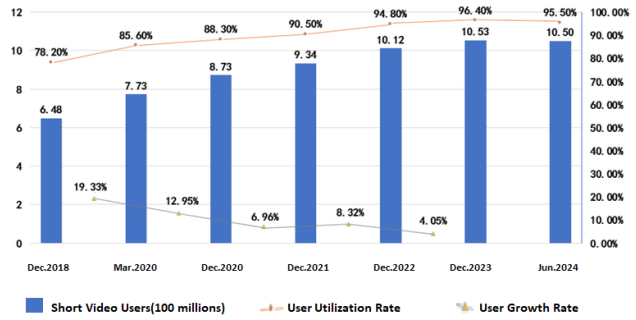
In recent years, social media in China has experienced rapid growth and wide penetration. With the continuous advancement of technology, the content format of social media has evolved from text-based communication, to image-driven interaction, and eventually to short video dominance.

Short video social media offer users the opportunity to share their thoughts and attitudes, often reflecting personal preferences. These platforms enhance written communication with videos captured by high-quality smartphone cameras (Savic, 2021). The emergence of short-video platforms represents a novel medium through which users' evolving social needs are effectively satisfied (Abkenar et al., 2021). This has led to the rapid expansion of short video platforms, which disseminate news, video content, and social entertainment under five minutes (Kaye et al., 2020).

Nevertheless, users are progressively perceiving heightened stress induced by the platform, such as the perception of system feature overload, information overload and social overload (GMW, 2022), give rise to negative emotions like dissatisfaction, and finally trigger the intention to use. The explosive growth of short video social media has gradually resulted in widespread user resistance and boredom (Luqman et al., 2017). Although as interactive cyberspaces, social media platforms become sustained popular, theses platforms have seen a decline in active users. As shown in Figure 1, over these five years from 2018 to 2023, the growth rate of short video users has been continuously slowing down. What's more, the number of short video users reduced to 1.05 billion at the end of June on 2024, about 3 million fewer than in December 2023, and the usage rate also dropped from 96.40% to 95.50%. As users constitute the foundation for the survival and development of short video social media, and the retention and growth of users serves as a crucial metric to such platforms to develop healthily and sustainably (Bhattacherjee, 2001; Mohamad et al., (2025), It is essential to pinpoint the factors linked to discontinuance behavior on short video social media.

Existing researches have utilized a variety of theories to investigate the phenomenon of user discontinuance, such as Cognition-Affection-Conation (CAC) theory (Chen et al.,2024), social cognitive theory (Turel, 2015), and Stimulus-Organism-Response (SOR) (Cao et al., 2018) theory. The majority of the current research carriers for discontinuous usage intention are Facebook (Qaisar et al., 2022; Lim & Ahn, 2021), Twitter (Ng, 2023; Tan et al., 2023), WeChat (Pang & Ruan, 2023; Zhang, 2023), Weibo (Zhong et al., 2024; Zhou et al., 2018). In contrast to the

aforementioned social media platforms, the factors shaping users' discontinuous usage intention in short-video scenarios remain underexplored and warrant further investigation.



Source: Wei, 2024

Figure 1 Short Video Users, User Utilization Rate and User Growth Rate from Dec.2018 to Jun.2024 in China

Recent studies have documented a rise in self-initiated discontinuous usage intention, indicating that overload (Lin et al., 2021; Alhussain, et al., 2025) is frequently recognized as an intrinsic stimulus that alters individuals' cognitive, emotional, and motivational states, thereby shaping their behavioral intentions. In the context of short video platform usage, users experience various forms of overload, including information overload (Ding et al., 2017), system feature overload (Ye et al., 2022; Rodriguez et al., 2014; Shin & Shin, 2016), and social overload (Fakhfakh & Bouaziz, 2023). Such perceptions of overload further contribute to users' dissatisfaction with the platform (Dai et al., 2020). Moreover, the stressors and emotional responses that users encounter during their interactions with the platform ultimately drive their decision to discontinue using short video services (Ye et al., 2022; Ma et al., 2022).

