

Assessing Consumer Awareness Towards Online Travel Portals

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Abstract: The fast advancement of digital technology and internet penetration has altered the travel and tourism business, resulting in greater use of online travel portals (OTPs) for accommodation booking and travel-related services. The current study seeks to assess consumer awareness of online travel portals by looking at five key dimensions: awareness of online travel booking services, knowledge of digital promotions, awareness of loyalty benefits, awareness of monetary advantages, and consumer participation. A quantitative, descriptive research approach was used, with main data obtained via a structured questionnaire distributed to customers acquainted with online travel sites. A total of 532 valid responses were collected and analyzed with the Statistical Package for Social Sciences (SPSS).

The reliability investigation showed acceptable internal consistency, with Cronbach's Alpha values ranging from 0.801 to 0.858 and Composite Reliability (CR) values ranging from 0.883 to 0.904. The measuring instrument's validity was validated by the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy (0.981) and Bartlett's Test of Sphericity ($\chi^2 = 6960.588$, $p < 0.001$), showing that the data is suitable for factor analysis. Exploratory Factor Analysis (EFA) identified a dominating factor with an eigenvalue of 11.05, accounting for 61.39% of the total variance, with communality values ranging from 0.691 to 0.817, indicating excellent construct validity.

The results show a reasonable level of consumer awareness across all dimensions, with mean scores ranging from 3.23 to 3.34 and standard deviations ranging from 1.240 to 1.304. Among the aspects, participation and loyalty rewards had somewhat greater levels of knowledge, while awareness of online trip booking services and monetary incentives remained relatively low. The study emphasizes the role of digital marketing, loyalty programs, and financial incentives in raising customer awareness and engagement. The findings help online travel businesses boost their marketing communication strategies and increase customer connection with digital travel platforms..

Keywords Consumer awareness, Online travel portals, Digital promotions, Loyalty benefits, Monetary advantages, Consumer participation, Online travel booking, Digital marketing, Travel consumer behaviour

Introduction

In the rapidly evolving digital economy, growth in internet penetration and technological innovation has dramatically reshaped consumer behaviour across industries, particularly in travel and tourism. Online travel portals (OTPs) – web-based platforms that enable consumers to search, compare, and.

book various travel services such as accommodation, flights, and holiday packages — are disruptive forces in the modern tourism ecosystem (Singh et al., 2024). These platforms have transformed the conventional travel purchasing process from offline intermediaries (e.g., travel agents) to digitally accessible services that offer convenience, information richness, and personalized choices at users' fingertips.

In India, this shift has been especially pronounced due to rapid digital adoption and burgeoning smartphone usage. The online travel market is projected to grow significantly, driven by rising internet use and expanding middle-class incomes, which facilitate independent travel planning (ResearchAndMarkets, 2025). Consequently, OTPs like MakeMyTrip, Goibibo, Cleartrip, and Yatra have become primary facilitators of travel bookings among Indian consumers, directly influencing awareness and engagement patterns.

Emergence and Significance of Online Travel Portals

The concept of online travel booking, though established globally in the early 2000s, has seen exponential growth post-2010 with the proliferation of e-commerce and digital platforms in India. According to the National Digital Tourism Mission of the Government of India, digitalization in tourism not only expands market reach but also improves service quality and customization of product offerings (Ministry of Tourism, Govt. of India, 2022). This digital ecosystem allows consumers to access travel information, compare services, and complete bookings seamlessly across devices.

Academic research emphasizes that OTPs serve as comprehensive intermediaries aggregating travel information and facilitating real-time booking across multiple services, including accommodation, flights, and ancillary travel products (Wu et al., 2024; Singh et al., 2024). Consumers benefit from utilitarian values such as convenience, comparative pricing, and extensive service information — all of which reduce search costs inherent in offline booking processes (Hien et al., 2024).

Because OTPs centralize travel options and empower users to make informed decisions independently, understanding awareness among consumers becomes a key measure of how effectively these platforms are penetrating the market and shaping purchasing decisions.

Consumer Awareness: Concept and Importance

Consumer awareness refers to the extent to which individuals possess knowledge and recognition of a product, service, or brand and understand its functions, benefits, and presence in a marketplace (Kotler & Keller, 2021, as conceptualized in marketing literature). In the context of online travel portals, consumer awareness encompasses knowledge about the availability of booking services, digital promotions, loyalty and monetary benefits, ease of payment options, and interaction with various digital channels.

