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The Impact of Push-Pull Motives on Domestic Tourists' Revisit Intentions to Mumbai: The Mediating Role of Destination Image

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Abstract

Tourism research has increasingly emphasized the interplay between motivations and destination image in shaping the revisit intentions of tourists. This study applies the push–pull framework to examine the motivations of domestic tourists to revisit Mumbai, via the mediating role of the city's destination image. Push factors under study were rest and relaxation, ego enhancement, novelty, and knowledge seeking, whereas pull factors consisted of safety and cultural/historic attractions. The destination image factors comprised of infrastructure, environment, and accessibility.

As this was a quantitative research design, data was collected from 181 domestic tourists through a structured questionnaire. Structural equation modeling (SEM) was applied to examine the hypothesized relationships among push–pull motivations, destination image and the tourist revisit intentions.

It was found that among the push factors, only rest and relaxation and amongst the pull factors, only cultural/historical attractions emerged as strong determinants of the destination image. Novelty seeking behavior influenced tourist revisits through infrastructure. Thus, it was concluded that destination image of Mumbai has a significant impact on tourist revisit intentions.

The study recommends the policymakers to make investments in urban amenities, wellness-oriented retreats heritage site upkeep, historical walks/tours, culturally immersive novel experiences, tourist friendly apps, better intercity mobility and above all, a sustainable tourism development can strengthen destination image of Mumbai that would in return encourage tourist revisits.

Keywords: Mumbai tourism, destination image, pull/push factors, revisit intentions

INTRODUCTION TO TOURISM

Tourism, often termed a 'smokeless industry,' plays a vital role in economic growth, employment and regional development World Travel & Tourism Council, (2017). India's tourism and hospitality sector is projected to exceed $59 billion in revenues by 2028, driven by rising disposable incomes, infrastructure expansion and a surge in domestic and international travel. Domestic tourism is the key growth engine which is expected to rise from 2.5 billion visits in 2024 to 5.2 billion by 2030, with a compound annual growth rate (CAGR) of 13.4% Capital PMS (2025).

Mumbai, India's financial and cultural hub, ranks among the most visited destinations, attracting over 20 million domestic tourists in 2019 and generating over a million tourism-linked jobs Tourism in Mumbai (2025). Its colonial heritage, markets, Bollywood attractions and waterfronts make it an ideal setting for

studying urban tourism behavior.

Understanding what motivates domestic tourists to visit Mumbai is crucial for formulating targeted tourism strategies. The push–pull framework provides a theoretical lens, where push factors reflect internal motives such as escape, novelty or relaxation and pull factors denote destination attributes like landmarks, culture, safety and cosmopolitan appeal (Dann, 1977; Pradhan, 2020). These forces shape tourist perceptions, satisfaction and loyalty (Verma & Sharma, 2021). The destination image serves as a key mediating factor that enhances satisfaction and revisit intentions (Verma & Sharma, 2021; Zulfiqar et al., 2024). However, limited research has explored these relationships in Indian metropolitan contexts, especially Mumbai.

This study examines how push–pull motivations influence visit/revisit intentions of domestic tourists in Mumbai through the mediation of destination image. The SEM provides global fit indices that assess how well the hypothesized Mumbai model matches the data from domestic tourists. It recommends the policymakers to make investments in urban amenities, wellness-oriented retreats heritage site upkeep, historical walks/tours, culturally immersive novel experiences, tourist friendly apps and better intercity mobility can strengthen destination image of Mumbai that would in return encourage tourist revisits.

Research Problem:

Although Mumbai is one of India's leading urban tourism hubs, limited quantitative research has examined how domestic tourists' push–pull motivations shape their perceptions of its destination image and, in turn, their revisit intentions. Much of the existing work either generalizes findings across a few destinations or focuses on international tourists, overlooking Mumbai's unique blend of cultural, historical, novelty, and psychological appeal. This lack of context-specific evidence restricts both theoretical understanding of tourist behavior in Indian metropolitan settings and the development of targeted push/pull factor based strategies for enhancing Mumbai's attractiveness, visitor satisfaction and thereby, repeat visits.

