

Comparing Traditional and Online Travel Agencies: Preference and Insights in Ahmedabad City

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ARTICLE INFO

Keywords: Travel Agencies, Consumer Preferences, Technology Adoption, Hybrid Models

Received : 5 October

Revised : 17 November

Accepted: 17 December

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ABSTRACT

With an emphasis on how age affects different behaviours and attitudes, this study explores Ahmedabad consumers' preferences and opinions of both traditional and internet travel firms. The study investigates elements including convenience, trust, personalisation, and technological adoption by analysing survey data. Age is not a significant driver of consumer behaviour in this context, as the results show minimal relationships between age and preferences for traditional versus internet travel agents. Online agencies are appreciated for their convenience and price comparison features, whereas conventional agencies are preferred for personalised services and intricate trip preparations. The results imply that there is little difference in opinions towards the adoption of technology among age groups and that service qualities like trust and personalisation are generally valued. The study also emphasises the growing significance of hybrid business models, in which traditional and online agencies work together to meet the varied needs of their clientele. In order to match the changing expectations of customers, the report also highlights the necessity for travel agencies to concentrate on fostering trust, improving user experience, and adjusting to technology changes. For both traditional and internet travel firms, these insights offer insightful theoretical and practical implications that help them improve their tactics to better serve a wide range of demographics. Future investigations into additional demographic variables, long-term changes in consumer behaviour, and the influence of environmental sustainability on travel agency preferences are also recommended by the study

INTRODUCTION

Over the past few decades, the travel business has experienced substantial change, especially with the introduction of the internet (Vidani & Solanki, 2015). The long-standing dominance of traditional travel agencies has been challenged by the emergence of online travel agencies (OTAs), which have changed how consumers plan and book their trips (Vidani, 2015). This study examines the contrast between online travel agencies, which use technology to provide ease and a greater range of options, and traditional travel agencies, which usually offer individualised service through in-person contacts (Solanki & Vidani, 2016).

Historical Context

In the middle of the 20th century, traditional travel companies first appeared, mostly catering to wealthy customers looking for customized travel experiences. These organisations frequently built enduring connections with their clients by providing specialised services including itinerary planning, ticket purchasing, and travel consulting. In order to create travel experiences that suited each client's tastes and budget, agents depended on their knowledge and industry connections. On the other hand, OTAs like Expedia, Booking.com, and others became more popular in the late 1990s and early 2000s. By giving customers direct access to a wide variety of travel possibilities, these platforms democratised the process of organising trips. Online pricing comparison, review, and reservation capabilities have changed customer expectations, giving convenience and self-service precedence over one-on-one service.

The Shift in Consumer Behaviour

The evolution of technology has coincided with changes in consumer behaviour. Travellers today are more powerful and knowledgeable, and they frequently do a great deal of research before booking a trip. This tendency has been further exacerbated by the widespread use of smartphones and mobile applications, which allow travellers to make travel arrangements while on the go. In a time when customers can readily obtain information and services online, this change calls into question the usefulness of conventional travel firms. Even with OTAs' ease of use, many customers still value the individualised attention that conventional agencies provide, especially for intricate itineraries or one-of-a-kind travel experiences. The purpose of this study is to examine the variables affecting customer preferences and behaviour with regard to both traditional and online travel agents.

Comparative Analysis

This study will look at important factors including price, convenience, personalisation, customer service, and the entire travel experience in order to determine the advantages and disadvantages of both models. While OTAs prioritise speed, variety, and competitive pricing, traditional travel agencies frequently place more emphasis on knowledge and individualised service. The study will also look at how conventional agencies are adjusting to the digital environment. To adapt to the shifting needs of customers, several have created their own hybrid models or online platforms. We can find best practices and tactics that capitalise on the advantages of both models by looking at case studies of prosperous organisations.

