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Fatigue in the Digital Speed of Consumption: The Effects of Time Scarcity and Motivations on Sharing Behavior

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Abstract

This study investigates the relationships between perceived time scarcity, tourist fatigue, hedonic and utilitarian motivations, and social media sharing intention in the context of digital travel experiences. Conducted in Side, Antalya — a popular coastal destination in Türkiye — the research collected data from domestic and international leisure tourists who had engaged in social media sharing during or after their trip. Structural equation modeling (SEM) was employed to test the hypothesized relationships among the variables. The findings revealed that perceived time scarcity has a significant and positive effect on both hedonic and utilitarian motivations, supporting prior theories that emphasize the impact of scarcity on consumer behavior. However, perceived time scarcity did not significantly influence tourist fatigue. Likewise, tourist fatigue showed no significant effect on either hedonic or utilitarian motivations. Contrary to theoretical expectations, neither hedonic nor utilitarian motivations demonstrated a significant direct effect on social media sharing intention. Mediation analyses using bootstrap resampling confirmed that the indirect effects of tourist fatigue on social media sharing intention, via both types of motivation, were not supported. Although the proposed model achieved excellent fit indices, the hypothesized pathways largely remained unsupported, indicating the complex nature of motivational and behavioral dynamics in tourism settings. The study highlights the importance of contextual factors in understanding tourist behavior and suggests that future research should explore additional variables, including cultural influences and digital engagement factors, to deepen insights into social media sharing behaviors among travelers.

Key words: Time Scarcity, Tourist Fatigue, Hedonic Motivation, Utilitarian Motivation, Social Media Sharing

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1. Introduction

The accelerated pace of consumption habits in the digital era has significantly reshaped individuals' perceptions of time and their ways of experiencing events. This transformation has played a decisive role in shaping decision-making processes, expectations from experiences, and sharing behaviors—particularly in the context of tourism (Jin & Lyu, 2025; Roux, Goldsmith, & Bonezzi, 2015; Sweller, 1988). Time scarcity is not merely a reflection of a limited physical resource but is considered a perceptual phenomenon experienced by individuals. It is thus recognized as a critical factor influencing consumer behavior (DeSousa, Reeve, & Peterman, 2020; Jiang et al., 2024; Niiya et al., 2025).

In contemporary tourism settings, characterized by intensive travel patterns, time pressure, crowded environments, and cognitive overload, contribute not only to physical exhaustion but also to mental fatigue among tourists. This reality has elevated tourist fatigue into a multidimensional concept of increasing relevance (Kudesia, Pandey, & Reina, 2020; Xu & Lu, 2023; Su, Cheng, & Liu, 2024). Furthermore, the growing use of social media platforms has intensified sensory conflicts and cognitive strain between virtual and real environments, which in turn impacts tourists' overall experience quality (Luo et al., 2024; Sun et al., 2020). Social media is recognized not only for its role in immediate sharing tendencies but also as a powerful medium shaping travel decisions, social interactions, and collective identity (Acharjee, Ahmed, & Kumar, 2023; Ghaderi et al., 2023; Wong, Lai, & Zhang, 2020). Previous studies suggest that hedonic motivations and the desire for social recognition are deeply intertwined, constituting key psychological drivers of sharing behavior (Kim & Fesenmaier, 2017; Kowalczyk-Anioł & Nowacki, 2020; Yeh, Chang, & Li, 2025).

Growing scholarly attention has been directed towards how individual and social motives shape social media sharing in tourism, the role of memorable experiences, and the influence of digital storytelling practices (Bigné, Fuentes-Medina, & Moros, 2020; Kaya, 2020; Kim, 2020; Li et al., 2024). Research findings on user-generated content (UGC) further confirm the transformative impact of digitalization on consumer behavior and destination image (Kitsios et al., 2022; Ukpabi & Karjaluoto, 2017; Chen et al., 2022). In this context, an integrated analysis of perceived time scarcity, tourist fatigue, hedonic and utilitarian motivations, and social media sharing intention is crucial to fostering a comprehensive perspective in contemporary tourism research (Cialdini, 2009; Babin, Darden, & Griffin, 1994; Childers et al., 2001).