Significance of the Study:

This study advances travel motivation research by operationalizing the push–pull framework in the underexplored setting of domestic urban tourism in India, Mumbai. Through a quantitative analysis of the links between tourist motivations, destination image, and revisit intentions in Mumbai, it generates context-specific empirical evidence that extends existing literature. The findings offer actionable insights for tourism planners to design targeted strategies ranging from creating culture/history immersed tours to infrastructure improvements that can enhance visitor experience, increase repeat visitation and strengthen Mumbai's destination image and lead to repeat visits.

Objectives of the Study:

- To identify the key push (internal) and pull (external) motivational factors influencing domestic tourists' decision to visit Mumbai.
- To examine the influence of push and pull motivations on Mumbai's destination image.
- To analyze the mediating role of destination image in the relationship between tourist motivations, and revisit intentions.
- To provide recommendations for tourism planners.

Literature Review

Travel motivation

Motivation is considered the person's psychological as well as internal force which can spur action, Armstrong and Kotler, (2013). Chang et al. (2014) inferred that tourists will tend to participate, engage,

and integrate in a specific behavior only due to being motivated based on some reasons, forces or goals. Jarvis and Blank (2011) concluded that not all tourists will be motivated by the same motives, hence treating all of them equally may cause problems. Understanding and comprehending tourist motives is the most important key for designing tourist offerings. (Negrusa and Yolal, 2012).

Push–Pull Theory

Tourist motivation research has long drawn on the push–pull framework which distinguishes between internal motives and destination attributes. Dann (1977) has been a pioneer of this approach. He conceptualised push factors as intrinsic drivers such as escape, relaxation, and self-fulfillment, and pull factors as external features like attractions, culture, and climate. Crompton (1979) expanded the push-pull framework by identifying socio-psychological, cultural and environmental motives shaping destination choice.

Uysal and Jurowski (1994) also emphasized the push–pull theory. They concluded that motivations operate interdependently and vary across demographic and trip-related contexts. Later, Baloglu and McCleary (1999) validated the connection between motivational forces and destination image. Collectively, these studies established a foundation for linking motivations with various tourist perceptions and behavioral outcomes.

Push and Pull motives

Push and Pull motives are considered the main constructs of this study. Push motives are the forces that induce individuals to go away from home (Sandybayev et al. 2018; Li et al. 2015; Negrusa & Yolal 2012). While the pull motives are the forces that pull individuals to visit a specific destination. Push factors are internal motivations that drive tourists to travel for escape, social interaction, adventure, and novelty (Yousefi & Marzuki, 2015; Seebaluck et al., 2015). Other studies have emphasized health, knowledge, ego enhancement, and self-exploration as additional motivators (Sandybayev et al., 2018; Negrusa & Yolal, 2012). Knowledge-seeking and novelty have been identified as dominant motives across various contexts, including British, Chinese, Asian, and European travelers (Jang & Cai, 2002; Huang, 2010; Sangpikul, 2009). Accordingly, this study incorporates the push dimensions of rest and relaxation, ego enhancement, novelty seeking, and knowledge seeking, consistent with the framework proposed by Yousefi & Marzuki 2015 ; Wang & Leou 2022; Carvache Franco 2022).

Jang and Cai (2002) identified cleanliness and safety as the most significant pull motives influencing the British tourists. Sangpikul (2009) later observed that the Asian tourists visiting Thailand were primarily attracted by activities, attractions, and travel costs, whereas the European travelers were drawn by cultural and historical sites. Seebaluck et al., (2015) emphasized both tangible and intangible pull elements, such as biodiversity, rivers, and beaches. Destination heritage, cultural appeal, safety and natural reserves are key external factors that enhance the destination image (Rajamohan et al 2007; Yousefi & Marzuki 2015). Building on these findings, the present research focuses on the pull dimensions; safety, and cultural/historical attractions consistent with the framework proposed by Ayoub & Mohamed (2024).

Mediating role of Destination Image

Fakeye and Crompton (1991) and Doosti et al. (2016) defined country image as “the mental construction of a city portrayal.” Destination image is considered the visitor’s representation of the destination in their own minds. It might include the climate, people or the natural environment Fakeye & Crompton (1991). Multiple studies also showed that positive country image can lead to revisit intentions. (Gallarza et al., 2002; Beerli & Martin, 2004; Doosti et al. 2016).