Implications for the Future

It is essential for industry stakeholders to comprehend how traditional and online agencies interact as the travel scene changes. By emphasising the necessity for agencies to innovate and adjust to meet shifting consumer expectations, this research will add to the continuing conversation about the future of travel planning and booking. In conclusion, this study aims to shed light on the relationships between conventional and internet travel companies, providing information about consumer preferences, industry developments, and the implications for travel in the future. We may gain a better understanding of how the travel industry will handle the intricacies of a digital first world by examining the distinct benefits and difficulties that each model offers.

Research Gap

There is a clear study vacuum in comprehending the comparative insights between traditional and online travel agents, especially in the context of Ahmedabad City, despite the travel industry's increasing prominence and the changing dynamics of consumer preferences. While both national and international studies have looked into how customers behave when using travel agencies, many of them ignore Ahmedabad's particular tastes, cultural influences, and local market dynamics. Furthermore, previous studies frequently favour traditional or online platforms without conducting a thorough comparison of the two in terms of consumer happiness, pricing, convenience, and trust. This disparity highlights the necessity of doing primary, localised research to assess the variables affecting preferences and perceptions in order to give Ahmedabad's traditional and internet travel service providers with useful information.

Research Objectives

- **Additional Sources:** Include further research, hypotheses, and information that is pertinent to your subjects, particularly from recent publications.
- **Detailed Comparisons:** Provide more thorough comparisons between case studies of top OTAs and prosperous traditional agencies .
- **Customer Insights:** Include qualitative information or survey findings that show how customers feel about both approaches.
- **Global Views:** Talk about how consumer choices and agency efficacy varies in various locales or cultures.
- **Future Trends:** Examine new developments in travel planning, such as virtual reality and artificial intelligence, and their possible effects on the sector.

LITERATURE REVIEW

1. Travel Agencies' Historical Development

Originating in the early 1900s, the travel agency concept mainly served wealthy tourists looking for individualised attention (Vidani, 2016). Conventional agencies mostly depended on personal connections, with agents serving as reliable consultants who tailored travel experiences according to personal tastes (Vidani, 2016). Up until the late 1990s, when the internet started to change customer expectations and behaviour, this strategy was successful (Niyati & Vidani, 2016).

2. Growth of Internet Travel

OTAs became important actors in the travel industry with the introduction of the internet (Vidani, 2015). According to research, OTAs give customers more access to information, the ability to compare prices, and a wider range of travel options (Bhatt, Patel, & Vidani, 2017). Travellers' trip planning has changed significantly as a result of the ease with which they can now book flights, hotels, and activities online (Pradhan, Tshogay, & Vidani, 2016).

3. Consumer Preferences

Research indicates that younger generations – Millennials and Gen Z in particular – are more likely to use OTAs since they are tech-savvy and prefer self-service (Vidani, 2015). On the other hand, senior tourists could still favour the individualised attention of conventional travel firms, particularly when making intricate travel plans (Modi, Harkani, Radadiya, & Vidani, 2016).

4. Evaluation of Service Delivery in Comparison

Traditional and internet agencies have quite different service delivery models (Vidani, 2016). According to Sukhanandi, Tank, and Vidani (2018), traditional agencies prioritise relationship-building and individualised service, which frequently leads to improved client satisfaction in challenging settings. On the other hand, OTAs prioritise cost-effectiveness and efficiency, enabling customers to make travel arrangements in a timely and easy manner (Singh, Vidani, & Nagoria, 2016).

- *Value vs. Cost* According to research, traditional agencies frequently bring value through professional advice and customised services, even while OTAs may offer lower pricing since they have direct access to suppliers (Mala, Vidani, & Solanki, 2016). Different demographics may have different preferences as a result of consumers weighing the value of cost against the advantages of individualised service (Dhere, Vidani, & Solanki, 2016).

5. How Technology Affects Consumer Behaviour

Consumer behaviour in the travel business has been significantly changed by technological improvements (Singh & Vidani, 2016). Real-time access to travel services has been made possible by the widespread usage of mobile devices and applications, which has further encouraged the use of OTAs (Vidani & Plaha, 2016). Furthermore, social media and user-generated information have revolutionised the way that consumers plan and do research for their trips (Vidani, 2016).