High consumer awareness directly influences the propensity of users to engage with and trust online travel portals. Awareness reduces perceived risk and uncertainty, thereby increasing the likelihood of purchase intention and long-term engagement (Market research on OTA antecedents, Singh et al., 2024). For instance, when consumers know about additional features such as loyalty rewards, cashback programs, and digital promotions, they are more likely to view these platforms favorably and use them repeatedly. Therefore, measuring the level of consumer awareness is crucial for understanding how effectively OTPs communicate their offerings and benefits to potential users.

Digital Promotions and Awareness Channels

One of the core drivers of awareness in the digital age is the strategic use of digital marketing and social media platforms. Digital promotions leverage a variety of channels including search engines, social media (YouTube, Instagram, Facebook), email campaigns, and mobile applications to inform and engage prospective travellers (D Kumar et al., 2025).

Studies indicate that digital marketing significantly influences consumer travel decisions by enhancing visibility of travel products and destinations, guiding travel planning, and shaping decision-making patterns through targeted messaging and user engagement (Digital marketing impact studies, 2025). Moreover, digital communication not only educates consumers about offers and promotions but also fosters an interactive environment where users can engage with brands and share experiences via user-generated content and online reviews (Travel 2.0 user participation, 2026).

Digital promotions thus serve dual purposes: (1) increasing consumer awareness by broadcasting information through multiple touchpoints, and (2) reinforcing positive perceptions about OTPs' services, benefits, and user experience. The interactive nature of these channels plays a pivotal role in building awareness and trust, especially among younger consumer segments who rely heavily on digital platforms for travel decisions.

Loyalty Benefits and Consumer Awareness

Loyalty programs are another significant dimension influencing consumer awareness. These programs include tier-based rewards, early access to sales, cashback offers, and exclusive promotional deals for frequent customers. Such benefits are designed not only to incentivize recurring usage but also to develop deeper brand recall and preference among users.

Academic findings suggest that consumer satisfaction and loyalty toward online travel websites are affected by factors such as price, convenience, user experience, and interactive features, all of which bolster awareness and retention (Booking.com loyalty study, 2021). In this context, consumers who are aware of loyalty programs are more likely to engage regularly with OTPs, reinforcing their relationship with the brand and reducing the likelihood of switching to alternative platforms.

Monetary Advantages and Awareness

Monetary advantages offered by OTPs — such as discounts for card payments, co-branded travel credit cards, and flexible payment options like “Pay Later” services — significantly influence consumer awareness and perceived value. Research has shown that when consumers understand these financial benefits, it reduces their perceived financial risk and increases purchase intention (OTA antecedents literature, Singh et al., 2024).

Moreover, the proliferation of digital payment solutions and financial incentives in travel bookings has made consumers more aware of cost-effective travel planning options. Awareness of these monetary advantages also aids in enhancing overall user experience and satisfaction, particularly in price-sensitive markets like India where consumers actively seek value for money.

Participation and Word-of-Mouth Awareness

Participation refers to consumer engagement with OTPs beyond mere transactional interactions. This includes discussing travel brands with friends, sharing experiences on social media, and recommending platforms to others. Participation is closely linked to consumer awareness, as users who are well-informed about a platform's offerings — its services, features, and benefits — are more likely to advocate for it.

Social media's role in facilitating and amplifying such participation cannot be understated. Interactive features, such as review sharing and user testimonials, enhance visibility and awareness by serving as peer endorsements. These peer recommendations often carry more trust and influence compared to traditional marketing messages, reinforcing awareness through social proof.

Research Gap and Rationale

Previous research has largely focused on satisfaction, adoption intention, trust, and post-purchase behavior of online travel portals. There is limited empirical information on the multifaceted nature of customer awareness, which includes booking services, digital promotions, loyalty incentives,

monetary benefits, and involvement in the Indian OTA setting. Most existing studies either emphasise consumer satisfaction and behaviour (e.g., studies on factors affecting satisfaction and post-purchase behaviour) or focus on broader digital marketing impacts without delving into integrated consumer awareness measures specific to OTP offerings (Sahu et al., 2025).

Given that awareness is a precursor to usage and loyalty, uncovering the level of consumer awareness is critical for both theoretical understanding and practical implementation of marketing strategies by OTPs. This study aims to fill this gap by systematically analysing consumer recognition and understanding of various facets of OTPs – including digital promotions, loyalty benefits, monetary advantages, and participation influences – using a structured questionnaire tailored to relevant constructs.

Review of Literature

The digital transformation of the travel and tourism industry has fundamentally altered how consumers search for information, evaluate alternatives, and purchase travel-related services. Online travel booking portals have emerged as dominant digital intermediaries, enabling consumers to book accommodation, compare prices, access detailed information, and avail promotional and financial benefits with ease. In this digital environment, consumer awareness is considered a foundational construct that precedes trust, intention, and actual usage of online platforms (Kotler & Keller, 2021; Singh et al., 2024). Awareness enables consumers to recognize the availability of services, understand platform features, and evaluate benefits associated with online travel portals.