The overall destination image plays a crucial role in shaping tourists’ behavioral intentions, including their

decisions to visit, revisit, or recommend a destination Baloglu & McCleary, (1999). Beerli & Martin (2004) listed nine cognitive dimensions of destination image, which include natural and cultural resources, infrastructure, accessibility, and environment. Luvsandavaajav et al. (2022) examined how destination image formation affects tourist trust, perceived value, satisfaction, and behavioral intentions for cultural-heritage destinations. Mehedi et al. (2022) examined the relationship between destination image, transport infrastructure, and tourist revisit intention, and find that both destination image and transport infrastructure have significant positive effects on revisit intention. Hallmann & Müller (2020) concluded a strong link between the destination image the tourist services and infrastructure. Drawing from these insights, this study focuses on infrastructure, environment, and accessibility as the primary constructs for examining destination image.

Tourist Revisit intentions

Tourists' intentions have attracted the interest of many research scholars. Revisit intention is one of the steps of travel decision making process Doosti et al., (2016). It is very difficult to understand and predict due to its complex nature Dunne et al., (2011). The relationship between destination image and tourists' intentions to revisit is significant, making destination image a prime predictor of tourist revisit intentions. Tourist revisit intention is framed as a key behavioral outcome shaped by how tourists perceive and relate to destinations across many studies. Stepchenkova and Morrison (2008) highlight that destination image plays a crucial role in shaping future behavioral intentions, including the likelihood of returning. Dunne et al. (2011) reinforce that positive experiences and images associated with specific tourism products or activities strengthen tourists' willingness to revisit, particularly when destinations meet experiential expectations. Kim and Lee (2015) emphasize that unique and memorable destination attributes enhance revisit intentions by making the place stand out in tourists' minds. Maghrifani and Sneddon (2022) show that revisit intentions are influenced by the combined effects of travel motivations and destination image.

Hypotheses:

H1: The push-dimension impacts the destination image of Mumbai.

H1-1: Rest and relaxation impacts the destination image of Mumbai.

H1-2: Enhancing the ego impacts the destination image of Mumbai.

H1-3: Novelty impacts the destination image of Mumbai.

H1-4: Knowledge seeking impacts the destination image of Mumbai.

H2: The pull-dimension impact the destination image of Mumbai.

H2-1: Safety impacts the destination image of Mumbai.

H2-2: Cultural and historical attraction impact the destination image of Mumbai.

H3: Destination image will impact the tourist revisit intentions

H3-1: Infrastructure impacts tourist revisit intentions

H3-2: Environment impacts tourist revisit intentions

H3-3: Accessibility impacts tourist revisit intentions

H4: Destination image will mediate the relationship between Pull/Push factors and revisit intentions.

H4-1: Destination image will mediate the relationship between travel push motivation factors and revisit intention.

H4-2: Destination image will mediate the relationship between travel pull motivation factors and revisit intention.

H5: Push/Pull motives have a positive influence on tourist revisit intentions.

Research Methodology

Research Design

This study employed a quantitative, cross-sectional survey design to examine the relationships among domestic tourists' push–pull motivations, destination image, and revisit intentions for Mumbai. Structural equation modeling (SEM) was used to test the hypothesized relationships between push/pull factors and revisit intentions, including the mediating role of destination image.

Population and Sampling

The target population consisted of English-literate domestic tourists residing in Maharashtra who visited Mumbai for leisure, cultural, business, academic, or recreational purposes. A non-probability purposive sampling technique was employed to select respondents who had visited Mumbai at least once in the past 24 months. Considering that the domestic tourist segment in Mumbai exceeds one million annually (Maharashtra Tourism, n.d.), a sample size of 384 respondents was determined following the guidelines proposed by Sekaran (2003).