In these literatures, while prior studies have underscored the roles of fatigue and exhaustion in driving social media discontinuance, comparatively less attention has been paid to other negative emotional states such as dissatisfaction, despite its centrality in post-adoption evaluations. Self-efficacy, refers to an individual's belief in their capability to successfully execute specific tasks (Bandura, 1977). Individuals with high self-efficacy are better able to channel their motivation, cognitive resources, and other necessary assets toward achieving desired outcomes (Bandura & Schunk, 1981). social media user strategies are closely linked to psychological states (Yue et al., 2022) as well as related emotions and cognitions (Zsido et al., 2021). While prior research drawing on Stressor-Strain-Outcome (SSO) framework has shown that overload influence user behavior intention (Berte et al., 2021; Kim et al., 2020; Jeong et al., 2019), the role of self-efficacy in shaping discontinuous usage intentions within short video social media remains underexplored and warrants further investigation.

This research commences with a review of relevant literature concerning the discontinuous usage intention of short video platforms. It then proceeds to put forward theoretical hypotheses, which are rooted in the SSO framework and Self-Efficacy Theory. Next, the methodological approach employed in the investigation is detailed, followed by an exposition of the study's results and an analysis of their practical and theoretical implications. To conclude, the research addresses its inherent limitations and outlines potential directions for future studies in this context.

2. LITERATURE REVIEW

SSO Framework

The SSO framework was first proposed by scholar Koeske and Koeske (1993). It mainly explains the corresponding outcomes of individuals in response to environmental stimuli from the perspective of stress (Gan, 2024). When observers encounter stimuli from a troublesome or destructive objective environment (Stressor), the detrimental impact these stimuli exert on individuals' psychology and emotions (Strain) will ultimately manifest in behavioral or psychological changes (Outcome) (Ye et al., 2022).

The SSO framework has been extensively applied to investigate the behavior intention of short video social media. Previous empirical studies have confirmed that Stressors such as complexity, excessive use, information narrowing, and uncertainty give rise to exhaustion, anxiety, fatigue, and dissatisfaction (Strain), as a result, leading to outcomes for example addiction, poor academic performance and negative behavior intention (Dhir et al., 2019; Cao et al., 2018; Tarafdar et al., 2020). In researching discontinuous usage intention in short video social media, the model incorporated overload and dissatisfaction to describe burdening factors and mainly revealed how strains mediated them (Fu & Li, 2022). Zhang et al. (2022) indicate that fatigue, regret and dissatisfaction, demonstrated a significant positive effect on the intention to discontinue usage. When applying the SSO model, scholars found that can overload trigger psychological tension and influence continuous behavior intention (Dhiret al., 2019; Cao & Sun, 2018;). Additionally, Ma et al. (2022) added artificial intelligence recommendation algorithms as the system feature overload in the model to examine users' negative responses toward short video platforms.

Overload as stressor (S)

In the context of short video social media, overload refers to the overwhelming amount of content, too much system feature, and mass social interaction that users encounter and consume (Fu et al., 2020).

Thompson et al. (2025) defined system feature overload as the situation that features provided by the platform exceed users' needs, thereby inducing cognitive stress.

To attract users and enhance user retention, product developers often strive to incorporate as many new functions as possible. While each platform feature serves a specific purpose, users typically only utilize a subset of them. Feature overload, however, alters users' cognitive processes. As a result, users are forced to absorb large volumes of new information, which imposes unnecessary burdens on them (Fu et al., 2020). A case in point is Facebook, which has introduced numerous new features since 2012, including privacy controls, mention tagging,

and trending topics, yet These enhancements did not prevent the decline in its user base.