Recent studies highlight that awareness is multidimensional and extends beyond basic service recognition to include knowledge of digital promotions, loyalty programs, monetary advantages, and participatory engagement through social media and peer networks (Wu et al., 2024; Sahu et al., 2025). Given the increasing competition among online travel portals in India, understanding the level of consumer awareness across these dimensions becomes crucial. The following subsections review literature related to each construct independently.

Awareness of Online Travel Booking Services

Awareness of online travel booking services refers to consumers' understanding of the availability, scope, and functionality of services offered by online travel portals, particularly accommodation booking and access to detailed service information. Prior research consistently identifies awareness as a primary antecedent to the adoption of online travel platforms (Sharma & Sharma, 2022; Hien et al., 2024).

Studies indicate that consumers who are aware that accommodation and travel services can be booked online perceive greater convenience and efficiency compared to traditional offline booking channels (Wu et al., 2024). Awareness of detailed service information—such as hotel descriptions, photographs, customer reviews, pricing transparency, and cancellation policies—reduces information asymmetry and perceived risk associated with online bookings (Sahu et al., 2025). This increased awareness enhances consumers' confidence and facilitates informed decision-making.

In the Indian context, the rapid expansion of internet connectivity and smartphone usage has significantly contributed to consumer awareness of online travel booking services (Ken Research, 2025). Research suggests that awareness is particularly high among younger and urban consumers, who are more exposed to digital platforms and rely heavily on online sources for travel planning (Mordor Intelligence, 2026). Furthermore, awareness of the wide range of services offered by online travel portals—such as bundled services, multiple accommodation options, and instant confirmations—positions these platforms as comprehensive travel solutions (Singh et al., 2024).

Overall, the literature establishes that awareness of online travel booking services plays a critical role in shaping consumers' perceptions and adoption behaviour toward online travel portals.

Hypothesis H1:

Consumers have significant awareness about online travel booking services offered by online travel portals.

Knowledge about Digital Promotions

Knowledge about digital promotions refers to consumers' awareness of marketing and promotional activities carried out through digital channels such as social media platforms, search engines, mobile applications, and targeted online advertisements. Digital promotions have become a central strategy for online travel portals to communicate offers, enhance brand visibility, and influence consumer awareness (Das, 2024).

Empirical studies reveal that consumers frequently encounter online travel promotions through platforms such as Instagram, Facebook, YouTube, and Google search results, which significantly enhance brand recognition and recall (Suman & Das, 2024). Awareness of digital promotions enables consumers to stay informed about special offers such as "deal of the day," seasonal discounts, early bird offers, prepaid rates, and exclusive member deals (Hien et al., 2024). This exposure increases familiarity with online travel brands and their value propositions.

Research also highlights the role of integrated digital marketing, where consumer interactions across multiple digital touchpoints are tracked and utilized to deliver personalized promotional content (Wu et al., 2024). Such retargeting practices strengthen awareness by repeatedly exposing consumers to relevant travel offers based on their browsing behaviour. In price-sensitive markets like India, awareness of promotional offers significantly influences consumers' perception of value and purchase consideration (Ken Research, 2025).

The literature thus suggests that knowledge about digital promotions is a crucial dimension of consumer awareness that directly impacts how consumers perceive and engage with online travel portals.

Hypothesis H2:

Consumers have significant awareness about digital promotions used by online travel portals.

Awareness of Loyalty Benefits

Awareness of loyalty benefits refers to consumers' understanding of rewards and privileges offered by online travel portals to frequent or elite customers. Loyalty programs are designed to encourage repeat usage, strengthen customer relationships, and enhance long-term engagement (Kotler & Keller, 2021).

Prior studies indicate that awareness of loyalty benefits such as additional discounts, early access to sales, cashback rewards, and exclusive offers positively influences consumers' perceived value and platform preference (Sharifudin et al., 2024). Consumers who are aware of loyalty benefits are more likely to develop favourable attitudes toward online travel portals and exhibit repeat purchase behaviour (Sahu et al., 2025).

Research further suggests that awareness of personalized loyalty benefits, including special occasion rewards like birthday or anniversary offers, enhances emotional bonding and perceived relationship quality (Wu et al., 2024). In highly competitive online travel markets, awareness of loyalty benefits serves as a differentiating factor that helps platforms retain customers and strengthen brand loyalty (Mordor Intelligence, 2026).