Research Instrument Development

A structured questionnaire was developed for this study, comprising five sections:

1. **Demographics:** Age, gender, education, income, profession, type and duration of stay, and companions during the visit.
2. **Push/Pull Factors:** Adapted from Ayoub and Mohamed (2024), Yoon and Uysal (2005), Hanqin and Lam (1999), and Jang and Wu (2006), and modified to fit the Mumbai context.
3. **Destination Image:** Adapted from Baloglu and McCleary (1999), Beerli and Martín (2004) ,Stylidis et al. (2017) and Kim and Richardson (2003).
4. **Revisit Intentions:** Adapted from Chen and Tsai (2007), Yoon and Uysal (2005), and Prayag and Ryan (2012).

All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Collection

Data were collected using self-administered questionnaires distributed both online and at selected tourist sites in Mumbai between 1st Aug 2025 and 30th Oct 2025. To enhance reliability, respondents were assured of anonymity and confidentiality, and participation was entirely voluntary. Prior to full deployment, a pilot test with 30 respondents was conducted to refine the wording, ensure clarity, and assess scale reliability. A total of 181 completed responses were collected, against a target sample of 384 respondents.

Results

Data analysis was carried out using Jamovi. Following were the results.

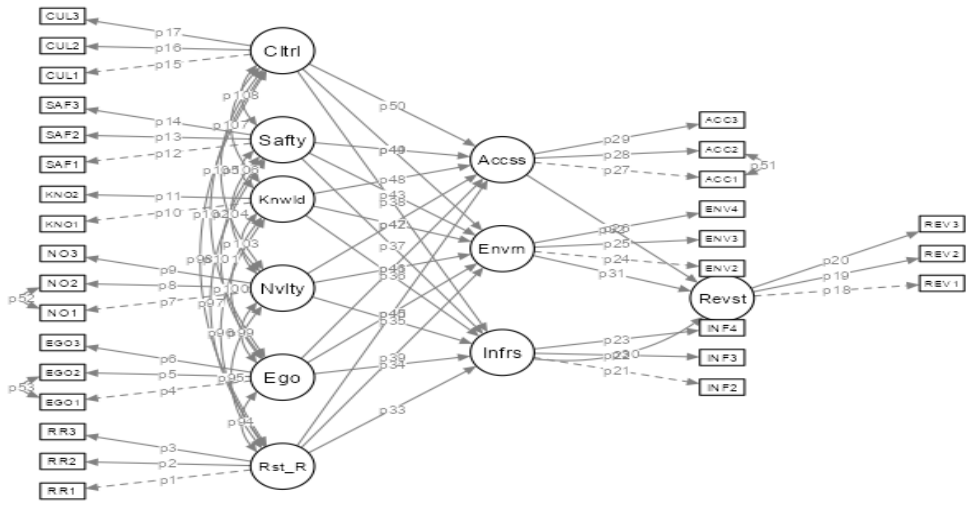
Table: 1 Confirmatory Factor Analysis results for Measurement Model

Latent construct	Observed indicators	Standardised loading β
Rest_Relax	RR1	0.784
	RR2	0.829
	RR3	0.779
Ego	EGO1	0.752

	EGO2	0.819
	EGO3	0.845
Novelty	**NO1**	0.864
	NO2	0.844
	NO3	0.804
Knowledge	**KNO1**	0.798
	KNO2	0.697
Safety	**SAF1**	0.796
	SAF2	0.792
	SAF3	0.778
Cultural	**CUL1**	0.728
	CUL2	0.83
	CUL3	0.747
Revisit	**REV1**	0.814
	REV2	0.902
	REV3	0.862
	INF2	0.658
	INF3	0.815
	INF4	0.84
	ENV2	0.83
	ENV3	0.841
	ENV4	0.726
Accessibility	**ACC1**	0.655
	ACC2	0.705
	ACC3	0.871

Note: Revised Model Fitness Indices: RMSEA = 0.068, SRMR= 0.054, CFI= 0.911, TLI= 0.903**.** Items with standardized loadings below 0.60 were deleted to improve model fit and construct validity.

