



Unveiling the Underlying Motivational Constructs Influencing Consumer Preferences for Hotel Bookings Through Travel Agencies in Delhi NCR

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Abstract

This study explores the underlying motivational constructs that influence consumer preferences for hotel bookings through travel agencies in the Delhi NCR region. The research focuses on four key factors: trust, convenience, perceived value, and risk reduction, and their impact on consumers' booking preferences. Employing a quantitative research design, data were collected from 365 respondents using a structured questionnaire. The demographic profile included diverse gender, age, education, and income groups to ensure representativeness. Descriptive statistics, reliability tests, and structural equation modeling (SEM) were used to analyze the data. The results revealed that trust, convenience, perceived value, and risk reduction all significantly and positively affect consumers' booking preferences through travel agencies. Among these, convenience emerged as the most influential factor, followed closely by trust and perceived value. The measurement scales demonstrated strong reliability, with Cronbach's alpha values exceeding 0.80 for all constructs. Convergent and discriminant validity were confirmed through average variance extracted (AVE) and the Fornell-Larcker criterion. The structural model exhibited a good fit, with an SRMR value of 0.058 and an NFI of 0.912, explaining 62.1% of the variance in booking preferences ($R^2 = 0.621$). These findings emphasize the importance of enhancing convenience and building trust to attract and retain customers in the competitive travel agency market. The study contributes to existing literature by providing empirical evidence on motivational factors driving hotel booking behavior through travel agencies in a rapidly growing metropolitan region. Practical implications suggest that travel agencies should focus on improving user-friendly booking processes, transparent policies, and risk mitigation strategies to strengthen consumer confidence. Limitations include the geographic scope limited to Delhi NCR and reliance on self-reported data, which may affect generalizability. Future research is recommended to incorporate longitudinal studies and explore additional motivational factors across diverse geographic locations.

1.Introduction

In today's dynamic hospitality and tourism landscape, understanding the psychological and behavioral underpinnings that shape consumer preferences for hotel bookings has become increasingly critical, especially in urban conglomerates like Delhi NCR, where travel demand is dense, diverse, and demographically complex (Buhalis & Law, 2008; Guttentag, 2010). As travel agencies—both traditional and online—serve as pivotal intermediaries in facilitating accommodation decisions, an in-depth exploration of the motivational constructs driving consumers toward these channels offers crucial insights into both consumer psychology and strategic marketing (Kim et al., 2011; Xiang, Magnini & Fesenmaier, 2015). Motivation, a multi-layered construct that influences decision-making behavior, encompasses a spectrum of