However, literature also emphasizes that loyalty programs are effective only when consumers are adequately aware of their existence and benefits. Lack of awareness diminishes program effectiveness and weakens consumer engagement (Singh et al., 2024). Thus, awareness of loyalty benefits remains a key component of overall consumer awareness toward online travel portals.

Hypothesis H3:

Consumers have significant awareness about loyalty benefits offered by online travel portals.

Awareness of Monetary Advantages

Awareness of monetary advantages refers to consumers' knowledge of financial incentives associated with online travel bookings, such as card-based discounts, co-branded credit card benefits, cashback offers, and flexible payment options like "pay later." Monetary incentives are particularly influential in shaping consumer behaviour in online environments (Sharma & Sharma, 2022).

Studies indicate that consumers who are aware of card-linked discounts and bank offers perceive online travel portals as more economical and cost-effective (Hien et al., 2024). Awareness of co-branded credit cards that provide benefits such as complimentary lounge access, travel vouchers, and bonus reward points further enhances perceived savings and value (Singh et al., 2024). Flexible payment options reduce financial constraints and encourage advance bookings, especially for accommodation services (Sahu et al., 2025).

In India, where consumers are highly price-conscious, awareness of monetary advantages significantly impacts booking decisions and platform preference (Ken Research, 2025). Literature confirms that transparent communication of financial benefits enhances trust and strengthens overall consumer awareness toward online travel portals (Wu et al., 2024).

Hypothesis H4:

Consumers have significant awareness about monetary advantages associated with online travel portals.

Participation

Participation refers to consumers' active engagement with online travel portals beyond transactional usage, including sharing information, recommending platforms to others, and interacting with brands on social media. Participation is closely linked with awareness, as informed consumers are more likely to engage in word-of-mouth communication (Kotler & Keller, 2021).

Research shows that social media recommendations and peer interactions significantly enhance consumer awareness and influence travel-related decisions (Das, 2024). Consumers with higher awareness levels are more capable of describing online travel brands and recommending them to friends and social networks (Sharifudin et al., 2024). Such participation strengthens electronic word-of-mouth, which serves as a credible source of information for prospective users (Wu et al., 2024).

Empirical evidence suggests that participation not only reflects awareness but also reinforces it through repeated interaction and social validation (Sahu et al., 2025). In the context of online travel portals, participation enhances brand visibility and sustains awareness cycles through continuous consumer engagement.

Hypothesis H5:

Consumers have significant awareness that leads to active participation in online travel portals.

Research Methodology

Research Design

The present study adopts a quantitative research design to examine the level of consumer awareness regarding online travel portals in India. Quantitative research is appropriate for studies that aim to measure attitudes, perceptions, and awareness levels using structured instruments and statistical techniques (Creswell & Creswell, 2018). In the context of digital travel services, quantitative approaches enable researchers to systematically capture consumer perceptions and awareness patterns across a large number of respondents. The primary objective of this study is to identify the level of consumer awareness towards online travel portals, particularly in relation to booking services, digital promotions, loyalty benefits, monetary advantages, and participation.

The research design is descriptive in nature, as it seeks to describe and interpret the level of awareness among consumers who use or are familiar with online travel portals. Descriptive research is widely used in marketing and consumer behaviour studies where the aim is to understand characteristics, attitudes, and perceptions of a specific population (Malhotra & Dash, 2020). This design is particularly suitable for evaluating awareness levels of digital services among consumers.

Data Collection Method

The study primarily relies on primary data collected through a structured questionnaire. A questionnaire-based survey method was considered appropriate because it allows for efficient data collection from a large group of respondents and enables standardized responses for statistical analysis.

The questionnaire was developed based on an extensive review of literature related to online consumer behaviour, digital marketing, and online travel portals. The instrument consisted of two sections. The first section included items related to demographic and general travel behaviour information of respondents. The second section measured consumer awareness toward online travel portals using a set of structured statements.

The questionnaire was administered using a five-point Likert scale, where respondents were asked to indicate their level of agreement with each statement. The scale ranged from 1 = Strongly Disagree to 5 = Strongly Agree. Likert scales are widely used in consumer behaviour research as they allow respondents to express varying levels of agreement with a given statement and facilitate quantitative analysis of attitudes and perceptions.

Measurement of Variables

Consumer awareness towards online travel portals was measured using an 18-item scale comprising five key constructs. These constructs were designed to capture different dimensions of consumer awareness in the context of online travel booking services.

The constructs included:

Awareness of Online Travel Booking Services—measuring consumers' awareness of the availability and functions of online travel booking portals, including accommodation booking and access to service information.

Knowledge about Digital Promotions—assessing consumers' awareness of promotional activities conducted by online travel portals through digital channels such as social media platforms, search engines, and targeted advertising.