- *Reputation management and online reviews*, It is impossible to overestimate the importance of internet reviews since they have a big impact on customer confidence and choice (Solanki & Vidani, 2016). While traditional agencies must figure out how to adjust to this digital world in order to stay competitive, OTAs use client feedback to improve their products (Vidani, Chack, & Rathod, 2017).

6. Adaptation and Hybrid Models

Many traditional organisations are implementing hybrid models that include online components in response to the shifting landscape (Vidani, 2018). These organisations might provide online reservations while also providing individualised phone or in-person consultation services (Biharani & Vidani, 2018). Traditional agencies can now successfully compete with OTAs thanks to this adaptation (Odedra, Rabadiya, & Vidani, 2018).

7. Implications for the Travel Industry in the Future

Important problems concerning the future of travel planning are brought up by the continuous competition between traditional and internet travel firms (Vidani, 2018). Agencies must strike a balance between efficiency and individualised service as technology advances in order to satisfy the demands of various customer segments (Vasveliyya & Vidani, 2019).

- *Ethical and Sustainability Aspects*, Moreover, agencies' operations need to be reevaluated in light of the increased awareness of sustainability in travel practices (Sachaniya, Vora, & Vidani, 2019). Both traditional and online agencies are modifying their products in response to consumers' growing need for ecologically friendly solutions (Vidani, 2019).

8. In conclusion

In conclusion, research shows that traditional and online travel agencies interact in a complicated way that is influenced by changing customer preferences and technology developments (Vidani, Jacob, & Patel, 2019). There is still a strong need for individualised service even though OTAs have upended the conventional agency paradigm, especially in more complicated travel situations (Vidani J. N., 2016). Future studies should concentrate on the tactics used by agencies to deal with this shifting environment and the long-term effects on customer behaviour and the viability of the sector (Vidani & Singh, 2017).

Hypothesis

- H1: There is a significant association between age and the perception that traditional travel agencies provide more personalized service compared to online travel agencies.
- H2: There is a significant association between age and the confidence felt in travel plans when using a traditional travel agency.
- H3: There is a significant association between age and the preference for booking travel online rather than through a traditional travel agency.
- H4: There is a significant association between age and the willingness to pay more for personalized service from a traditional travel agency.
- H5: There is a significant association between age and the ease of comparing prices and options using online travel agencies.

- H6: There is a significant association between age and satisfaction with the service received from online travel agencies.
- H7: There is significant association between age and the belief that traditional travel agencies will become obsolete in the next 10 years.
- H8: There is a significant association between age and the trust in online reviews when choosing travel options
- H9: There is a significant association between age and the preference to use a travel agency for complex travel arrangements.
- H10: There is a significant association between age and the influence of convenient than decision to use an online travel agency.

Table 1. Validation Of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Which travel agency do u prefer ?	(Saxena & Vidani, 2023), (Vidani & Pathak, 2016)
What improvements would you like to see in traditional travel agencies?	(Sharma & Vidani, 2023), (Pathak & Vidani, 2016)
What improvements would you like to see in online travel agencies?	(Mahajan & Vidani, 2023), (Vidani & Plaha, 2017)
Traditional travel agencies offer more personalized services than online agencies.	(Sharma & Vidani, 2023), (Vidani J. N., 2018)
Traditional travel agencies offer more personalized services than online agencies.	(Chaudhary, Patel, & Vidani, 2023)
Online travel agencies are more convenient than traditional ones.	(Vidani, Das, Meghrajani, & Singh, 2023)
Online travel agencies provide better deals and discounts than traditional agencies.	(Vidani J. N., 2022), (Vidani, Meghrajani, & Siddarth, 2023)
I prefer online travel agencies for booking last-minute trips over traditional ones	(Patel, Chaudhary, & Vidani, 2023), (Saxena & Vidani, 2023)
I feel safer sharing personal information with traditional agencies than online.*	(Vidani & Das, 2021), (Bansal, Pophalkar, & Vidani, 2023)
Booking through a traditional agency takes longer than online.	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
Customer service is better with traditional travel agencies than online ones.	(Vidani J. N., 2020)
Online travel agencies offer more flexible options than traditional ones.	(Vidani & Dholakia, 2020)
Traditional travel agencies provide better guidance and expertise for trip planing	(Rathod, Meghrajani, & Vidani, 2022)