intrinsic and extrinsic factors including perceived value, risk aversion, convenience, price sensitivity, trust, and service personalization (Deci & Ryan, 2000; Gnoth, 1997). Scholars argue that travel-related decisions are often influenced by utilitarian and hedonic motivations—consumers may prioritize functionality, such as package deals and logistical support, or emotional gratifications like reassurance and stress-reduction offered by agency-mediated bookings (Sirgy & Su, 2000; Han & Ryu, 2009). The Theory of Planned Behavior (Ajzen, 1991) and the Expectancy-Value Model (Fishbein & Ajzen, 1975) provide foundational frameworks suggesting that attitudes, perceived behavioral control, and subjective norms collectively shape booking intentions, particularly through structured agency services. Moreover, as Delhi NCR emerges as a tourism and business travel hub, socio-demographic diversity across its subregions—from cosmopolitan New Delhi to the corporate enclaves of Gurgaon and Noida—amplifies the relevance of segment-specific motivations such as cultural preferences, digital literacy, and income-induced travel behavior (Kotler, Bowen & Makens, 2016; Bieger & Laesser, 2004). The integration of technology in travel agency models, particularly through Online Travel Agencies (OTAs), has further shifted motivational paradigms by emphasizing digital convenience, user-generated reviews, loyalty programs, and algorithm-driven personalization (Choe, Kim & Fesenmaier, 2017; Xiang et al., 2015). However, despite the rise of self-service booking platforms, a significant segment of travelers in Delhi NCR continue to rely on agency assistance due to perceived risk mitigation, expert guidance, and ease of bundled services—especially among older age groups or those traveling for complex itineraries (Law, Leung & Wong, 2004; Pearce & Packer, 2013). Additionally, cultural dimensions such as uncertainty avoidance and collectivism, as articulated in Hofstede’s cultural framework (Hofstede, 2001), can also modulate motivations for third-party intervention in hotel bookings. Consumer trust in intermediaries, shaped by factors like agency reputation, prior experience, and brand recognition, has been consistently highlighted as a key motivational determinant (Morgan & Hunt, 1994; Chen & Dubinsky, 2003). In the Delhi NCR context, local travel agencies often blend high-touch customer service with localized knowledge, thereby leveraging relational marketing to foster loyalty and repeated bookings (Sheth, 2011; Lovelock & Wirtz, 2016). Economic motivators also remain prominent—price comparisons, discounts, and bundled offerings through agencies frequently appeal to cost-conscious consumers, especially in price-volatile hotel markets (Dolnicar & Otter, 2003; Bargeman & Van der Poel, 2006). Furthermore, psychological motivators such as cognitive ease, emotional assurance, and perceived social approval significantly influence consumer preferences in favor of travel agencies, as they simplify complex booking decisions and reduce cognitive dissonance (Schiffman & Kanuk, 2010; Kotler & Keller, 2012). In this vein, motivation cannot be treated as a homogenous factor but as a multifaceted construct comprising cognitive, affective, and conative elements that dynamically interact during the decision-making process (Crompton, 1979; Yoon & Uysal, 2005). The post-pandemic travel recovery also adds new dimensions to consumer motivations, such as heightened emphasis on safety protocols, flexible cancellation policies, and transparent communication—factors more likely to be effectively navigated through travel agencies (Gössling, Scott & Hall, 2020; Kaushal & Srivastava, 2021). Against this backdrop, Delhi NCR offers a fertile ground to investigate these layered motivational variables as it represents a microcosm of India’s evolving travel economy marked by digital adoption, service heterogeneity, and socio-economic diversity (Singh, 2020; Prasad & Jha, 2022). While existing literature has broadly categorized tourist motivations, there remains a dearth of context-specific research focusing on metropolitan booking behavior through travel intermediaries (Pizam & Mansfeld, 2000; Chen & Gursoy, 2001). Thus, this study aims to bridge that gap by unveiling the underlying motivational constructs that influence consumer preferences for hotel bookings via travel agencies in Delhi NCR, thereby



contributing to both theoretical enrichment and managerial relevance in hospitality and tourism research.

1.1 Research Questions:

- 1) *What are the key motivational constructs that influence consumer preferences for booking hotels through travel agencies in Delhi NCR?*
- 2) *How do socio-demographic factors (such as age, income, education, and travel purpose) moderate the relationship between motivational constructs and consumer preference for travel agencies?*

1.2 Research Objective:

To identify and analyze the underlying motivational factors influencing consumer preferences for hotel bookings through travel agencies in the Delhi NCR region.

1.3 Hypothesis

H₁: Intrinsic motivational factors (such as trust, convenience, and perceived value) have a significant positive influence on consumer preference for booking hotels through travel agencies in Delhi NCR.

2. Literature Review

Understanding the motivational factors behind hotel bookings through travel agencies necessitates a multidimensional approach that spans behavioral, psychological, and technological domains. This review is organized into three core themes: (1) Consumer Motivation in Travel Decision-Making, (2) The Role of Travel Agencies in Shaping Booking Behavior, and (3) Socio-Demographic Influences on Consumer Preferences.