Awareness of Loyalty Benefits—evaluating consumers' knowledge about rewards and privileges offered to frequent or elite customers by online travel portals.

Awareness of Monetary Advantages—measuring consumers' awareness regarding financial incentives such as card discounts, co-branded credit card benefits, cashback offers, and flexible payment options.

Participation—assessing consumers' engagement with online travel portals, including recognition, discussion, and influence of social media recommendations.

Each construct consisted of multiple items, resulting in a total of 18 measurement statements (AOTP1–AOTP18). Respondents were required to indicate their level of agreement with each statement using the Likert scale.

Sampling Design

The study targeted consumers who are familiar with or have used online travel portals for booking accommodation or other travel-related services. Since the research focuses on awareness of online travel booking platforms, respondents were selected based on their exposure to digital travel services.

A non-probability convenience sampling technique was employed for the purpose of data collection. Convenience sampling is frequently used in consumer behaviour and marketing research when the objective is to collect data from readily available respondents who possess relevant experience with the phenomenon under study (Malhotra & Dash, 2020).

Respondent Profile

The study focused on customers who were familiar with or had past experience using online travel portals for lodging and travel-related reservations. Respondents were predominantly digitally active customers who routinely used online platforms for travel information, service comparison, and booking. Given the extensive use of smartphones and internet-based travel services in India, the sample includes people who are familiar with online travel technology and digital booking platforms.

The final sample has 532 valid replies, which is considered sufficient for completing reliability, validity, and descriptive statistical analysis. The huge sample size strengthens the findings and gives a thorough insight of consumer attitudes regarding online travel portals.

Data Analysis Techniques

To achieve the objective of identifying the level of consumer awareness toward online travel portals, the study primarily employed descriptive statistical techniques. Descriptive statistics are useful for summarizing and interpreting data in a meaningful manner and are commonly used to understand the central tendency and variation within a dataset.

In the present study, mean and standard deviation were calculated for each item and construct to evaluate the level of consumer awareness.

Mean values were used to determine the overall awareness level of respondents toward different aspects of online travel portals. Higher mean values indicate a greater level of consumer awareness regarding a particular statement or construct.

Standard deviation was used to measure the variability or dispersion of responses around the mean value. A lower standard deviation indicates that responses are more consistent among respondents, whereas a higher standard deviation suggests greater variation in opinions.

Descriptive statistics provide a clear understanding of how consumers perceive and recognize various features and benefits associated with online travel portals. By examining the mean scores of individual items and constructs, the study identifies the degree to which consumers are aware of booking services, digital promotions, loyalty programs, monetary advantages, and participatory aspects related to online travel portals.

The statistical analysis was performed using Statistical Package for Social Sciences (SPSS) software, which facilitated accurate computation of descriptive measures and systematic interpretation of the data.

Research Objective:

To identify the level of consumer awareness towards Indian online travel portals.

Results and Discussions

To identify the level of consumer awareness towards online travel portals, descriptive statistics in the form of mean and standard deviation were computed for each item of the scale. The mean values represent the overall level of agreement among respondents, whereas the standard deviation indicates the dispersion of responses. A total of 532 valid responses were considered for analysis.

Table 1. Mean & Standard Deviation

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	N	Mean	Std. Deviation
AOTP1	532	3.23	1.245
AOTP2	532	3.24	1.298
AOTP3	532	3.28	1.276
AOTP4	532	3.30	1.279
AOTP5	532	3.26	1.258
AOTP6	532	3.27	1.299
AOTP7	532	3.31	1.260
AOTP8	532	3.33	1.252
AOTP9	532	3.30	1.274
AOTP10	532	3.29	1.304
AOTP11	532	3.30	1.241
AOTP12	532	3.28	1.240
AOTP13	532	3.26	1.244
AOTP14	532	3.27	1.273
AOTP15	532	3.29	1.277
AOTP16	532	3.32	1.278
AOTP17	532	3.34	1.240
AOTP18	532	3.33	1.247
Valid N (listwise)	532		

Reliability Analysis:

The reliability study reveals high internal consistency across all constructs. Cronbach's Alpha scores vary from 0.801 to 0.858, which exceeds the acceptable threshold of 0.70 set by Hair et al. (2019). Similarly, Composite Reliability (CR) scores vary from 0.883 to 0.904, which are much higher than the suggested minimum of 0.70. These findings show that the survey questions reliably capture their respective latent variables, confirming the reliability of the scale employed to assess consumer knowledge of online travel portals.