While the literature increasingly emphasizes the relationship between digitalization-driven consumption practices and tourists' psychological experiences, studies that holistically examine the effects of perceived time scarcity and tourist fatigue on social media sharing intention—mediated by hedonic and utilitarian motivations—remain limited. Notably, conceptual models exploring how

time pressure influences tourists' social media sharing behavior are still underdeveloped. Against this backdrop, the primary aim of this study is to develop an integrated model that explains the impact of perceived time scarcity and tourist fatigue on social media sharing intention, mediated by hedonic and utilitarian motivations. The significance of this research lies not only in its theoretical contributions but also in its practical value for destination managers, marketing professionals, and service providers who design tourist experiences in the digital age. Particularly in destination management and digital marketing, understanding the internal motivations and psychological dynamics that drive tourist behavior has become a critical prerequisite for sustainable experience design. By analyzing the psychological processes affecting social media sharing within digital travel experiences, this study seeks to address a key gap in the literature and provide a robust theoretical foundation for future research.

2. Literature Review

2.1. Motivational Dynamics Influencing Time Scarcity

The acceleration of consumer culture, increasingly centered on speed, has profoundly altered individuals' perceptions of time. Particularly in short-term and intensive activities such as travel experiences, individuals often encounter a heightened sense of time scarcity. This perception significantly influences both their behaviors and decision-making processes. Time scarcity is not confined solely to the actual hours available to an individual but is also closely linked to how time is cognitively experienced (Jin & Lyu, 2025). Especially within the context of tourism, perceptions regarding the value of time play a decisive role in shaping planning behaviors and expectations from the experience itself. Under the scarcity paradigm, the concept of scarcity is addressed not only in relation to tangible resources but also in connection with abstract assets such as time (Roux et al., 2015). The perception of time scarcity emerges as a cognitive element that directs individuals' decision-making tendencies during travel and acts as a trigger for behavioral motivations. In this sense, the pressure of time faced by individuals during their trips affects not only the planning of activities but also the manner in which experiences are lived and perceived. It has been observed that individuals under time pressure tend to display more individualistic behaviors in their social interactions and show a reduced willingness to help others (Jiang et al., 2024). From a tourism perspective, this suggests that the perception of time scarcity also shapes social sharing behaviors and intra-group interactions. On the other hand, studies examining the relationship between time perception and psychological well-being indicate that individuals who perceive time as a shareable resource tend to exhibit higher levels of social cohesion and life satisfaction (Niiya et al., 2025).

When motivational dynamics related to time scarcity in tourism are examined, the desire to engage in multiple activities within a limited timeframe becomes a crucial factor influencing both experience satisfaction and social sharing behaviors. Consequently, perceived time scarcity stands out as a key determinant

of travel motivations and behavioral outcomes and is positioned as one of the core components of the theoretical framework in this study.

2.2. Tourist Fatigue

In postmodern tourist experiences, various environmental and psychological factors encountered during travel challenge individuals' physical and mental resilience, often leading to a pronounced sense of fatigue. Tourist fatigue is not limited to mere physical exhaustion; rather, it is a multidimensional phenomenon shaped by the interplay of cognitive depletion, emotional erosion, and sensory conflicts (Kudesia et al., 2020). Factors such as tightly scheduled itineraries, constant mobility, crowded environments, time pressure, and the perceived necessity of continuous digital connectivity collectively drain tourists' energy reserves, fostering a heightened sense of fatigue. The escalation of cognitive load, in particular, depletes personal resources and diminishes individuals' sensitivity to environmental stimuli (Xu & Lu, 2023). Within the tourism context, this suggests that tourists experience not only physical but also mental and emotional exhaustion, which can limit their engagement with tourism activities. Crowded tourist destinations often exacerbate this phenomenon by causing environmental overstimulation, leading to feelings of burnout, and consequently, negatively affecting satisfaction levels and the intention to revisit (Su et al., 2024).

Moreover, the increasing amount of time spent in digital environments, driven by technological advancements, has intensified sensory conflicts between virtual and real settings. Studies conducted by Luo et al. (2024) have demonstrated that sensory discrepancies experienced during virtual reality engagements can induce perceptual fatigue, a phenomenon that may transfer into real-life experiences. These findings reveal that in the evolving digital landscape of tourism, tourist fatigue has emerged as a complex dynamic that transcends traditional conceptualizations.

Tourist fatigue is not merely a personal inconvenience but a critical factor that warrants attention in the management of tourism experiences. Exposure to high cognitive and emotional demands can significantly influence tourists' perceptions of service quality and shape their social behavior patterns within the tourism setting (Kudesia et al., 2020).