Information overload occurs when the information received from a platform exceeds users' processing capacity (Karr-Wisniewski & Lu, 2010). This form of overload has been extensively researched under various conceptual labels, including information avoidance, information anxiety and infobesity (Roetzel, 2019). With short video platforms, users may receive large volumes of information related to personal life or work that require processing, which may be redundant, useless or useful, disorganized, contradictory, irrelevant or relevant. Such an influx can hinder users from making appropriate decisions; in some cases, it may even drive them to adopt compulsive behaviors, leading them to increase their information consumption in an attempt to meet their needs (Fakhfakh & Bouaziz, 2023; Wang et al., 2015)

Social overload, operating at the social level, refers to the cognitive stress arising from excessive social activities (Wang et al., 2025). As users' social networks expand, their interactions with others grow increasingly frequent. Nevertheless, excessive communication requests and conversations initiated by others through short video social media can at times disrupt users' focus and interfere with their ongoing behaviors (Chen et al., 2020). Lee et al., 2016 found when users fail to manage such situations effectively, they may experience social overload.

Dissatisfaction as strain (S)

The integration of short video platforms into users' daily lives gives rise to kinds of stressors, which in turn trigger psychological strain (Koeske & Koeske, 1993). Among the psychological strain, user dissatisfaction has grown increasingly prevalent. Dissatisfaction is a subjective, self-assessed experience, characterized by users' discontent with a platform when their expectations remain unfulfilled (Oliver, 1981). When users use the short video platform, they may have a feeling of dissatisfaction due to the perceived overloaded system features (Chen et al. 2023), information (Fu et al., 2020) and social interaction (Teng et al. 2022). Thus, in the present study, it is reasonable to regard that various forms of overload can trigger user dissatisfaction as the psychological strain.

Discontinuous usage intention as strain (S)

In response to perceived psychological stress, users may decide to discontinue their use of short video social media (Koeske & Koeske, 1993). Discontinuous usage intention refers to users' inclination to alter their current pattern of system use, which may take the form of reduced usage, controlled usage, suspended usage, or switching to alternative platforms (Soliman & Rinta-Kahila, 2020; Mengyue et al. 2025).

In recent years, academic attention to the phenomenon of discontinuing the use of short video social media has been on the rise. Prior studies have explored a range of factors that influence users' intention to discontinue using short video social media platforms (Farooq et al. 2023). Chen et al. (2022) found that system feature overload and information overload positively influence cognitive dissonance, and cognitive dissonance positively affects the discontinuous usage intention of short video platforms. Chung et al. (2023) and Congmin et al (2025) stated that information overload had a significant direct effect on the discontinuous usage intention of short video platforms. Likewise, Fu et al. (2020) proved that the greater the degree of information overload individuals perceive, the more prone they are to experiencing social media fatigue, which in turn increases the likelihood of their abandoning or resisting continued use of social media. According to Fakhfakh and Bouaziz (2023), social overload can lead to dissatisfaction towards SNS usage and induce discontinuous usage intention. Therefore, this study considers discontinuous usage intention as the outcome when user don't satisfy with the short video platform.

Self-efficacy theory

American psychologist Bandura (1977) first proposed the concept of self-efficacy, positing that it primarily stems from four sources: Personal accomplishments (individual achievements), Vicarious experiences (observing others' successes), Verbal persuasion from others (social encouragement) and Physiological states (emotional and physical responses). Individuals who can adeptly mitigate decision-making anxiety amidst negative emotions such as anxiety, tension, and dissatisfaction, are considered to have higher regulatory emotional self-efficacy (Huang & Ren, 2020). Such individuals, are more inclined to make behavioral choices based on their current understanding and emotions in check (Calandri et al., 2020; Chen et al., 2024).

Zhao (2017) contends that when users' self-efficacy in the utilization of recreational apps is at a low level, users will possess self-efficacy of discontinuous use, and further demonstrates that discontinuous use efficacy positively influences users' discontinuous use intention. Youm (2017) indicated that users' self-efficacy directly affects users' behavior of using social media. If users feel difficult to use short video social media, they might opt to abandon to use.