Table 2: Cronbach's Alpha and Composite Reliability

Construct	Items	Cronbach's Alpha	Composite Reliability (CR)
Awareness of Online Travel Booking Services	AOTP1– AOTP3	0.818	0.892
Knowledge about Digital Promotions	AOTP4– AOTP7	0.858	0.904
Awareness of Loyalty Benefits	AOTP8– AOTP11	0.852	0.900

Awareness of Monetary Advantages	AOTP12–AOTP14	0.801	0.883
Participation	AOTP15–AOTP18	0.846	0.897

Validity Analysis:

The KMO score of 0.981 shows great sampling adequacy, above the suggested threshold of 0.60. According to Kaiser (1974), KMO values greater than 0.90 are deemed "marvelous," suggesting that the data are well-suited for factor analysis.

Bartlett's Test of Sphericity is statistically significant ($\chi^2 = 6960.588$, $p < 0.001$), indicating substantial correlations across the variables. As a result, the null hypothesis that the correlation matrix is an identity matrix is rejected, indicating that the data is suitable for Exploratory Factor Analysis (EFA).

Table 3. KMO and Bartlett's Test

Measure	Value
Kaiser-Meyer-Olkin (KMO)	0.981
Bartlett's Test Chi-Square	6960.588
Degrees of Freedom (df)	153
Significance (p-value)	0.000

All items surpass the frequently recognized threshold of 0.50, hence no items must be removed from the scale. The EFA evidence, along with the previously obtained KMO = 0.981, Bartlett's Test $p < 0.001$, and Cronbach's Alpha values over 0.80, strongly supports the reliability and validity of the assessment instrument.

The EFA findings show that the first factor has an eigenvalue of 11.05, which significantly exceeds the Kaiser criteria of 1.0. All remaining factors have eigenvalues less than 1.0.

This shows that respondents saw the many characteristics of online travel portal awareness as interrelated and perhaps representative of a larger overarching construct called "Consumer Awareness Toward Online Travel Portals."

The first component alone accounts for approximately:

11.05 out of 18 items accounted for 61.39% of the total variation, demonstrating a significant awareness dimension across all 18 items.

Before proceeding with any further investigation, the measuring instrument's reliability and validity were validated. Cronbach's Alpha scores varied from 0.801 to 0.858 across all constructs, above the suggested threshold of 0.70 and suggesting excellent internal consistency. The Composite Reliability (CR) scores varied from 0.883 to 0.904, indicating that the measurement model is reliable.

To determine construct validity, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were used. The KMO score of 0.981 indicates high sample adequacy, and Bartlett's Test of Sphericity was significant ($\chi^2 = 6960.588$, $df = 153$, $p < 0.001$), indicating the data's eligibility for factor analysis. Exploratory Factor Analysis (EFA) identified a dominating factor with an eigenvalue of 11.05, which explained 61.39% of the total variance. These findings give significant evidence of reliability and validity. Cronbach's Alpha scores varied from 0.801 to 0.858 across all constructs, above the suggested threshold of 0.70 and suggesting excellent internal consistency. The Composite Reliability (CR) scores varied from 0.883 to 0.904, indicating that the measurement model is reliable.

Communality scores were investigated to determine how well the extracted variables described the variability of individual test items. The findings showed that all communality values above the required threshold of 0.50, ranging from 0.691 to 0.817. The item with the highest communality was AOTP13 (0.817), which meant that the extracted components explained 81.7% of the variation. Similarly, AOTP4 (0.798), AOTP8 (0.780), and AOTP5 (0.768) showed considerable communalities, indicating a significant presence within the factor structure. No item had a communality value less than 0.50, suggesting that all measuring items contributed significantly to the underlying constructs. The findings show that the retained questions sufficiently describe the aspects of consumer knowledge of online travel portals, hence supporting the measurement instrument's construct validity.

Table 3. Communalities Table

Item	Extraction
AOTP1	0.735
AOTP2	0.745
AOTP3	0.699
AOTP4	0.798
AOTP5	0.768
AOTP6	0.739
AOTP7	0.707
AOTP8	0.780
AOTP9	0.692
AOTP10	0.691
AOTP11	0.737
AOTP12	0.731
AOTP13	0.817
AOTP14	0.725
AOTP15	0.753
AOTP16	0.699
AOTP17	0.723
AOTP18	0.692

H1: Consumers have significant awareness about online travel booking services offered by online travel portals

This construct includes three items (AOTP1–AOTP3) that measure consumers' awareness regarding the availability and functions of online travel booking portals.

The mean score for AOTP1 ($M = 3.23$, $SD = 1.245$) indicates that respondents moderately agree that accommodation can be booked through online travel portals. This suggests that a considerable proportion of consumers are aware of the basic functionality of online travel booking services.