2.3. Social Media Sharing Intention in Digital Travel Experiences

Social media has become a multifaceted element shaping the travel experiences of postmodern tourists. It plays an active role throughout the entire travel process, including seeking information before the trip, destination selection, experience sharing, and post-travel social interaction (Acharjee et al., 2023; Ghaderi et al., 2023; Kotler et al., 2021). Sharing behaviors on digital platforms are closely associated not only with individual preferences but also with psychosocial processes such as social acceptance, community belonging, and identity construction (Chen et al., 2022; Wong et al., 2020). In particular, the motivation to

share experiences on social media during travel serves a crucial function by allowing individuals to reinterpret their experiences on a personal level while simultaneously engaging with their social circles (Ghaderi et al., 2023; Bigné et al., 2020). Studies on Generation Z's travel and sharing behaviors have demonstrated that this cohort's social media habits significantly influence various aspects, ranging from destination choice to sharing intention (Kowalczyk-Anioł & Nowacki, 2020). Within this context, social media is considered not only a platform for reflecting personal experiences but also a space where social norms are continually reproduced (Ukpabi & Karjaluoto, 2017). Motivational factors influencing sharing intention prominently include entertainment, information dissemination, social visibility, and group affiliation (Yeh et al., 2025; Li et al., 2024).

In the contemporary digital landscape, technological advancements have enabled users to share content instantly via mobile devices, rendering sharing behaviors more dynamic and continuous (Chen et al., 2022). Research examining the impact of mobile social media sharing on travel experiences suggests that such practices enhance individual satisfaction with the experience and strengthen social interactions (Wong et al., 2020). Additionally, digital storytelling techniques such as destination narratives have been shown to positively influence tourists' sharing intentions (Li et al., 2024).

Another critical factor influencing tourists' intention to share on social media is the memorability of their experiences. The intensity of remembered experiences acts as a stimulus for sharing behavior, thereby affecting both individual and social motivations (Bigné et al., 2020; Kim, 2020). Furthermore, user-generated content contributes significantly to destination image formation and plays a pivotal role in social approval mechanisms (Kitsios et al., 2022).

2.4. Theoretical Background

Studies aiming to understand tourist behavior emphasize that various internal and external factors encountered during travel significantly shape individuals' decision-making processes and modes of experience. In this context, Scarcity Theory, which holds a prominent place in consumer behavior literature, suggests that individuals regulate their behavior based on perceptions of resource scarcity (Cialdini, 2009). Within this framework, time is considered not merely a physical limitation but also a form of perceived scarcity experienced at a psychological level. Particularly in tourism, the perception of time scarcity has been highlighted as a key factor influencing tourists' decision-making and their overall satisfaction with experiences (Roux, Goldsmith, & Bonezzi, 2015).

The perception of time scarcity is frequently examined alongside cognitive load and emotional exhaustion. Cognitive Load Theory posits that individuals have limited information processing capacity and that their performance declines when faced with excessive cognitive demands (Sweller, 1988). In the context of travel, intense itineraries, crowded environments, and digital stimuli can result not only in

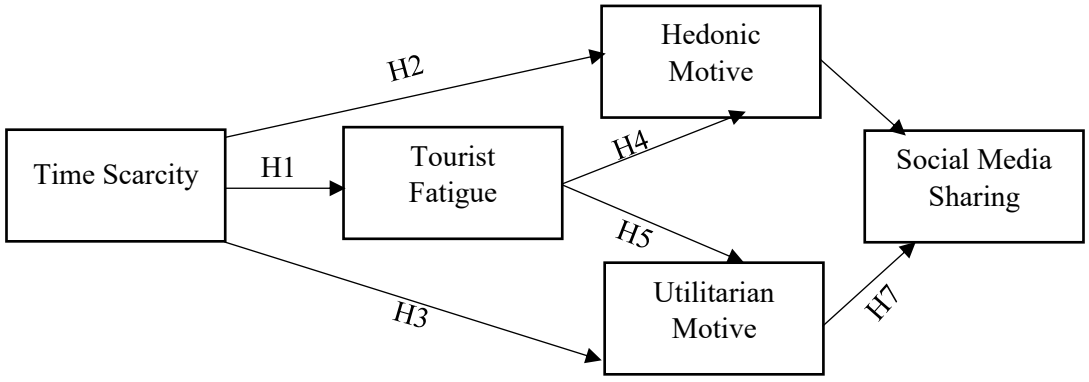
physical fatigue but also in mental exhaustion (Xu & Lu, 2023). This phenomenon, referred to as tourist fatigue, constitutes a multidimensional state of burnout that can adversely affect the satisfaction derived from tourism experiences.

Within the fields of behavioral economics and consumer psychology, the Uses and Gratifications Theory (UGT) is frequently referenced to explain media usage motivations. According to this theory, individuals use media not only for information seeking but also for social interaction, self-expression, and entertainment (Katz, Blumler, & Gurevitch, 1974). When applied to social media sharing intentions, it appears that individuals' motivations to share travel experiences on social media are shaped by similar needs (Kim & Fesenmaier, 2017).