Based on the SSO framework, this study puts forward corresponding theoretical hypotheses, collects data from Chinese Douyin users to test these hypotheses, and focuses on the effect of overload that underlies users' intention to discontinue usage by drawing on Self-Efficacy theory. This study enriches the existing theories on the negative behavior intention of short video social media and identifies the behavioral characteristics underlying users' discontinuation of such platforms. In doing so, it offers valuable insights and perspectives that can inform the practical implications of short video social media services.

Research model and development of hypothesis

3. RESEARCH MODEL

On the basis of the SSO framework, the developed research model is summarized in Figure 2. The model's hypotheses posit that short video social media users' assessments of stressors (i.e. system feature overload, information overload, and social overload) trigger psychological strain responses in the form of dissatisfaction. These strain responses, in turn, drive the

behavioral outcome of users' discontinue usage intention of short video social media.

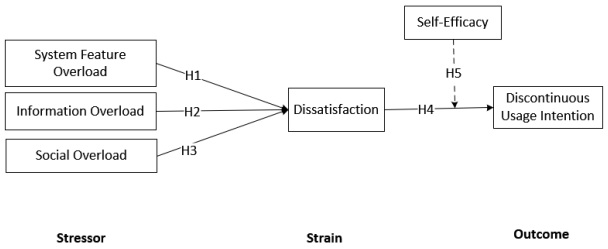


Figure 2 Research Framework

System Feature Overload and Dissatisfaction

As a hedonic system, the features of emerging short video social media platforms facilitate user interaction and enhance users' capacity to gather information (Tian et al., 2023). While each platform feature serves a distinct purpose, users typically only engage with a subset of them. However, feature overload alters users' cognitive processes: they are compelled to absorb substantial amounts of new information, thereby incurring unnecessary burdens (Fu et al., 2020). SFO reduce the perceived ease of product use, and users will require to spend more time and energy in learning the functions (Chen et al., 2024). When they struggle to manage new system functions, they will lose their sense of control and they feel dissatisfied with the platform as a result (Fu et al. 2020). Thus, we propose the following hypothesis:

H1. System Feature Overload positively affects Dissatisfaction.

Information Overload and Dissatisfaction

The characteristics of short video platforms exacerbate Information overload, the excessive information on the platforms has a high degree of similarity, and the phenomenon that popular videos are quickly imitated in a short period of time is common, making users often feel overwhelmed and distracted (GMW, 2022). Information overload and irrelevant content contribute to user dissatisfaction (Zhou et al., 2018). Instagram users have expressed annoyance at the amount of information cluttering their feeds (Silberling, 2022). When users feel stressed with excessive content, this will give rise to psychological fatigue and discomfort, which in turn lead to dissatisfaction. (Chen et al., 2024; Fu et al., 2020). We, therefore, propose the following hypothesis:

H2. Information Overload positively affects Dissatisfaction.

Social Overload and Dissatisfaction

As more users with similar interests gather together in the short video social media, it needs users to spend more time and energy to maintain increasingly social relations (Chen et al., 2024). According to Fakhfakh and Bouaziz (2023), social overload can lead to dissatisfaction towards SNS usage and induce discontinuous usage intention. Virós-Martín et al. (2024) reported that excessive social demands in TikTok communities diminished perceived well-being, which in turn predicted dissatisfaction and disengagement intentions. The mismatch between the volume of interaction requests and the user's ability to respond meaningfully can foster a sense of superficiality and emotional exhaustion, further fueling dissatisfaction (Nosraty et al., 2022). Hence, we propose the following hypothesis:

H3. Social Overload positively affects Dissatisfaction.

Dissatisfaction and Discontinuous Usage Intention

Prior studies have revealed a positive relationship between dissatisfaction and discontinuance. In social networking services (SNSs), dissatisfaction has been shown to produce unpleasant and negative feelings, which can drive users toward usage reduction or complete cessation (Fan & Smith, 2021; Tan et al., 2023). Zhang et al. (2016) found that dissatisfaction exerts a positive influence on discontinuance behaviors in short video contexts. Hence, we propose the following hypothesis:

H4. Dissatisfaction positively affects Discontinuous Usage Intention.