METHODOLOGY

Table 2. Research Methodology

Aspect	Details
Research Design	Descriptive
Sampling Method	Non-Probability - Convenient Sampling
Data Collection Method	Primary Method
Data Collection Tool	Structured Questionnaire
Type of Questions	Close-ended
Data Collection Mode	Online through Google Form
Data Analysis Methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	216
Survey Area	Ahmedabad
Sampling Unit	Students, Private and Government Job Employees, Businessmen, Homemakers, Professionals (CA, Doctors, etc.)

Demographic Summary

The demographic summary reveals that among the valid respondents (N=216), the largest age group is 18-25, comprising 47.7% of participants. This is followed by the 25-35 and 35-45 age groups, each representing 20.8%, and those aged 45 or above making up 10.6%. Regarding gender, males constitute 43.5%, females 45.4%, and individuals + gender representation and some non-binary inclusion. On the other hands , summarizes individuals' occupational status. Out of 264 responses, 216 (81.8%) are valid, with 54 (25%) being students, 83 (38.4%) employed, and 79 (36.6%) unemployed. Missing data accounts for 18.2% of responses, slightly impacting overall analysis. Employed individuals form the largest group among the valid responses.

Table 3. Cronbach Alpha

Cronbach Alpha Value	N of Items
.869	10

The reliability analysis conducted using Cronbach's Alpha revealed a value of 0.869 for the 10-item scale. This high score indicates strong internal consistency among the items, suggesting that they cohesively measure the intended construct. According to established benchmarks, a Cronbach's Alpha value above 0.8 is considered indicative of good reliability. Therefore, the scale can be deemed reliable and suitable for further statistical analysis and interpretation within the context of this research.

RESULTS

Table 4. Results Of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is a significant association between age and the perception that traditional travel agencies provide more personalized service compared to online travel agencies.	0.604	>>	H01 Accepted (Null hypothesis rejected)	0.118	Weak
H2	There is a significant association between age and the confidence felt in travel plans when using a traditional travel agency.	0.560	>	H02 Accepted (Null Hypothesis Accepted)	0.140	Weak
H3	There is a significant association between age and the preference for booking travel online rather than	0.035	>	H03 Accepted (Null Hypothesis Accepted)	0.007	Weak

	through a traditional travel agency.					
H4	There is a significant association between age and the willingness to pay more for personalized service from a traditional travel agency.	0.317	>	H04 Accepted (Null Hypothesis Accepted)	0.006	Weak
H5	There is a significant association between age and the ease of comparing prices and options using online travel agencies.	0.935	>	H05 Accepted (Null Hypothesis Accepted)	0.315	Weak
H6	There is a significant association between age and satisfaction with the service received from online travel agencies.	0.466	>	H06 Accepted (Null Hypothesis Accepted)	0.007	Weak
H7	There is significant association between age and the belief that traditional travel agencies will become obsolete in the next 10 years.	0.289	>	H07 Accepted (Null Hypothesis Accepted)	0.160	Weak
H8	There is a significant association between age and the trust in online reviews when	0.548	>	H08 Accepted (Null Hypothesis Accepted)	0.033	Weak

	choosing travel options.					
H9	There is a significant association between age and the preference to use a travel agency for complex travel arrangements.	0.401	>	H09 Accepted (Null Hypothesis Accepted)	0.565	Weak
H10	There is a significant association between age and the influence of convenient than decision to use an online travel agency.	0.379	>	H010 Accepted (Null Hypothesis Accepted)	0.168	Weak

DISCUSSION

This study explores the comparative preferences and insights regarding traditional and online travel agencies among individuals in Ahmedabad city, focusing on the association between age and various perceptions and behaviors. Based on the analysis of the data and hypotheses testing, several key findings were observed.