Furthermore, the Hedonic versus Utilitarian Motivation Framework, often utilized in consumer behavior research, distinguishes between two primary drivers of consumption behavior. These are the pursuit of pleasure and enjoyment (hedonic motivation) and goal-oriented, functional engagement (utilitarian motivation) (Babin, Darden, & Griffin, 1994). In the tourism context, hedonic motivations relate to the pursuit of adventure, fun, and aesthetic pleasure, whereas utilitarian motivations encompass rational expectations such as acquiring information, planning, and personal development (Childers et al., 2001). These motivational constructs not only influence tourists' expectations of their experiences but also serve as key psychological factors affecting their social media sharing intentions (Yeh et al., 2025).

In conclusion, this study aims to explore the relationships between perceived time scarcity, tourist fatigue, hedonic and utilitarian motivations, and social media sharing intention within the framework of the aforementioned theoretical approaches. This theoretical background offers a comprehensive perspective to better understand contemporary tourism experiences shaped by digital transformation. The research model and hypotheses, grounded in this theoretical foundation and relevant literature, are presented below:

Figure 1. Research Model



H1. Perceived time scarcity positively influences tourist fatigue.

Time scarcity increases individuals' cognitive load when they face the pressure of engaging in numerous activities within a limited timeframe, often leading to a heightened sense of exhaustion (Sweller, 1988; Roux, Goldsmith, & Bonezzi, 2015). Particularly in highly scheduled activities such as travel, individuals operating under time pressure tend to exhibit signs of both physical and mental fatigue more rapidly (Xu & Lu, 2023). This dynamic often results in reduced satisfaction with the travel experience and intensifies feelings of fatigue triggered by sensory overload. When considered within the context of resource management, the perception of time scarcity emerges as a significant psychological factor that depletes tourists' energy reserves and influences their engagement with travel experiences (Jiang et al., 2024; Jin & Lyu, 2025).

H2. Perceived time scarcity negatively affects hedonic motivation.

Time scarcity emerges as a suppressive factor on individuals' hedonic motivations, particularly those related to enjoyment and pleasure. When individuals perceive time as limited, they tend to shift toward more task-oriented behaviors (Roux et al., 2015; Sweller, 1988). This inclination may lead to a decrease in the desire to seek entertainment, exploration, and freely immersive experiences during travel (Babin, Darden, & Griffin, 1994; Bigné et al., 2020). In the context of tourism, time pressure often results in the prioritization of pre-planned activities, pushing motivation for enjoyment and spontaneous engagement into the background (Xu & Lu, 2023; Kim, 2020).

H3. Perceived time scarcity positively affects utilitarian motivation.

When operating under time pressure, individuals tend to adopt more pragmatic and utility-focused approaches in their decision-making. In this regard, time scarcity is recognized as a significant factor that activates utilitarian motivations (Childers et al., 2001; Babin et al., 1994). The literature frequently emphasizes that tourists, seeking to maximize the efficiency of their limited time, increasingly engage in behaviors such as information seeking, detailed planning, and goal-oriented decision-making (Ukpabi & Karjaluoto, 2017; Yeh et al., 2025). Unlike hedonic motivations, this tendency suggests that utilitarian motivations are reinforced under conditions of perceived time scarcity.

H4. Tourist fatigue negatively affects hedonic motivation.

Tourist fatigue is regarded as a significant factor that hinders individuals from fulfilling their hedonic expectations due to the depletion of their physical and mental resources (Xu & Lu, 2023; Su et al., 2024). Individuals experiencing mental fatigue and cognitive exhaustion tend to lose interest in pleasurable and entertaining activities (Kudesia et al., 2020; Luo et al., 2024). This suggests that fatigue experienced during travel exerts a suppressive influence on tourists' hedonic motivations. Tourist fatigue not only undermines the quality of experience but also

diminishes the desire for enjoyment and free exploration (Kim, 2020; Bigné et al., 2020).

H5. Tourist fatigue positively affects utilitarian motivation.

The feeling of fatigue tends to increase individuals' preference for more goal-oriented and utilitarian behaviors. Literature indicates that individuals experiencing exhaustion often adjust their decisions toward more functional goals to conserve energy (Kudesia et al., 2020; Xu & Lu, 2023). Specifically, when tourists experience fatigue, they are more inclined to choose activities that yield quick and practical outcomes rather than those aimed at entertainment or exploration (Yeh et al., 2025; Su et al., 2024). Therefore, it can be argued that tourist fatigue has a reinforcing effect on utilitarian motivations.