Self-Efficacy, Dissatisfaction and Discontinuous Usage Intention

Recent studies in social media discontinuance behavior similarly highlight that personal resources, such as SE, can amplify the behavioral consequences of negative affective states. Zhang et al. (2017) indicated that users' self-efficacy directly affects users' behavior of using social media. If users perceive that it is difficult to use social media, they might opt to abandon the use of social media. Zhang and Pan (2023) found that users with high digital self-efficacy were more likely to disengage from unsatisfactory Pan-Entertainment mobile live broadcast platforms due to their confidence in identifying and transitioning to alternative platforms. Chen et al. (2024) observed a similar pattern on short video platforms, where high self-regulatory ability intensified the link between negative user experiences and discontinuance. We, therefore, propose the following hypothesis:

H5. Self-efficacy has a moderating effect on the relationship between Dissatisfaction and Discontinuous Usage Intention.

4. METHODOLOGY

Measurement

In order to ensure content validity, this study adapted constructs from previous studies, including those that examine the scale for SFO (Chen et al., 2024; Fu & Li, 2022), IO (Fakhfakh & Bouaziz, 2023; Karr-Wisniewski & Lu, 2010), SO (Fakhfakh & Bouaziz, 2023; Chen et al., 2024; Maier, Laumer, Weinert, et al., 2015), SE (Chen et al., 2024; Vinnikova et al., 2020), DS (Bhattacherjee, 2001; Fakhfakh & Bouaziz, 2023; Gan, 2024) and DUI (Chen et al., 2024; Zhang et al.,2016). In addition to the demographic data of gender, age, education level, average weekly usage duration, all items of the remaining variables will be measured by 7-point Likert scale (1 means "strongly disagree", 7 means "strongly agree"). The original English questionnaire scales were translated to Chinese by three experts specializing in information system user behavior. Throughout this process, the experts were interviewed to assess the appropriateness of the questions, ensure the overall questionnaire was

intelligible, and identify any ambiguities or areas requiring greater clarity. The questionnaire was then revised by refining the language, deleting some items, and adjusting others to align with the interview feedback and the specific context of China. Additionally, a pilot survey was conducted, with ninety-eight users who had experience discontinuing short-video platform usage recruited randomly to participate.

For data analysis, SPSS version 27 was used to conduct descriptive statistical analysis, while SmartPLS version 4 was employed to implement the Partial Least Square (PLS) Structural Equation Modeling (SEM) analysis—a technique well-suited for applications involving predictive causal modeling (Fakhfakh & Bouaziz, 2023). Since this study marks the first investigation into the discontinuous usage intention of short video platforms within a professional context in China, it is regarded as exploratory in nature, rendering PLS a fitting analytical tool.

Sample and data collection

As Douyin is the most preferred short-video platform by users in 2024 released by iiMedia Research, the study selects Chinese Douyin users as the target population. There are 978 million users in China. Due to the high usage frequency of Douyin users, there may be some users who generate discontinuous usage intention; coupled with the serious homogeneity of the platform, the more users there are, the more potential users there are who may have such intention.

After a pilot study, Formal Data collection was conducted during the period from April to June 2025. This study mainly used online questionnaire survey to collect data. The questionnaire was designed and made by "Wenjuanxing", well-known online survey platforms in China, and the questionnaire link was released through QQ, WeChat, NPC Economic Forum and other channels. 405 samples were collected, of which 19 were discarded as unreliable (because of respondents didn't use the Douyin platform before). 386 valid samples were eventually used for analysis, meaning the study had a 95.31% validity rate. Tinsley and Tinsley (1987) proposed that research should include five to ten subjects per item, corresponding to a total sample size of approximately 300 respondents. With 33 measurement items in this study, the sample size of 386 is confirmed to be appropriate.

Table 1indicates the demographic statistics for 386 respondents. In this survey, there were more female (52.8%) than male (47.2%), and most users aged 31 to 40 (32.1%). Most users had a bachelor's degree (39.1%) and 58.0% use Douyin platforms twice to fourth in a week.