2.1. Consumer Motivation in Travel Decision-Making

Motivation plays a fundamental role in shaping consumer behavior, particularly in the context of travel and hospitality. According to Deci and Ryan (2000), motivation can be divided into intrinsic (e.g., trust, personalization, assurance) and extrinsic (e.g., discounts, convenience, promotional deals) components. These dimensions directly affect consumer decision-making, especially in selecting travel-related services such as hotel bookings. Crompton (1979) emphasized the importance of push and pull motivations, where push factors reflect internal desires like relaxation or social status, and pull factors relate to the features of a destination or service provider. In the context of hotel bookings, push factors may include the need for risk reduction and psychological assurance, while pull factors may encompass the convenience and perceived reliability of travel agencies (Yoon & Uysal, 2005). The Theory of Planned Behavior (Ajzen, 1991) also contributes to understanding how attitudes, perceived behavioral control, and subjective norms influence booking behavior. Consumers are motivated not only by rational evaluations of cost and benefit (Kotler & Keller, 2012) but also by emotional triggers, such as brand trust and familiarity (Sirgy & Su, 2000). These motivational constructs guide the behavioral intentions of consumers, particularly when navigating complex travel arrangements in urban environments like Delhi NCR.

2.2. The Role of Travel Agencies in Shaping Booking Behavior

Travel agencies—both offline and online—act as critical intermediaries in hotel booking decisions by providing tailored services, reducing uncertainty, and saving time (Buhalis & Law, 2008; Xiang et al., 2015). With the advent of digital platforms, Online Travel Agencies



(OTAs) such as MakeMyTrip, Booking.com, and Yatra have redefined consumer interaction patterns by offering user-generated content, comparison tools, and mobile accessibility (Choe, Kim & Fesenmaier, 2017). However, despite the increasing preference for self-service platforms, a significant proportion of travelers still rely on traditional travel agencies, particularly in markets like India, due to perceived trust, ease of communication, and cultural affinity for personalized assistance (Law, Leung & Wong, 2004; Pearce & Packer, 2013). Studies have found that travel agencies can significantly influence consumer behavior by offering customized packages, bundling deals, and providing expert advice (Chen & Gursoy, 2001; Bieger & Laesser, 2004). Moreover, the trust-based relationship between consumer and agent remains a powerful motivational force in the booking process (Morgan & Hunt, 1994). Travel agencies also appeal to risk-averse customers who prefer a human point of contact for problem-solving and conflict resolution (Dolnicar & Otter, 2003; Lovelock & Wirtz, 2016), a factor especially relevant in densely populated and heterogeneous regions like Delhi NCR.

2.3. Socio-Demographic Influences on Consumer Preferences

Socio-demographic variables such as age, gender, income, education, and travel purpose significantly moderate the impact of motivational constructs on consumer preferences (Bargeman & Van der Poel, 2006; Pizam & Mansfeld, 2000). For example, older consumers may prefer traditional travel agencies due to lower digital literacy and greater reliance on interpersonal service (Kaushal & Srivastava, 2021), while younger, tech-savvy individuals may be more motivated by convenience and speed offered by OTAs (Xiang et al., 2015). Hofstede's (2001) cultural dimensions theory also suggests that societies with high uncertainty avoidance, such as India, may favor structured and guided services, which amplifies the appeal of travel agencies. Additionally, higher-income individuals may be more inclined to book through premium agencies offering exclusive packages, while budget-conscious travelers may be motivated by deals and comparative pricing (Chen & Dubinsky, 2003; Kotler, Bowen & Makens, 2016). In Delhi NCR—a socio-economically diverse region—these factors play a crucial role in shaping how and why consumers choose specific booking channels. Prasad and Jha (2022) highlighted the growing need to contextualize hospitality behaviors within regional and urban frameworks to better understand such variations in consumer preference. The literature reveals that consumer preferences for hotel bookings through travel agencies are shaped by an intricate interplay of motivational drivers, the evolving role of travel agencies, and socio-demographic moderators. However, limited research has specifically explored these dynamics in the context of a metropolitan region like Delhi NCR, thus underscoring the significance of the current study in contributing to both theory and practice in hospitality and consumer behavior.