H6. Hedonic motivation positively influences social media sharing intention.

Hedonic motivations are strong predictors of individuals' desire to share enjoyable experiences. Positive emotions such as happiness, fun, and unique encounters during travel are significant factors enhancing the motivation to share (Kim & Fesenmaier, 2017; Ghaderi et al., 2023). Hedonic motivation is also considered a key driver of self-expression and the need for social approval on social media (Kowalczyk-Anioł & Nowacki, 2020; Yeh et al., 2025). Therefore, it is suggested that hedonic satisfaction directly and positively influences social media sharing intention.

H7. Utilitarian motivation positively influences social media sharing intention.

Utilitarian motivations are influential in social media usage, particularly for purposes such as sharing information, offering recommendations, and informing social networks (Ukpabi & Karjaluoto, 2017; Acharjee et al., 2023). The sharing of information gained during travel has been recognized as a factor that enhances social media sharing intention, particularly when the motivation is to provide useful insights to others (Ghaderi et al., 2023; Wong et al., 2020). Moreover, sharing the practical value derived from experiences is also linked to a sense of social responsibility within online communities (Chen et al., 2022; Kitsios et al., 2022).

H8. Tourist fatigue indirectly influences social media sharing intention through hedonic motivations.

The negative effect of tourist fatigue on hedonic motivations also indirectly impacts social media sharing intention. The weakening of hedonic motivation may reduce the desire to share, potentially leading to decreased engagement in social media activities (Xu & Lu, 2023; Kim, 2020). Therefore, tourist fatigue is considered a factor that indirectly affects social media sharing intention by diminishing hedonic motivations (Su et al., 2024; Bigné et al., 2020).

H9. Tourist fatigue indirectly influences social media sharing intention through utilitarian motivations.

Tourist fatigue may influence social media sharing intention by reinforcing utilitarian motivations. The tendency to evaluate experiences through a utilitarian lens fosters the use of social media for informational and advisory purposes (Kudesia et al., 2020; Ukpabi & Karjaluoto, 2017). Fatigue drives individuals toward more functional thinking, which translates into information-focused social media sharing, thereby sustaining the intention to share (Ghaderi et al., 2023; Wong et al., 2020).

3. Methodology

This study was designed as a quantitative investigation aimed at examining the effects of perceived time scarcity and tourist fatigue on tourists' social media sharing intentions, with hedonic and utilitarian motivations serving as mediating variables. The research was conducted in Antalya, Türkiye—one of the country's major tourist destinations—where both tourist flows and digital interactions peak during the tourism season. The target population comprised domestic and international leisure tourists staying in accommodation establishments within the region. To ensure the contextual relevance of the study, participants were required to meet three criteria: having taken part in a leisure trip within the past month, actively maintaining a social media account, and having shared at least one travel-related post during or after their trip. These conditions were intended to ensure that participants could meaningfully reflect on both the psychological and behavioral dimensions of their digital tourism experiences.

Following the recommendations of Hair et al. (2019) regarding structural equation modeling, the study aimed to collect a minimum of 400 valid responses for analysis. A total of 450 questionnaires were distributed, and after eliminating invalid responses, 412 valid questionnaires were analyzed. A purposive sampling strategy was adopted. Data collection was conducted through a structured questionnaire administered face-to-face in accommodation facilities located in Antalya.

The questionnaire consisted of five previously validated measurement scales. Perceived time scarcity was measured using the time scarcity subdimension of the Perceived Scarcity Scale developed by DeSousa et al. (2020) and adapted for the tourism context. Tourist fatigue was assessed with the Tourist Fatigue Scale developed by Sun et al. (2020), which evaluates emotional exhaustion and cognitive overload resulting from intensive travel routines. Hedonic and utilitarian motivations were measured using the Motivational Value Scale adapted into Turkish by Kemerci and Karaca (2024). Social media sharing intention was measured using the ISMS Scale developed by Dedeoğlu et al. (2020), which captures the tendencies of both active sharers and non-sharers within tourism experiences. All items were rated on a 5-point Likert scale. For data analysis, descriptive statistics were first calculated to examine data distribution and sample

demographics. Confirmatory factor analysis (CFA) was then performed to test construct validity and assess the fit of the measurement model. Following the validation of the measurement structure, structural equation modeling (SEM) was conducted using the AMOS software to evaluate the hypothesized direct and indirect relationships among the variables.