Similarly, AOTP2 ($M = 3.24$, $SD = 1.298$) reflects that respondents are aware that online travel portals provide detailed information about accommodation such as pricing, facilities, and reviews. The relatively moderate mean value indicates that while awareness exists, there is still scope for

improvement in consumer familiarity with informational features of these portals.

Further, AOTP3 ($M = 3.28$, $SD = 1.276$) shows that respondents possess awareness regarding the different services offered by online travel booking portals. These services may include accommodation booking, travel packages, and related travel services. The mean score slightly higher than the previous items suggests that consumers generally recognize the variety of services available on such platforms.

Overall, the mean values ranging from 3.23 to 3.28 indicate a moderate level of awareness regarding online travel booking services among respondents. Hence, Hypothesis H1 stating that consumers have significant awareness about online travel booking services is supported.

H2: Consumers have significant awareness about digital promotions used by online travel portals

This construct comprises four items (AOTP4–AOTP7) that assess consumers' awareness of promotional activities conducted through digital platforms.

The mean value for AOTP4 ($M = 3.30$, $SD = 1.279$) suggests that respondents are aware that online travel portals use digital channels such as YouTube, Instagram, and Facebook to promote their services. This reflects moderate awareness of digital marketing practices adopted by online travel platforms.

Similarly, AOTP5 ($M = 3.26$, $SD = 1.258$) indicates that respondents moderately follow digital channels to obtain information about the latest accommodation offers. Although awareness exists, the mean value suggests that active engagement with promotional content may vary among consumers.

For AOTP6 ($M = 3.27$, $SD = 1.299$), respondents show moderate awareness regarding integrated digital interactions across multiple platforms, such as retargeting advertisements that appear after searching for travel-related services online.

Furthermore, AOTP7 ($M = 3.31$, $SD = 1.260$) reveals that respondents are aware of promotional offers such as deal-of-the-day, early bird discounts, prepaid rates, and member offers provided by online travel portals.

The mean values between 3.26 and 3.31 indicate that consumers possess moderate awareness of digital promotional strategies used by online travel portals.

Therefore, Hypothesis H2 stating that consumers have significant awareness about digital promotions used by online travel portals is supported.

H3: Consumers have significant awareness about loyalty benefits offered by online travel portals

This construct consists of four items (AOTP8–AOTP11) measuring awareness related to loyalty benefits provided by online travel portals.

The mean score for AOTP8 ($M = 3.33$, $SD = 1.252$) indicates that respondents are aware that online travel portals provide additional discounts to elite or loyal customers. This relatively higher mean value suggests that loyalty-based pricing benefits are reasonably recognized by consumers.

Similarly, AOTP9 ($M = 3.30$, $SD = 1.274$) reflects that respondents consider availing additional benefits on special occasions such as birthdays or anniversaries while booking accommodation through online travel portals.

The item AOTP10 ($M = 3.29$, $SD = 1.304$) suggests that respondents are aware that frequent customers may receive early access to seasonal sales and special discounts. The slightly higher standard deviation indicates variation in respondents' familiarity with such loyalty-based benefits.

Finally, AOTP11 ($M = 3.30$, $SD = 1.241$) demonstrates that respondents are moderately aware of cashback rewards that can be used in future purchases through online travel portals.

Overall, the mean values ranging from 3.29 to 3.33 indicate moderate consumer awareness regarding loyalty benefits offered by online travel portals.

Hence, Hypothesis H3 stating that consumers have significant awareness about loyalty benefits offered by online travel portals is supported.

H4: Consumers have significant awareness about monetary advantages associated with online travel portals

This construct includes three items (AOTP12–AOTP14) related to financial incentives and payment-related benefits offered by online travel portals.

The mean score for AOTP12 ($M = 3.28$, $SD = 1.240$) indicates that respondents are moderately aware that making payments through specific credit or debit cards can provide additional discounts while booking travel services online.

Similarly, AOTP13 ($M = 3.26$, $SD = 1.244$) shows that respondents are aware of travel-related benefits associated with co-branded credit cards offered by banks and online travel portals. However, the moderate mean value suggests that awareness of these specialized financial products may not be very strong among all consumers.

The item AOTP14 ($M = 3.27$, $SD = 1.273$) indicates that respondents are moderately aware of the “Pay Later” option provided by online travel portals, which allows users to reserve accommodation and make payments at a later time.

Overall, the mean values between 3.26 and 3.28 indicate a moderate level of consumer awareness regarding monetary advantages offered by online travel portals. Therefore, Hypothesis H4 stating that consumers have significant awareness about monetary advantages associated with online travel portals is supported.