Figure: 1 Path diagram



A Confirmatory Factor Analysis (CFA) was conducted to assess the measurement model's reliability and validity. The initial model indicated a moderate fit (RMSEA = 0.072, SRMR = 0.069, CFI = 0.869, TLI = 0.850), which suggested room for refinement. After removing five weak loading items (KNO3, CUL4, CUL5, INF1, and ENV1) that were located below the recommended loading threshold of 0.60, the revised model demonstrated a satisfactory and improved fit (RMSEA = 0.068, SRMR = 0.054, CFI = 0.911, TLI = 0.903). These values meet the accepted benchmarks proposed by Hu and Bentler (1999) and Cudeck and Browne (1992). All remaining standardized loadings range between 0.65 to 0.90, confirming a good indicator reliability and supporting the convergent validity of the constructs. Overall, the refined measurement model provides a good base for further structural analysis.

Table: 2 Reliability and Convergent Validity indices

Variable	α/ Cronbach Alpha	ω_1	ω_2	ω_3	Average Variance Extracted
Rest/Relax	0.840	0.838	0.838	0.836	0.634
Ego	0.864	0.823	0.823	0.824	0.650
Novelty	0.848	0.915	0.915	0.915	0.704
Knowledge	0.712	0.720	0.720	0.721	0.564
Safety	0.831	0.832	0.832	0.831	0.622
Cultural	0.810	0.813	0.813	0.810	0.595
Revisit	0.892	0.897	0.897	0.899	0.744
Infrastructure	0.809	0.811	0.811	0.811	0.589
Environment	0.840	0.841	0.841	0.841	0.639
Accessibility	0.832	0.731	0.731	0.731	0.553

Table 2 presents the results of reliability and convergent validity analysis. All constructs show satisfactory internal consistency, with Cronbach's alpha values between 0.712 and 0.892 and omega coefficients (ω_1–ω_3) exceeding 0.70, confirming measurement reliability (Nunnally & Bernstein, 1994). The Average Variance Extracted (AVE) values range from 0.553 to 0.744, surpassing the 0.50 benchmark (Fornell & Larcker, 1981) and establishing convergent validity. Among the constructs, Revisit Intention (AVE = 0.744) and Novelty (AVE = 0.704) demonstrated the strongest convergence, while Knowledge and Accessibility remain within acceptable limits. Overall, the indicators confirm adequate reliability and convergent validity of the measurement model.

Table: 3 Heterotrait-monotrait (HTMT) Ratio of correlations – Discriminant Validity

Constructs	Rest_Relax	Ego	Novelty	Knowledge	Safety	Cultural	Revisit	Infrastructure	Environment	Accessibility
Rest_Relax	1.000	0.521	0.602	0.6092	0.389	0.368	0.429	0.311	0.417	0.1283
Ego	0.521	1.000	0.676	0.7266	0.525	0.430	0.470	0.363	0.283	0.1356
Novelty	0.602	0.676	1.000	0.6519	0.556	0.581	0.575	0.528	0.331	0.2152

Knowledge	0.609	0.727	0.652	1.0000	0.370	0.540	0.447	0.427	0.429	0.0705
Safety	0.389	0.525	0.556	0.3696	1.000	0.755	0.637	0.596	0.450	0.4968
Cultural	0.368	0.430	0.581	0.5396	0.755	1.000	0.714	0.668	0.585	0.6384
Revisit	0.429	0.470	0.575	0.4471	0.637	0.714	1.000	0.559	0.394	0.4634
Infrastructure	0.311	0.363	0.528	0.4267	0.596	0.668	0.559	1.000	0.452	0.3637
Environment	0.417	0.283	0.331	0.4287	0.450	0.585	0.394	0.452	1.000	0.3982
Accessibility	0.128	0.136	0.215	0.0705	0.497	0.638	0.463	0.364	0.398	1.0000

Table 3 reports the HTMT ratios used to assess discriminant validity among the latent constructs. All HTMT values are found to be below the recommended threshold of 0.85 (Henseler, Ringle, & Sarstedt, 2015), indicating that the constructs are conceptually and empirically distinct. The relatively moderate inter-construct correlations further suggest that each dimension captures a unique aspect of tourists' motivations, perceptions, and behavioral intentions. These findings confirm that the measurement model demonstrates adequate discriminant validity, ensuring that no significant overlap exists among the constructs that have been included in this study.