4. Findings

The findings of the confirmatory factor analyses conducted for the measurement scales used in this study revealed results supporting the validity of each construct. The perceived time scarcity scale demonstrated an acceptable level of model fit, with indices falling within recommended thresholds (CMIN/DF = 3.36; RMSEA = 0.076; CFI = 0.978). Factor loadings ranged between .573 and .829, with some items displaying notably high standardized loadings. Based on overall fit indices and item loadings, the perceived time scarcity scale was deemed an appropriate measurement tool within the research context. The analysis of the tourist fatigue scale also indicated an acceptable model fit (CMIN/DF = 3.08; RMSEA = 0.071; CFI = 0.976). Although the factor loadings showed a wide range, certain items—particularly Q12, Q13, Q14, and Q18—demonstrated strong contributions. The overall model fit and dominant factor structure confirmed the usability of the tourist fatigue scale.

Regarding the scales for hedonic and utilitarian motivations, the two-factor model achieved an acceptable level of fit (CMIN/DF = 3.20; RMSEA = 0.073; CFI = 0.958). Items under the utilitarian motivation subscale displayed strong factor loadings, and similarly, several items within the hedonic motivation subscale contributed significantly to the model. The strong correlation identified between the two factors confirmed that hedonic and utilitarian motivations are interrelated yet distinct constructs. Considering the explained variance and error covariances, the scale was concluded to validly measure both hedonic and utilitarian motivations. The social media sharing intention scale also achieved an excellent model fit (CMIN/DF = 2.08; RMSEA = 0.051; CFI = 0.995), with all items demonstrating significant and strong factor loadings. These results collectively indicated that all measurement scales utilized in the study possessed an appropriate factor structure and acceptable model fit, providing strong empirical support for the validity of the overall model.

The reliability analysis further confirmed the internal consistency of all scales, with high Cronbach's Alpha coefficients. The values obtained were 0.902 for perceived time scarcity, 0.940 for tourist fatigue, 0.936 for social media sharing intention, 0.904 for utilitarian motivations, and 0.925 for hedonic motivations. These findings suggest that all scales used in the research are reliable measurement tools within the context of this study.

The skewness and kurtosis analysis showed that all data distributions fell within the ±3 threshold, indicating their suitability for parametric analyses. The highest skewness value was –1.900, and the lowest was –0.004, while kurtosis values

ranged between –1.881 and 3.251. These results suggest that the items used in the scales exhibited predominantly symmetric distributions, closely approximating normality.

The study sample consisted of 412 participants, the majority of whom were adults aged between 26 and 45. The gender distribution was relatively balanced, though slightly higher among males (52.7%) compared to females (47.3%). In terms of education, over half of the participants held a bachelor's degree (50%) or postgraduate qualifications (29.4%), indicating a highly educated sample. Regarding income, most participants belonged to the middle-income group, with 79.4% reporting an annual income between $25,001 and $50,000. A significant portion of the sample comprised tourists from Russia, Germany, and the United Kingdom, reflecting the international diversity of visitors to the Side region.

Findings related to travel behaviors revealed that most vacations lasted between 6 to 8 days and were predominantly undertaken by couples (32.8%) or families (29.4%). A majority of participants reported high levels of daily social media use (64.8% spending two hours or more per day), with over half (50.2%) actively sharing photos and videos. The analysis of visit frequency indicated that 61.7% of participants were first-time visitors to Side, highlighting the destination's potential for attracting new tourists.

Table 1. Demographic Characteristics

Demographic Characteristics		*n*	*%*
Age (years)	18-25	8	1.9
	26-35	120	29.1
	36-45	112	27.2
	46-55	101	24.5
	56+	71	17.2
Gender	Female	195	47.3
	Male	217	52.7
Marital status	In a relationship	57	13.8
	Married	162	39.3
	Single	125	30.3
	Widowed	20	4.9
	Divorced	48	11.7
Educational attainment	Primary School	25	6.1
	High school	60	14.6
	Bachelor’s Degree	206	50.0
	Postgraduate	121	29.4
Annual income ($)	<20.000	56	13.6
	20.001-25.000	29	7.0
	25.001-35.000	161	39.1
	35.001-50.000	166	40.3
Nationality	Croatia	10	2.4
	Czech Republic	30	7.3

	Germany	80	19.4
	Italy	15	3.6
	Kazakhstan	12	2.9
	Netherlands	35	8.5
	Other Europe	7	1.7
	Poland	25	6.1
	Russia	85	20.6
	Slovakia	20	4.9
	Spain	10	2.4
	UK	75	18.2
	Ukraine	8	1.9
Vacation Days	5	44	10.7
	6	83	20.1
	7	121	29.4
	8	91	22.1
	9	49	11.9
	10	24	5.8
Travel Type	Couple	135	32.8
	Family	121	29.4
	Friends	51	12.4
	Solo	59	14.3
	Tour Group	46	11.2
Social Media Use	< 1 hours	48	11.7
	> 4 hours	98	23.8
	1-2 hours	97	23.5
	2-4 hours	169	41.0
Sharing Preference	Commenting	93	22.6
	Liking Only	74	18.0
	Never Share	38	9.2
	Photo/Video Sharing	207	50.2
Visit Frequency	2-3 Times	108	26.2
	First time	254	61.7
	More than 4 times	50	12.1
Total		412	100.0