H5: Consumers have significant awareness that leads to participation in online travel portals

This construct includes four items (AOTP15–AOTP18) measuring consumers’ engagement and participation related to online travel portals.

The mean value for AOTP15 ($M = 3.29$, $SD = 1.277$) suggests that respondents perceive online travel booking portals as interesting and informative sources for travel-related services.

Similarly, AOTP16 ($M = 3.32$, $SD = 1.278$) indicates that respondents tend to recognize and consider purchasing accommodation services that they have seen or recognized on social media platforms.

The item AOTP17 ($M = 3.34$, $SD = 1.240$) shows that respondents feel capable of describing online travel booking brands to friends on social media networks. This represents the highest mean value within this construct, suggesting relatively stronger participation in terms of brand communication.

Finally, AOTP18 ($M = 3.33$, $SD = 1.247$) indicates that respondents’ product awareness regarding online travel booking increases when services are recommended through social media networks.

The mean values ranging from 3.29 to 3.34 demonstrate a moderate level of participation influenced by consumer awareness of online travel portals. Thus, Hypothesis H5 stating that consumers have significant awareness that leads to participation in online travel portals is supported.

Conclusion

The present study aimed to identify the level of consumer awareness towards online travel portals by examining multiple dimensions, including awareness of online travel booking services, knowledge about digital promotions, awareness of loyalty benefits, awareness of monetary advantages, and participation. Based on the analysis of responses obtained from 532 valid respondents, the descriptive results revealed that consumers exhibit a moderate level of awareness across all constructs. The mean values of the scale items ranged between 3.23 and 3.34, indicating that while consumers generally recognize the availability and features of online travel portals, there remains scope for enhancing awareness regarding various benefits and services offered by these platforms.

The findings suggest that consumers are reasonably aware of the ability to book accommodation online and access detailed information through travel portals. These results are consistent with prior studies indicating that online travel agencies significantly influence consumers’ travel planning

behaviour by providing convenient access to information and booking facilities (Law et al., 2020; Hien et al., 2024). Similarly, the results indicate moderate awareness regarding digital promotional strategies such as social media marketing and targeted advertisements, highlighting the growing role of digital channels in shaping consumer awareness and engagement (Das, 2024). Consumer knowledge of online travel portals is typically modest, with mean scores ranging from 3.23 to 3.34. This shows that, while respondents have a basic comprehension of the services and benefits provided by online travel portals, awareness has not yet reached a high level. The very narrow range of mean scores across all variables indicates that customers have a similar perceptual pattern for numerous features of online travel portals. These findings indicate that online travel businesses have effectively built market exposure; yet, there are tremendous potential to improve customer understanding of sophisticated platform capabilities and value-added services. Overall, the study concludes that although consumers demonstrate a satisfactory level of awareness regarding online travel portals, travel companies should continue to strengthen digital communication strategies and promotional campaigns to enhance consumer knowledge and engagement with online travel services.

From a theoretical standpoint, the findings support the idea that awareness serves as a forerunner to consumer acceptance and involvement. Consumer knowledge decreases information asymmetry and perceived risk, two significant hurdles in digital purchase contexts. The current study's modest awareness levels indicate that, while consumers identify online travel portals, many may still be unaware of the full range of benefits accessible through these platforms. The study adds to the increasing corpus of research on digital tourism by revealing that consumer knowledge of online travel portals is multifaceted and goes beyond mere recognition of booking services. While consumers have modest awareness across all dimensions, participation and loyalty-related awareness emerge as significantly stronger elements, demonstrating the growing importance of relationship marketing and social impact in digital travel ecosystems. The data also reveal that online travel portals continue to have challenges in raising awareness, particularly in terms of financial incentives and integrated digital marketing initiatives. Future study may build on the current results by using structural equation modeling (SEM), mediation analysis, and cross-generational comparisons to examine the causal links between awareness, trust, satisfaction, and booking intention.

The Limitations of the Study

The study employed convenience sampling, which may restrict the generalizability of the results.

Data were acquired solely from respondents in the Indian setting, limiting its usefulness.

The study used a cross-sectional approach to assess consumer awareness at a specific moment in time.

Responses were based on self-reported data, which might lead to response bias.

The study focused just on consumer awareness dimensions and did not look at characteristics like trust, satisfaction, booking intention, or actual usage behavior.

Future Research Direction

Future research may employ probability sampling approaches to increase representativeness.

Researchers may investigate awareness across many online travel platforms, including MakeMyTrip, Goibibo, and Yatra.

Future study might look into the link between awareness and trust, satisfaction, loyalty, and booking intention

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