3. Research Methodology

The study employed a quantitative research methodology to investigate the motivational constructs influencing consumer preferences for hotel bookings through travel agencies in the Delhi NCR region. The research was based on a descriptive cross-sectional design, which enabled the collection of data from a diverse sample at a single point in time. A structured questionnaire was developed using validated scales adopted from prior studies, focusing on variables such as trust, convenience, perceived value, risk reduction, and demographic profiles. The instrument used a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), to measure respondents' agreement with various motivational statements. The target population included consumers who had booked hotels through travel agencies—both online and offline—within the past 12 months. A purposive sampling technique was applied to ensure the inclusion of respondents with relevant experience. Data were collected through a combination of online surveys (Google Forms) and offline distribution at major travel hubs, corporate offices, and educational institutions across Delhi NCR. A total of 400 responses were initially gathered, of which 365 valid responses were retained for analysis after cleaning and



screening for completeness and consistency. The data were analyzed using Structural Equation Modeling (SEM) via SmartPLS 4.0 to examine the relationships between motivational constructs and consumer booking preferences. Preliminary analyses included descriptive statistics, reliability analysis using Cronbach's alpha, and exploratory factor analysis (EFA) to validate the constructs. Convergent and discriminant validity were assessed through Average Variance Extracted (AVE) and Fornell-Larcker criteria, respectively. The model's fit and hypotheses were tested using path coefficients, R-square values, and bootstrapping techniques. The findings provided empirical insights into how motivational factors significantly influenced consumer behavior and highlighted the moderating role of socio-demographic variables in shaping booking preferences in the travel agency context.

4.Data Analysis and Results

The data analysis and results section of the study encompassed a comprehensive examination of demographic profiles, descriptive statistics, construct reliability, validity, and structural relationships among variables. Initially, demographic analysis was conducted to understand the distribution of respondents by gender, age, education, and income. Descriptive statistics such as means and standard deviations highlighted overall trends in consumer motivations. Reliability of constructs was confirmed using Cronbach's alpha and composite reliability, while convergent and discriminant validity were established using Average Variance Extracted (AVE) and Fornell-Larcker criteria. Structural Equation Modeling (SEM) via SmartPLS 4.0 was employed to test the hypothesized relationships. Path coefficients, t-values, and p-values demonstrated the significant influence of trust, convenience, perceived value, and risk reduction on booking preferences. The model exhibited a good fit with R² indicating substantial explanatory power. These findings collectively provided empirical support for the theoretical framework and revealed key motivational factors driving hotel bookings through travel agencies in Delhi NCR.

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	210	57.5
	Female	155	42.5
Age	18–25 years	105	28.8
	26–35 years	135	37.0
	36–45 years	75	20.5
	Above 45 years	50	13.7
Education	Undergraduate	90	24.7
	Graduate	160	43.8
	Postgraduate & above	115	31.5
Income Level	Below ₹25,000	90	24.7
	₹25,001–₹50,000	130	35.6
	₹50,001–₹1,00,000	100	27.4
	Above ₹1,00,000	45	12.3

Source: Author's in SPSS

The demographic profile of the respondents (N = 365) reveals a diverse sample across gender, age, education, and income levels, providing a comprehensive representation of consumers booking hotels through travel agencies in Delhi NCR. Males constituted a slight majority with 57.5%, while females accounted for 42.5%, indicating balanced gender participation. In terms of age distribution, the largest group was aged 26–35 years (37.0%), followed by 18–25 years (28.8%), suggesting that younger and middle-aged adults are key users of travel agency



services. Respondents aged 36–45 years made up 20.5%, while those above 45 years constituted 13.7%, reflecting moderate engagement among older consumers. Educationally, a majority of respondents were graduates (43.8%), followed by postgraduates and above (31.5%) and undergraduates (24.7%), indicating a relatively well-educated sample. Income-wise, the highest proportion of respondents fell within the ₹25,001–₹50,000 bracket (35.6%), with 27.4% earning ₹50,001–₹1,00,000, showing a strong presence of middle-income groups in the sample.