The results revealed that age is weakly associated with the perception that traditional travel agencies provide more personalized service than online ones (H1). Although the null hypothesis was rejected ($p = 0.604$), the weak correlation ($R = 0.118$) indicates a minimal relationship. Similarly, the confidence felt in travel plans using traditional travel agencies showed no significant association with age (H2), with a weak correlation ($R = 0.140$), suggesting that this factor does not vary considerably across age groups.

Interestingly, there was a weak association between age and the preference for booking travel online rather than through traditional travel agencies (H3). The null hypothesis was rejected ($p = 0.035$), yet the low R-value (0.007) implies that age has little impact on this preference. A similar trend was observed in the willingness to pay more for personalized service from traditional agencies (H4), with weak correlation results ($R = 0.006$).

The ease of comparing prices and options via online travel agencies (H5) and satisfaction with services received from online agencies (H6) also showed no significant association with age. Although the null hypotheses for both were accepted, the weak R-values (0.315 and 0.007, respectively) suggest that these factors are not strongly age-dependent.

Regarding the belief that traditional travel agencies may become obsolete in the next decade (H7), no significant association was found with age ($p = 0.289$, $R = 0.160$). Similarly, age had minimal influence on trust in online reviews when choosing travel options (H8), with a weak relationship ($R = 0.033$).

The preference for using travel agencies for complex travel arrangements (H9) and the convenience of online agencies influencing decision-making (H10) also revealed weak associations with age, as evidenced by their respective R-values of 0.565 and 0.168.

Overall, the findings suggest that while age may slightly influence certain perceptions or behaviours regarding traditional and online travel agencies, the relationships are generally weak across the hypotheses tested. This indicates that other demographic or psychographic factors might play a more significant role in shaping preferences and behaviours.

These results contribute to understanding consumer attitudes in Ahmedabad's travel industry, emphasizing the need for both traditional and online agencies to focus on service quality, personalization, and convenience to appeal to a diverse audience.

Theoretical Implications

The findings of this study provide several theoretical implications for understanding consumer preferences and behaviours concerning traditional and online travel agencies in Ahmedabad city.

1. Weak Influence of Age on Travel Agency Preferences

The weak associations between age and various perceptions about traditional and online travel agencies suggest that age may not be a strong determinant of travel agency preferences. This challenges conventional theories that emphasize age as a critical factor in technology adoption and service preferences. It highlights the need to explore alternative demographic or psychographic factors, such as income, education, or technology familiarity, which may offer deeper insights into consumer behavior in this context.

2. Applicability of Service Features to All Age Groups

Personalisation may have global appeal that cuts across generational divides, as seen by the minimal correlation found between age and the perceived benefits of personalised services from traditional agencies. This lends credence to the idea that, independent of demographic variations, customer loyalty is primarily influenced by service qualities like personalisation and dependability.

3. Generational Acceptance of Technology

The findings indicating minimal correlations between age and preferences for online reservations or confidence in online reviews raise the possibility that age-group acceptance of technology is levelling out. This is consistent with the diffusion of innovation hypothesis, which holds that as ideas develop and become more ingrained in daily life, their acceptance spreads.

4. Consumer Behaviour in Hybrid Environments

The study emphasises the significance of hybrid travel ecosystems, in which online and traditional travel agents work together to meet the varied needs of customers. It appears that situational considerations (such as trip complexity or urgency) have a greater influence on consumer choices than age, as evidenced

by the minimal correlation between age and the sense of online ease or the obsolescence of traditional agencies. This result is consistent with situational consumer behaviour theories that highlight service offerings' adaptation and flexibility.