Table: 4 Structural Model and Hypotheses testing Results at 95% Confidence Intervals

Dependent	Predictor	Estimate	SE	Lower	Upper	β	z	P
Revisit	Infrastructure	1.33090	0.2608	0.8198	1.8420	**1.12783**	5.1034	**<.001**
Revisit	Environment	-0.05607	0.0826	-0.2180	0.1058	-0.05909	-0.6789	0.497
Revisit	Accessibility	-0.04333	0.1486	-0.3346	0.2480	-0.03473	-0.2915	0.771
Infrastructure	Rest_Relax	0.05066	0.0596	-0.0661	0.1674	0.06877	0.8505	0.395
Infrastructure	Ego	0.04496	0.0995	-0.1500	0.2399	0.05445	0.4520	0.651
Infrastructure	Novelty	0.12843	0.0720	-0.0127	0.2696	0.16275	1.7832	0.075
Infrastructure	Knowledge	-0.07940	0.1110	-0.2970	0.1382	-0.10196	-0.7152	0.474
Infrastructure	Safety	0.10846	0.1329	-0.1521	0.3690	0.10746	0.8160	0.415
Infrastructure	Culture/Hist	0.64518	0.2043	0.2447	1.0457	**0.50463**	3.1573	0.002
Environment	Rest_Relax	0.24741	0.1122	0.0275	0.4673	**0.27013**	2.2049	**0.027**
Environment	Ego	-0.12608	0.1770	-0.4730	0.2209	-0.12280	-0.7122	0.476
Environment	Novelty	-0.19227	0.1236	-0.4346	0.0500	-0.19594	-1.5552	0.120
Environment	Knowledge	0.15518	0.1865	-0.2103	0.5207	0.16026	0.8321	0.405

Environment	Safety	0.00321	0.2277	-0.4430	0.4494	0.00256	0.0141	0.989
Environment	Culture/Hist	0.92611	0.3014	0.3354	1.5168	**0.58253**	3.0729	0.002
Accessibility	Rest_Relax	0.05169	0.1011	-0.1465	0.2498	0.07418	0.5113	0.609
Accessibility	Ego	0.26927	0.1783	-0.0801	0.6187	0.34472	1.5105	0.131
Accessibility	Novelty	-0.11471	0.1070	-0.3244	0.0950	-0.15366	-1.0721	0.284
Accessibility	Knowledge	-0.43014	0.2074	-0.8367	-0.0236	-0.58389	-2.0738	0.038
Accessibility	Safety	-0.25887	0.2349	-0.7193	0.2016	-0.27112	-1.1019	0.271
Accessibility	Culture/Hist	1.39286	0.3562	0.6946	2.0911	**1.15159**	3.9099	<.001

The structural relationships between push motives, pull motives, destination image and revisit intention were tested using regression-based path analysis.

H1: Among the push factors, only Rest and Relaxation had a significant positive influence on the Environment dimension of destination image (β = 0.270, p = 0.027), supporting H1-1. Other push motives like Ego enhancement, Novelty seeking, and Knowledge seeking did not significantly impact the destination image (p > 0.05). Hence, H1-2, H1-3 and H1-4 were not supported and H1 was partially supported through Rest & Relaxation.

H2: Among the pull factors, Cultural and Historical Attractions emerged as the strong determinant. Infrastructure (β = 0.505, p = 0.002), Environment (β = 0.583, p = 0.002) and Accessibility (β = 1.152, p < 0.001) Thus H2-2 was accepted. The Safety factors did not exert a significant influence on destination image. (p > 0.05) Thus, H2-1 was rejected and H2 was partially supported through Culture and History.

H3: Within the destination image and revisit intention relationship, Infrastructure showed a strong positive impact on the Revisit Intentions of the tourists (β = 1.128, p < 0.001), thus, validating H3-1, whereas Environment (β = -0.059, p = 0.497) and Accessibility (β = -0.035, p = 0.771) had non-significant scores, hence H3-2 and H3-3 were not supported.