Table 1 Demographic Information of the Respondents

Category	Variables	Frequency	Percent(%)
Gender	Male	182	47.2
	Female	204	52.8
Age	Under 18	8	2.1
	18-25	89	23.1
	26-30	105	27.2
	31-40	124	32.1
	41-50	36	9.3
	51-60	14	3.6
	Above 60	10	2.6
Education Level	Less than high school	15	3.9
	High school diploma/GED	33	8.5
	Some college/Associate degree	128	33.2
	Bachelor's degree	151	39.1
	Master's degree or above	59	15.3
Weekly Usage Frequency	Rarely used	15	3.9
	Twice - Fourth	224	58.0
	Fifth - Seventh	94	24.4
	Several times per day	53	13.7

Data analysis and discussion

Measurement analysis

This study used SmartPLS 4.1 to access the measurement and structural model.

The evaluation of indicator reliability constitutes a critical first step in validating measurement models, wherein outer loadings serve as the primary diagnostic metric. As Table 2 shows, the outer loadings values from 0.804 to 0.902 are all above the threshold value of 0.7, which indicates a good indicator reliability. This study used Cronbach's alpha (Cronbach's α) and composite reliability (CR) to test internal consistency reliability. Cronbach's α and CR values for all of the constructs exceeded the threshold value of 0.7, demonstrating related measurements have acceptable internal consistency reliability. Then to measure convergent validity, we use average variance extracted (AVE) with threshold value of a 0.5. All constructs recorded AVE values higher than 0.5, indicating a good convergent validity.

Table 2 Results Summary for Reflective Measurement Model

Construct	Items	Indicator Reliability	Internal Consistency Reliability		Convergent Validity
		Outer Loadings	Cronbach's α	CR	AVE
SFO	SFO1	0.902	0.897	0.904	0.764
	SFO2	0.850			
	SFO3	0.862			
	SFO4	0.882			
IO	IO1	0.891	0.862	0.867	0.783
	IO2	0.879			
	IO3	0.884			
SO	SO1	0.874	0.888	0.897	0.691
	SO2	0.804			
	SO3	0.816			
	SO4	0.822			
	SO5	0.840			
SE	SE1	0.881	0.892	0.899	0.754
	SE2	0.873			
	SE3	0.830			
	SE4	0.888			
DS	DS1	0.889	0.902	0.904	0.774
	DS2	0.871			
	DS3	0.885			
	DS4	0.873			
DUI	DUI1	0.851	0.867	0.869	0.716
	DUI2	0.843			
	DUI3	0.827			
	DUI4	0.862			

Given Hair et al. (2010), it is essential to test discriminant validity to ensure that a construct measure represents the phenomenon of interest and is empirically unique. Table 3 shows that value on the diagonal of the correlation matrix is greater than values in the off-diagonal positions (Fornell & Larcker, 1981). According to

Table 4, the values of HTMT range from 0.291 to 0.709, all below the threshold value of 0.85, indicating discriminant validity of all constructs (Henseler et al., 2015).

Table 3 Fornell–Larcker criterion

	SFO	IO	SO	DS	SE	DUI
SFO	0.874					
IO	0.388	0.885				
SO	0.462	0.395	0.831			
DS	0.524	0.484	0.503	0.880		
SE	0.300	0.341	0.262	0.361	0.868	
DUI	0.547	0.494	0.545	0.630	0.340	0.846

Table 4 Heterotrait-Monotrait (HTMT) Ratio

	SFO	IO	SO	DS	SE
IO	0.438				
SO	0.516	0.452			
DS	0.578	0.545	0.557		
SE	0.334	0.386	0.291	0.398	
DUI	0.618	0.568	0.618	0.709	0.383

Structural model analysis

Upon establishing the reliability and validity of the measurement model, the analysis proceeds to the evaluation of the structural model results. Figure 3 is the structural model assessment in this study.