Table 2: Descriptive Statistics of Key Constructs

Construct	Mean	Standard Deviation	Minimum	Maximum
Trust	3.85	0.74	1	5
Convenience	4.02	0.68	1	5
Perceived Value	3.78	0.71	1	5
Risk Reduction	3.66	0.81	1	5
Booking Preference	3.90	0.75	1	5

Source: Author's Calculation.

The descriptive statistics of the key constructs indicate generally favorable consumer perceptions toward hotel bookings through travel agencies in Delhi NCR. Among the five measured constructs, Convenience registered the highest mean score of 4.02 (SD = 0.68), suggesting that consumers highly value ease and effortlessness when making bookings through agencies. This was closely followed by Booking Preference with a mean of 3.90 (SD = 0.75), reflecting a positive inclination towards choosing travel agencies for hotel bookings. Trust also recorded a relatively high mean of 3.85 (SD = 0.74), indicating that respondents generally have confidence in the reliability and integrity of travel agencies. Perceived Value showed a mean of 3.78 (SD = 0.71), suggesting that users find the services to be fairly cost-effective and beneficial. Lastly, Risk Reduction had the lowest mean of 3.66 (SD = 0.81), implying that while consumers recognize a reduction in booking-related risks, there is still room for improvement in ensuring complete assurance.

Table 3: Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Trust	0.841	0.886	0.662
Convenience	0.823	0.872	0.631
Perceived Value	0.856	0.897	0.684
Risk Reduction	0.801	0.860	0.610
Booking Preference	0.870	0.909	0.717

The reliability and convergent validity analysis confirmed the consistency and validity of the measurement scales used in the study. All constructs demonstrated strong internal consistency, with Cronbach's alpha values exceeding the acceptable threshold of 0.70, ranging from 0.801 for Risk Reduction to 0.870 for Booking Preference, indicating reliable measurement. Composite Reliability (CR) values further supported this reliability, with all constructs scoring above 0.85, confirming the constructs' stability and consistency. Convergent validity was established through Average Variance Extracted (AVE) values, all above the recommended minimum of 0.50, ranging from 0.610 for Risk Reduction to 0.717 for Booking Preference.



These results indicate that the latent variables explain a substantial portion of the variance in their observed indicators, validating the measurement model and ensuring that the constructs—Trust, Convenience, Perceived Value, Risk Reduction, and Booking Preference—are both reliable and valid for subsequent structural analysis.

Table 4: Discriminant Validity (Fornell-Larcker Criterion)

Construct	1	2	3	4	5
Trust	0.814				
Convenience	0.512	0.794			
Perceived Value	0.476	0.538	0.827		
Risk Reduction	0.442	0.489	0.508	0.781	
Booking Preference	0.583	0.621	0.607	0.565	0.846

The discriminant validity of the constructs was assessed using the Fornell-Larcker criterion, which requires that the square root of the Average Variance Extracted (AVE) for each construct (represented by the diagonal values) be greater than its correlations with other constructs. As shown in the table, all diagonal values—ranging from 0.781 for Risk Reduction to 0.846 for Booking Preference—are higher than the corresponding off-diagonal correlations between constructs. This indicates that each construct is distinct and measures a unique concept, ensuring no significant overlap between variables such as Trust, Convenience, Perceived Value, Risk Reduction, and Booking Preference. These results confirm that the measurement model possesses satisfactory discriminant validity, supporting the integrity of the constructs and allowing for meaningful interpretation of their relationships in the subsequent structural model analysis.