The overall model fit indices presented in Table 2 demonstrate a performance that exceeds conventional benchmark thresholds. Specifically, the χ^2/df ratio of 1.152, CFI value of 1.000, TLI of 0.999, RFI of 0.993, and RMSEA of 0.019 collectively indicate a high level of congruence between the measurement and structural components of the model. According to widely accepted criteria in the literature, these results reflect an excellent model fit. The high explanatory power of the model further supports the conclusion that the hypothesized structural relationships are well-represented within the data.

Table 2. SEM Fit Indicies

Fit Index	Value	Recommended Cutoff	Interpretation
Chi-square (χ^2)	1.152	< 3	Excellent fit
Degrees of Freedom (df)	1	---	---
CFI	1.000	≥ 0.95	Excellent fit
TLI	0.999	≥ 0.95	Excellent fit
RFI	0.993	≥ 0.95	Excellent fit
RMSEA	0.019	≤ 0.06	Excellent fit

As shown in Table 3, the hypothesis testing results indicated that only H2 and H3 were supported, demonstrating that perceived time scarcity has a significant and positive effect on both hedonic and utilitarian motivations. However, the impact of time scarcity on tourist fatigue (H1) was found to be non-significant and thus not supported. Similarly, tourist fatigue did not exhibit a significant effect on either hedonic motivation (H4) or utilitarian motivation (H5). Regarding the effects on social media sharing intention, neither hedonic motivation (H6) nor utilitarian motivation (H7) showed a statistically significant direct impact.

Table 3. Hypothesis Results

Hypothesis	*Path*	*Estimate (β)*	*Std. β*	*p-value*	*Hypothesis Support*
H1	Tourist Fatigue ← Time Scarcity	0.071	0.056	0.257	Not Supported
H2	Hedonic ← Time Scarcity	0.982	0.985	***	Supported
H3	Utilitarian ← Time Scarcity	0.715	0.599	***	Supported
H4	Hedonic ← Tourist Fatigue	-0.009	-0.012	0.174	Not Supported
H5	Utilitarian ← Tourist Fatigue	-0.056	-0.061	0.113	Not Supported
H6	Social Media Sharing ← Hedonic	3.161	2.233	0.174	Not Supported
H7	Social Media Sharing ← Utilitarian	-4.270	-3.607	0.179	Not Supported
H8	Social Media Sharing ← Tourist Fatigue (via Hedonic)	0.000	0.000	---	Not Supported
H9	Social Media Sharing ←	0.000	0.000	---	Not Supported

The bootstrap analyses conducted for the assessment of indirect effects, particularly those concerning hypotheses H8 and H9, revealed that the tested mediation relationships were not supported. The standardized indirect effects obtained through the bootstrap method were reported as 0.000 and did not reach statistical significance. This result suggests that no meaningful indirect relationships were observed, and the proposed mediation model could not be empirically validated. The lack of significant mediation effects, confirmed by the bootstrap analysis, highlights the inability of the model to establish robust indirect relationships. Although the model exhibited excellent measurement fit, the fact that the majority of the hypothesized structural paths were not significant indicates that the relationships between the variables did not emerge as expected. This outcome underscores the necessity of addressing individual, contextual, and cultural factors more comprehensively in models seeking to explain the influence of motivational factors on social media sharing intentions.

5. Conclusions

The findings of this study revealed that perceived time scarcity exerted a significant and strong effect on both hedonic and utilitarian motivations within the structural model. Conversely, no significant relationship was found between perceived time scarcity and tourist fatigue. Similarly, tourist fatigue did not significantly influence either hedonic or utilitarian motivations, nor did these motivations exhibit a statistically significant direct effect on social media sharing intention. The most prominent outcome of the structural model was the identification of perceived time scarcity as a key factor shaping individuals' motivational tendencies. However, these motivations appeared to have neither a direct nor indirect effect on social media sharing behavior. These results confirm the influence of perceived time scarcity on motivational constructs but suggest that such motivations do not necessarily translate into sharing behaviors as expected.