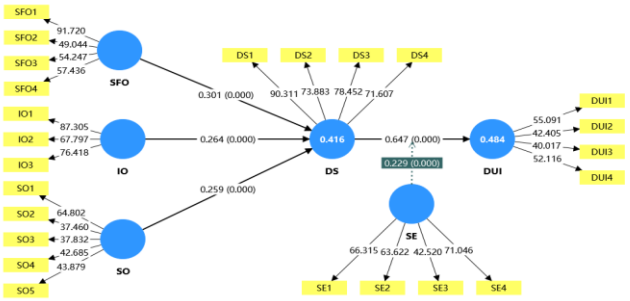


Figure 3 Structural Model Assessment

Because high correlations among predictor constructs may distort point estimates and standard errors (Sarstedt & Mooi, 2018), it is necessary to assess the structural model for potential collinearity issues before interpreting the regression outcomes. From Appendix 1, all the inner VIF values for the constructs are within 1.207 to 1.367 which are less than 3.3, thus indicating there is no collinearity issues in this study.

5.2.1 Hypotheses testing

Appendix 1 shows the structural model result, which indicates that system feature overload has a significant positive effect on dissatisfaction (H1: $\beta = 0.301$, $p < 0.001$), information overload significantly positively influence dissatisfaction (H2: $\beta = 0.264$, $p < 0.001$) and social overload are significantly positively associated with dissatisfaction (H3: $\beta = 0.259$, $p < 0.001$). Dissatisfaction is found to be significantly positively discontinuous usage intention (H4: $\beta = 0.647$, $p < 0.001$). As a result, all the hypotheses of direct effect including H1, H2, H3, H4 are supported.

5.2.2 Moderating effect of self-efficacy.

This study used the bootstrapping approach procedure to estimate the moderating effect. And whether self-efficacy have a moderating effect on the relationship between dissatisfaction and discontinuous usage intention was examined. In referring to hypotheses H5, we see that self-efficacy control significantly interacts with dissatisfaction to influence discontinuous usage intention (H5: $\beta = 0.229$, $p < 0.001$). This means that, during the process in which dissatisfaction affect discontinuous usage intention, It is found that the influence scope of self-efficacy varies significantly across different levels. As proposed by Dawson (2014), to further elaborate on the moderating role of self-efficacy, the pattern of the interaction effect is plotted to illustrate how the moderator alters the relationship between dissatisfaction and discontinuous usage intention. According to Figure 4, when self-efficacy is at a high level, the effects of on dissatisfaction affect discontinuous usage intention is found to be stronger.

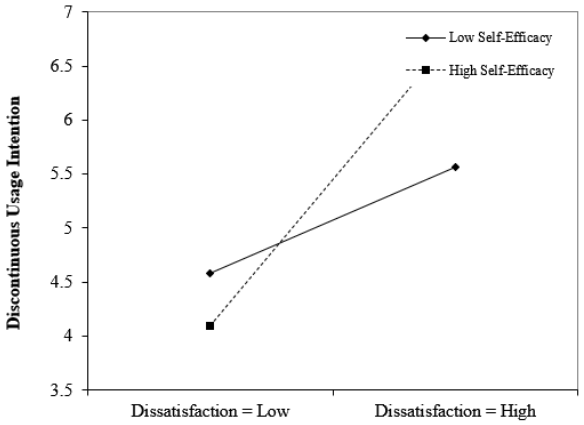


Figure 4 Moderating effect of SE x DS -> DUI

5. DISCUSSION

This study investigates discontinuous usage intention on short video social video from the SSO perspective, investigating the effects of system feature overload, information overload, social overload and dissatisfaction on discontinuous usage intention. Also, this study examines how different levels of self-efficacy shape discontinuous usage intentions in the presence of user dissatisfaction.

The empirical evidence found three kind of overload including system feature overload, information overload and social overload all positively influences dissatisfaction. With regard to the degree of influence, system feature overload is the strongest, information overload is second and social overload is weakest.