Table 5: Structural Model Results (Hypothesis Testing)

Hypothesis	Path	β (Beta)	T-value	P-value	Decision
H ₁ : Trust → Booking Preference	Supported	0.268	5.18	< 0.001	Accepted
H ₂ : Convenience → Booking Preference	Supported	0.295	6.12	< 0.001	Accepted
H ₃ : Perceived Value → Booking Preference	Supported	0.221	4.56	< 0.001	Accepted
H ₄ : Risk Reduction → Booking Preference	Supported	0.194	3.77	< 0.001	Accepted

The structural model results presented in Table 5 demonstrate strong support for all the hypothesized relationships between the motivational constructs and booking preference. The path from Trust to Booking Preference was significant with a beta coefficient of 0.268 ($t = 5.18$, $p < 0.001$), indicating that higher trust in travel agencies positively influences consumers' hotel booking decisions. Similarly, Convenience showed the strongest effect on booking preference with a beta of 0.295 ($t = 6.12$, $p < 0.001$), emphasizing the critical role of ease and accessibility in consumer choice. Perceived Value also had a significant positive impact ($\beta = 0.221$, $t = 4.56$, $p < 0.001$), suggesting that the perception of benefits and cost-effectiveness encourages bookings through agencies. Lastly, Risk Reduction positively influenced booking preference with a beta of 0.194 ($t = 3.77$, $p < 0.001$), underscoring the importance of minimizing uncertainties in the booking process. All hypotheses were accepted, confirming that these motivational factors collectively drive consumer preference for hotel bookings via travel agencies in the Delhi NCR region.

Table 6: R² Value of Dependent Variable

Dependent Variable	R ² Value
Booking Preference	0.621



The R^2 value for the dependent variable Booking Preference is 0.621, indicating that approximately 62.1% of the variance in consumers' hotel booking preferences through travel agencies in Delhi NCR is explained by the combined influence of the independent constructs—Trust, Convenience, Perceived Value, and Risk Reduction. This relatively high R^2 value demonstrates a strong explanatory power of the model, confirming that the selected motivational factors are significant determinants of booking behavior in the context of this study. It reflects the model's robustness in capturing the key drivers behind consumer preferences, providing valuable insights for travel agencies aiming to enhance their service offerings and marketing strategies.

Table 7: Model Fit Summary (SmartPLS Output)

Fit Index	Value	Threshold	Status
SRMR (Standardized Root Mean Square Residual)	0.058	< 0.08	Good Fit
NFI (Normed Fit Index)	0.912	> 0.90	Acceptable
R^2 (Booking Preference)	0.621	> 0.50	Substantial

The model fit summary, as reported in Table 7 based on SmartPLS output, indicates that the structural model demonstrates a good overall fit. The SRMR value is 0.058, which is below the recommended threshold of 0.08, signaling a good fit between the hypothesized model and the observed data. The NFI value of 0.912 exceeds the minimum acceptable value of 0.90, further confirming the model's adequacy in representing the data structure. Additionally, the R^2 value for Booking Preference is 0.621, indicating substantial explanatory power and confirming that the model explains a significant proportion of variance in consumers' hotel booking preferences through travel agencies. Collectively, these fit indices validate the robustness and reliability of the proposed model in explaining the motivational factors influencing hotel booking decisions in Delhi NCR.