H5: The estimate shows that the Infrastructure motive has a significant positive effect on revisit intentions (Estimate = 1.33090, p < .001), indicating that tourists' perceptions of infrastructure strongly influence their intention to revisit. Within the Infrastructure domain, the cultural aspect also demonstrates a significant positive relationship with revisit intentions (Estimate = 0.64518, p = 0.002). Similarly, cultural motives related to Environment and Accessibility have a significantly positive impact (Environment: Estimate = 0.92611, p = 0.002; Accessibility: Estimate = 1.39286, p < .001). Contrary to this, the other push and pull motives within the Environment and Accessibility domains did not show significant positive effects on revisit intentions. The Rest/Relax connection to the Environment (Estimate = 0.24741, p = 0.027) shows acceptance whereas the Knowledge connection to Accessibility (Estimate = -0.43014, p = 0.038) shows a negative influence. Hence, H5 has been only partially accepted.

Mediation Results

Table: 5 Mediation testing at 95% Confidence Intervals

Hyp.No.	Description	Parameter	Estimate	SE	Lower	Upper	B	z	P
4.1	Rest_Relax ⇒	p33*p30	0.067	0.081	-0.092	0.227	0.078	0.831	0.406

	Infrastructure ⇒ Revisit								
4.1	Rest_Relax ⇒ Environment ⇒ Revisit	p39*p31	-0.014	0.022	-0.056	0.028	-0.016	-0.644	0.519
4.1	Rest_Relax ⇒ Accessibility ⇒ Revisit	p45*p32	-0.002	0.009	-0.020	0.016	-0.003	-0.245	0.807
4.1	Ego ⇒ Infrastructure ⇒ Revisit	p34*p30	0.060	0.134	-0.203	0.323	0.061	0.445	0.656
4.1	Ego ⇒ Environment ⇒ Revisit	p40*p31	0.007	0.014	-0.021	0.035	0.007	0.496	0.620
4.1	Ego ⇒ Accessibility ⇒ Revisit	p46*p32	-0.012	0.042	-0.093	0.070	-0.012	-0.281	0.779
4.1	Novelty ⇒ Infrastructure ⇒ Revisit	p35*p30	0.171	0.089	-0.003	0.344	0.184	1.931	0.053
4.1	Novelty ⇒ Environment ⇒ Revisit	p41*p31	0.011	0.017	-0.023	0.045	0.012	0.619	0.536
4.1	Novelty ⇒ Accessibility ⇒ Revisit	p47*p32	0.005	0.018	-0.030	0.040	0.005	0.278	0.781
4.1	Knowledge ⇒ Infrastructure ⇒ Revisit	p36*p30	-0.106	0.152	-0.404	0.193	-0.115	-0.694	0.488
4.1	Knowledge ⇒ Environment ⇒ Revisit	p42*p31	-0.009	0.016	-0.040	0.023	-0.009	-0.539	0.590
4.1	Knowledge ⇒ Accessibility ⇒ Revisit	p48*p32	0.019	0.066	-0.110	0.147	0.020	0.284	0.777

4.2	Safety ⇒ Infrastructure ⇒ Revisit	p37*p30	0.144	0.170	-0.189	0.478	0.121	0.848	0.396
4.2	Safety ⇒ Environment ⇒ Revisit	p43*p31	-0.000	0.013	-0.025	0.025	-0.000	-0.014	0.989
4.2	Safety ⇒ Accessibility ⇒ Revisit	p49*p32	0.011	0.041	-0.069	0.092	0.009	0.273	0.785
4.2	Cultural ⇒ Infrastructure ⇒ Revisit	p38*p30	0.859	0.327	0.217	1.500	0.569	2.623	0.009
4.2	Cultural ⇒ Environment ⇒ Revisit	p44*p31	-0.052	0.080	-0.208	0.104	-0.034	-0.651	0.515
4.2	Cultural ⇒ Accessibility ⇒ Revisit	p50*p32	-0.060	0.210	-0.471	0.351	-0.040	-0.288	0.774

H4: Mediation testing was carried out using the bootstrapping approach in with 500 resamples to assess the indirect impact of push and pull motivations on revisit intention through destination image. Results revealed that Cultural and Historical Attractions significantly affected Revisit Intention through Infrastructure ($\beta = 0.569$, $p = 0.009$), supporting H4-2. Likewise, Novelty seeking demonstrated a near significant indirect influence through Infrastructure ($\beta = 0.184$, $p = 0.053$), lending partial support to H4-1. Other mediation pathways through Environment and Accessibility were insignificant ($p > 0.05$). Overall, the findings indicate that destination image, particularly its infrastructure dimension, plays a mediating role between pull/push factors and their revisit intention, thus supporting H4.