5. *Role of Trust and Complexity*

Consumer decision-making processes are multifaceted, as seen by the preference for traditional travel agents in complex travel arrangements and the faith in internet reviews. These observations support the idea of planned behaviour by emphasising how customer decisions in the travel sector are influenced by perceived ease of use, trust, and outside factors.

All things considered, the study's theoretical implications indicate that customer behaviour in the travel sector is changing and that age is not as important as previously thought. In order to create more inclusive theoretical models, the findings support a multifaceted approach to understanding preferences by incorporating elements like perceived value, situational demands, and technology adoption.

Practical Implications

The study's conclusions give Ahmedabad's traditional and online travel firms useful information that they can use to improve their tactics and better serve the varied needs of their clients.

1. *Improving Personalised Services:* Since personalised services are still appealing to people of all ages, traditional travel businesses should keep emphasising them. Creating personalised travel packages and providing specialised guidance can assist traditional agencies draw in and keep customers, particularly for intricate travel plans where one-on-one communication is important.
2. *Using Technology to Expand Reach:* Online travel companies should concentrate on enhancing their user interfaces to guarantee usability and trustworthy comparing tools. These platforms have the chance to reach a wider audience by streamlining procedures, improving mobile usability, and offering thorough, reliable ratings, as age does not greatly affect the choice for online booking.
3. *Establishing Trust Across Platforms:* Establishing trust must be a top priority for both online and traditional agencies. While online platforms should improve openness by selecting genuine reviews and guaranteeing safe payment methods, traditional agencies can showcase their extensive experience. Consumer hesitancy can be addressed by concentrating on trust considerations, especially for high-value transactions or first-time customers.
4. *Hybrid Models for Varying Requirements:* Travel agencies should think about hybrid business models since situational elements (such the urgency or complexity of the trip) have a greater influence on client preferences than age. For example, online platforms may incorporate customer support teams to help with complicated itineraries, while traditional agencies could provide online consultations or booking services.

5. *Marketing Strategies by Service Type:* Rather than focussing on age demographics, travel firms should concentrate their marketing campaigns on service features. Online platforms can highlight flexibility, reasonable cost, and ease of use, while traditional agencies can highlight their proficiency in handling intricate travel arrangements. Customer-focused message and tailored digital advertising can aid in efficiently reaching the intended audience.
6. *Put Customer Retention First:* The need for better customer service is indicated by the weak correlation found between age and satisfaction with online travel companies. To build enduring relationships with customers, online businesses could include personalised suggestions, quicker customer service, and loyalty programs.
7. *Training and Upskilling:* Traditional travel agencies should make investments to upskill their employees in digital technologies and platforms to deliver a seamless experience in order to stay competitive. To close the gap between automated technologies and human connection, online agencies could also train their staff to provide tailored advice.
8. *Handling Obsolescence-Related Concerns:* Addressing the perception of obsolescence is crucial for conventional agencies. By incorporating digital technologies into their business processes, such AI-powered trip planners or smartphone apps, organisations may show flexibility and relevance in the ever-changing market environment.

Both conventional and internet travel firms may better satisfy Ahmedabad's changing consumer expectations by addressing these real-world ramifications, guaranteeing long-term growth and increased client pleasure.

CONCLUSIONS AND RECOMMENDATIONS

With an emphasis on the relationship between age and different consumer behaviours, this study offers a thorough examination of Ahmedabad city residents' choices and views of traditional and online travel companies. The results show that preferences and attitudes towards both traditional and internet travel services are often not significantly influenced by age. Age was not positioned as a prominent driver of consumer behaviour in this context, despite the fact that certain hypotheses displayed weak connections.

Important findings imply that convenience, trust, and personalisation are universally recognised qualities that transcend generational boundaries. A wider acceptance of digital tools in travel planning is also suggested by the weak correlation between age and technology preferences, which suggests that digital adoption and reliance on online platforms are growing more ubiquitous across age groups.