5. Discussion and Conclusion

The present study sought to explore the key motivational factors influencing consumer preferences for hotel bookings through travel agencies in the Delhi NCR region. The findings from the empirical analysis provide significant insights into how trust, convenience, perceived value, and risk reduction collectively impact consumers' booking decisions, supporting the proposed theoretical framework and advancing the understanding of consumer behavior in the evolving travel service landscape. Firstly, trust emerged as a significant determinant influencing booking preference, corroborating extant literature that highlights trust as a critical antecedent in service transactions (Gefen, 2000; McKnight et al., 2002). The positive relationship suggests that consumers rely heavily on the reliability, credibility, and integrity of travel agencies when making hotel bookings. This finding aligns with the principle that trust reduces uncertainty and perceived risk in online or offline booking processes (Kim et al., 2008; Pavlou, 2003). Given the fragmented nature of travel information and the presence of various booking platforms, establishing strong trust mechanisms—such as transparent policies, reliable customer service, and secure payment options—becomes essential for agencies to retain and attract customers. Secondly, convenience was identified as the most influential factor affecting booking preference, which is consistent with previous research emphasizing the importance of ease of use and accessibility in consumer decision-making (Berry et al., 2002; Cox & Dale, 2001). The higher mean score for convenience indicates that consumers highly appreciate streamlined booking processes, time savings, and the availability of comprehensive information through agencies. This underscores the growing demand for user-friendly digital interfaces and efficient service delivery channels. Travel agencies that invest in enhancing convenience—through mobile applications, 24/7 customer support, and simplified booking



procedures—can significantly improve their competitive advantage in the Delhi NCR market. Perceived value also positively influenced booking preference, reaffirming its role as a critical motivation in consumer behavior research (Zeithaml, 1988; Sweeney & Soutar, 2001). Customers tend to choose travel agencies when they perceive that the benefits—such as discounted rates, package deals, or added services—justify the costs involved. This finding suggests that pricing strategies and value-added offerings remain pivotal in shaping consumer choices. Agencies that can successfully communicate superior value, including customized packages and loyalty rewards, are likely to foster stronger customer engagement and repeat business. Furthermore, risk reduction showed a significant but relatively lower impact compared to other factors, indicating that consumers value assurance mechanisms that mitigate potential losses or inconveniences during booking. This is aligned with prior studies demonstrating that consumers seek to minimize uncertainty related to cancellations, refunds, and service quality (Bhatnagar et al., 2000; Kim & Benbasat, 2003). However, the somewhat lower influence could suggest that while risk mitigation remains important, it may be secondary to more immediate benefits like convenience and trust in the Delhi NCR context. Travel agencies should continue to enhance policies related to flexible cancellations, secure transactions, and transparent communication to address these concerns. The model's R^2 value of 0.621 indicates that these four constructs collectively explain over 62% of the variance in booking preferences, demonstrating a robust and well-fitting model. This substantial explanatory power highlights the relevance of the chosen motivational factors in understanding consumer decision-making in this specific geographical and service context. The model fit indices (SRMR = 0.058, NFI = 0.912) further confirm the appropriateness of the structural model, strengthening confidence in the study's conclusions. Practical Implications: The findings offer valuable guidance for travel agencies operating in Delhi NCR. Prioritizing trust-building measures—such as transparent policies, responsive customer service, and data security—is imperative. Agencies should also invest in improving convenience by optimizing digital platforms and streamlining the booking experience. Marketing strategies that emphasize perceived value through promotions and customized packages can attract price-sensitive consumers. Moreover, clear communication around risk mitigation policies can further enhance consumer confidence and satisfaction.

6. Limitations and Future Scope

Despite these contributions, the study has limitations. The sample was confined to Delhi NCR, limiting generalizability to other regions or countries with different consumer behaviors and market dynamics. Future research could expand the geographical scope or incorporate qualitative approaches to gain deeper insights into consumer motivations. Additionally, examining the role of emerging technologies such as Artificial Intelligence or Augmented Reality in influencing booking preferences could provide further avenues for investigation. In conclusion, this study successfully identified and validated the critical motivational constructs driving consumer preferences for hotel bookings through travel agencies in Delhi NCR. Trust, convenience, perceived value, and risk reduction emerged as significant influencers, with convenience exerting the strongest effect. These findings not only enrich academic understanding of consumer behavior in the travel sector but also offer actionable insights for practitioners aiming to enhance customer engagement and competitive positioning. As the travel industry continues to evolve, agencies that adapt by addressing these key motivational factors will be better positioned to meet consumer expectations and achieve sustainable growth.



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