The findings partially align with existing literature while also revealing certain divergences. The positive influence of time scarcity on motivational tendencies supports scarcity theory and cognitive load theory by underscoring behavioral shifts in response to resource limitations (Roux et al., 2015; Jin & Lyu, 2025). However, the lack of significant effects of tourist fatigue on motivations and social media sharing intention contradicts findings from previous studies addressing the behavioral consequences of fatigue, such as those by Xu and Lu (2023) and Su et al. (2024). Likewise, the non-significant impact of hedonic and utilitarian motivations on social media sharing intentions contrasts with earlier research on social media sharing dynamics presented by Kim and Fesenmaier (2017) and Ghaderi et al. (2023). These discrepancies may be attributed to contextual differences, sample characteristics, and cultural factors that potentially influenced the outcomes.

5.1. Practical Implications

The findings of this study offer valuable practical implications for destination management, service design, and digital marketing practices within the tourism sector. The significant impact of perceived time scarcity on both hedonic and utilitarian motivations highlights the necessity of integrating time management as a central element in the design of tourism experiences. As emphasized by Jin and Lyu (2025), individuals tend to adopt more utilitarian or goal-directed behaviors under time pressure, suggesting the need for service providers to develop solutions that facilitate time-saving experiences. In this regard, implementing fast reservation systems, organizing time-efficient activities, and offering personalized tour alternatives become particularly crucial during peak tourism seasons (Roux et al., 2015).

On the other hand, the non-significant direct effects of hedonic and utilitarian motivations on social media sharing intention suggest that digital marketing campaigns solely focused on individual motivations may be insufficient. The findings of Kim and Fesenmaier (2017) and Ghaderi et al. (2023) underline the importance of social context and community-based interactions in stimulating sharing behaviors. Accordingly, destination marketing strategies should not only highlight experiential enjoyment or utilitarian benefits but also incorporate elements of social approval, a sense of community, and opportunities for digital engagement. It is therefore essential to align service design approaches that address the motivations of tourists operating under time pressure with social media strategies that foster sharing behaviors, thereby creating a holistic experience management framework.

5.2. Theoretical Implications

The findings of this study offer contributions to the tourism behavior literature by both reinforcing and challenging existing theoretical perspectives. The identification of a significant effect of perceived time scarcity on both hedonic and utilitarian motivations aligns with scarcity theory (Roux et al., 2015) and cognitive load theory (Sweller, 1988), demonstrating that individuals may adjust their motivational tendencies based on perceptions of resource limitations. This result supports theoretical models suggesting that time pressure can play a direct role on individual motivations within the context of tourism behavior. The findings further imply that perceived time scarcity can be modeled as a central variable influencing tourists' hedonic and utilitarian motivations.

In contrast, the non-significant effects of tourist fatigue on motivations and social media sharing intention diverge from previous studies emphasizing the behavioral consequences of tourist fatigue (Xu & Lu, 2023; Su et al., 2024). This discrepancy suggests that the behavioral impacts of fatigue may vary depending on context, sample characteristics, and cultural factors. Moreover, the lack of significant effects of hedonic and utilitarian motivations on social media sharing intention supports theoretical perspectives suggesting that sharing behaviors cannot

be fully explained by individual motivations alone and may instead be shaped by more complex social and contextual dynamics (Kim & Fesenmaier, 2017; Ghaderi et al., 2023). In this regard, the study highlights the need to reassess motivational theories within the context of social media behaviors and suggests that models of tourist behavior may acquire new dimensions because of digital transformation.

5.3. Limitations and Suggestions for Future Studies

Despite its strong model fit and comprehensive sample, this study presents several limitations. First, the data were collected exclusively in the Side region of Antalya, which confines the findings to the demographic and cultural characteristics of this specific destination. Given that a significant portion of the participants consisted of tourists from Europe and Russia, the generalizability of the results to other cultural contexts remains limited. Furthermore, the data collection relied solely on self-reported questionnaires, which may have introduced social desirability bias and subjective perceptions that could affect the reliability of the findings. Additionally, most variables included in the model were assessed at the motivational level, and the multifaceted nature of social media sharing intention was explored only through specific mediators, posing another theoretical limitation.

Future research is encouraged to replicate this model in different destinations, cultural contexts, and demographic groups. Expanding the scope of variables to include social media usage patterns, digital fatigue, and post-sharing satisfaction may enhance the explanatory power of the model. Employing mixed-method approaches, supported by qualitative inquiry, could provide deeper insights into individuals' motivational processes and sharing behaviors. It is also recommended that future studies focus on the dynamic nature of tourist behavior shaped by digitalization, as such research could offer valuable contributions to the fields of tourism marketing and consumer behavior.

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