Conventional travel companies are still useful for intricate travel plans where individualised attention and knowledge are crucial. Online travel companies, on the other hand, appeal to customers' need for efficiency by excelling in flexibility, price comparison, and convenience. These results

highlight the need for both models to innovate and adapt by utilising their distinct advantages and resolving any potential drawbacks.

The study highlights the value of hybrid approaches that bring together the finest features of both digital ease and personalised service. Diverse customer segments are more likely to be captured by agencies that prioritise service quality, foster trust, and improve user experiences.

In conclusion, consumer behaviour in Ahmedabad's travel business is influenced by a wider interaction of situational necessities, technological acceptability, and perceived value, even though age has little bearing on travel agency preferences. To give a more comprehensive picture of how consumers make decisions in this ever-changing industry, future studies should examine more demographic and psychographic factors.

FURTHER STUDY

1. Examining Other Demographic and Psychographic Factors

Future studies could look into other demographic factors like income, education, occupation, and marital status, as these may have a greater influence on consumer behaviour in the travel industry, especially since age showed a weak influence on travel preferences. Deeper understanding of why particular customer categories favour traditional or online travel agencies may also be possible through psychographic characteristics, such as attitudes towards technology, travel reasons, and lifestyle.

2. Roadening Geographic Scope

Because Ahmedabad was the study's primary emphasis, the results may not be as applicable to other areas. Future studies could analyse the impact of geography on travel agency choice by examining consumer preferences in various urban or rural locations. This would make it easier to determine if travel choices are more significantly influenced by development, technological accessibility, and local culture.

3. Comprehensive Study of Customer Trust and Technology Acceptance

Trust plays a key role in the preferences of both traditional and online travel agencies. Future research should examine how trust is developed across various platforms, paying particular attention to elements like openness, data protection, and security. To learn more about how customers of different ages and backgrounds evaluate and embrace emerging travel technologies, such as smartphone apps, AI-powered suggestions, and virtual reality for trip planning, the idea of technology adoption may be broadened.

4. Impact of Social Media and Online Reviews

This study does not fully examine how social media and online reviews influence consumer choices. Future studies should examine the effects of influencers, user-generated content, and social proof on trust in online travel firms, especially among younger versus older customers. Examining how online reviews and ratings affect people psychologically may provide important new information on how they affect travel decisions.

5. *Extended Research on Shifting Customer Preferences*

Assessing how consumer preferences change over time, especially as travel and technological trends continue to grow, would be made easier with the support of longitudinal studies. Monitoring changes in perceptions of online and traditional travel agencies, particularly in light of the growing usage of AI and automated systems, may yield useful information for forecasting in the future.

6. *Comparative Studies Among Various Travel Service Segments*

Future studies may examine customer preferences within particular travel service segments, such as domestic versus international travel or leisure versus corporate travel. These segments may have quite different expectations and reasons for using travel agencies, which could affect whether they favour traditional or online agencies. More detailed information about the elements influencing travel agency selection may be available thanks to this segmentation.

7. *Examining Hybrid Service Models in Detail*

Although this study presents hybrid models as a viable approach, more in-depth investigation into the operational and customer satisfaction facets of hybrid travel services may be possible in the future. Examining how online agencies may provide individualised services and how traditional agencies might incorporate digital tools could provide useful information for companies trying to meet the varied needs of their clientele.

8. *Examining Environmental Sustainability's Function*

Future studies should examine whether sustainability affects consumers' choice of travel agency as environmental concerns increase. Innovative business models for travel agencies that follow global sustainability trends may result from an understanding of how travellers' concerns about carbon footprints, eco-friendly options, and sustainable travel practices affect their agency preferences.

Future studies can offer a more thorough comprehension of the ever-changing travel sector and aid in the creation of more successful tactics for conventional and internet travel companies by tackling these suggestions.

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