Discussion

The primary aim of this study is to provide a better understanding of the relationship between the push/pull motives, destination image and tourist revisit intentions. It provides an empirical support for developing the model of push/pull motivational theory for domestic visitors of Mumbai. The hypothesized relationship was tested using SEM and the results revealed a statistically significant relationship between few variables. Among the push factors, only Rest and Relaxation influenced the Environment dimension of destination image which matches with the findings of Yousefi & Marzuki (2015) and Wang & Leou (2022). Amongst the pull factors, Cultural and Historical Attractions emerged as the strong determinant of the destination image that are as per the findings of Stepchenkova & Morrison (2008) and Stylidis, Shani & Belhassen (2017). Within the destination image and revisit intention relationship, Infrastructure showed a strong positive impact on the Revisit Intentions of the tourists. Cultural and Historical attractions significantly affected Revisit Intention through Infrastructure, none of the studies in the past have focused on this aspect. It was surprising to find that Novelty seeking behavior influenced revisits through infrastructure. No past studies have focused on this aspect of research particularly from Mumbai perspective. Although Carvache-Franco et al 2022 linked novelty to future tourist visits. It was also found that destination image has a significant positive effect on revisit intentions via infrastructure, in sync with

the findings of Maghrifani & Sneddon (2022). This supports earlier findings by Hallmann & Müller (2020) and Mehedi et al (2022). Cultural motives related to Environment and Accessibility have a significantly positive impact on the revisits that matches the findings of Rajamohan et al (2007). The Rest/Relax when connected to the Environment, impacted tourist revisits as well. This is partially contrary to the findings of Ayoub & Mohamed (2024) who have although included "rest & relaxation" as a push factor and "environment" as a pull factor, and they show that both sets of push–pull motives significantly influence visit and revisit intentions, but they do not test an interaction or combined "rest/relax impact on the destination image through the environment. Infact, even other tourist motivation and revisit studies treat rest/relaxation and environmental attributes as separate push and pull dimensions affecting satisfaction, image, or revisit intention, but not as a single connected factor.

Conclusion and managerial implications

Tourist motivations in this study clearly shape how visitors perceive Mumbai, especially in terms of its cultural richness and novelty value, and a favorable destination image proved to be a key driver of revisit intentions by mediating the effect of these motives. For managers, this implies that repeat visitation and positive word-of-mouth can be strengthened when the on-site experience consistently matches what pushed and pulled tourists to choose Mumbai in the first place. In practical terms, this means investing in urban amenities, heritage upkeep, guided historical walks, wellness and cultural experiences, tourist-friendly digital tools, and reliable intercity mobility to enhance the city's cognitive and affective image. Cleanliness, connectivity, and visitor infrastructure are especially critical because a strong physical environment converts motivation into satisfaction and repeat visits, while visible efforts in waste management, shoreline protection, and green spaces protect the very resources that support a positive image over time. Tourism authorities should institutionalize feedback systems, service audits, and data-driven monitoring, and foster partnerships between government, private operators, communities, and cultural institutions so that new products and investments align with domestic tourists' motivations and support sustainable, repeat-oriented tourism growth in Mumbai.

Limitations

This study is limited to domestic tourists in Mumbai, restricting the generalization of findings to international visitors or other Indian cities. Its cross-sectional design captures perceptions at a single point in time, limiting insights into seasonal or first timer visit variations.

Future research

Future studies should include international tourists, adopt longitudinal designs, and integrate variables such as satisfaction, place attachment, and sustainability perceptions. Comparative research across other metropolitan destinations like Delhi, Bengaluru or Vishakhapatnam could further determine whether Mumbai's patterns reflect broader urban tourism trends or is it some city-specific dynamics.

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