Dissatisfaction significantly positively influences discontinuous usage intention with a large size ($f^2 = 0.673$). The findings also provide robust evidence that self-efficacy is not only a critical personal resource in navigating digital environments but also a catalyst that magnifies the behavioral impact of dissatisfaction. This underscores the need to consider user capability factors in understanding and predicting discontinuance usage intention, especially in hedonic platforms like short video social media.

6. CONCLUSION

Theoretical implications

This study makes several contributions to the current literature. This research advances the literature on discontinuous usage intention by situating the investigation In context of short-video social media, a platform type largely overlooked in prior studies that have focused primarily on traditional SNS (e.g., Facebook, Twitter, WeChat, Weibo). By adopting the SSO framework instead of CAC, SOR and PPM frameworks (Zhang et al., 2016; Lin et al., 2020; Fu et al., 2021), the study offers a more targeted and contextually relevant analysis of contemporary digital environments, thereby enhancing the timeliness and specificity of theoretical insights.

This study introduces the concept of self-efficacy to the study of short video social media usage intention, showing that self-efficacy significantly strengthens the relationship

between dissatisfaction and discontinuous usage intention. Although the literature has reached an agreement that dissatisfaction would lead to discontinuous intentions in short video social media use (Cao & Sun, 2018; Zhang et al., 2016), no studies recognize the specific self-efficacy factor that moderates the relationship between dissatisfaction and discontinuous usage intention. Our study confirms and extends prior research by showing that when self-efficacy is high, dissatisfaction has a stronger positive impact on discontinuous usage intention than when self-efficacy is low. In doing so, this study provides a more comprehensive and accurate perspective of the mechanisms underlying discontinuous intention in short video social media using. This finding may provide short video social media researchers with insights into users' self-efficacy, which are likely to influence some other specific behavior intention of passive use.

Practical implications

Building upon the theoretical foundations established above, the present study delineates its practical contributions by addressing the distinct needs and roles of three primary stakeholders within the short-video social media environment: users, content creators, and platform administrators.

For users, the finding that self-efficacy positively moderates the relationship between dissatisfaction and discontinuous usage intention offers valuable behavioral guidance. Specifically, higher self-efficacy enables individuals to better manage the negative emotions arising from dissatisfaction, thereby making more deliberate and rational decisions about whether and how to disengage from short-video social media platforms. Users with strong self-efficacy are more capable of setting personal boundaries, regulating their consumption patterns, and aligning platform usage with their own well-being goals. Ultimately, enhancing self-efficacy empowers users to harness dissatisfaction as a tool for improving their relationship with short video social media, maintaining enjoyment and value while avoiding excessive or harmful usage patterns.

To retain users and enhance commercial value, short video social media operators should strategically address these overload issues. Operators should focus on improving the efficiency of feature updates by prioritizing user needs through systematic research. Unnecessary or low-value updates should be avoided to prevent disrupting established user habits. Platform operators should provide personalized content management tools, enabling users to filter, classify, and prioritize content according to their interests. Limiting the frequency and length of push notifications is essential; concise, clear, and contextually relevant information is more likely to sustain engagement. Platform operators should allow users to manage their social circles with precision—such as limiting the number of social interactions, muting certain contacts, or categorizing friends into activity groups. The platform could also introduce "social quiet modes" to help users disengage temporarily from social demands without severing connections.

Limitations and future research

As with all research, our research has acknowledged the following limitations. This study only selects Douyin as a representative of short-video social media, and the research objects are also limited to Douyin users. However, different short-video platforms vary in functional design, content ecology, and user group characteristics. Future studies may extend the scope to multiple short-video platforms, enabling comparative analysis across functional designs, content ecosystems, and user demographics to enhances the external validity and generalizability of the findings. Additionally, this study uncovered the impact of perceived overload on user dissatisfaction. Nevertheless, dissatisfaction may also stem from unrealistic expectations. Future research could explore the effects of expectation and disconfirmation on dissatisfaction

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