An Internship Report on Social Media And Digital Marketing Initiatives At B:live

An Internship Report for
MGA-652 Industry Internship
Credits:16 credits
Submitted in partial fulfilment of Master's Degree
Master of Business Administration in Marketing

By

VAISHNAVI ASHOK KUMAR SINHA

Seat Number: 22P0280071

ABC ID: 305558050109

PRN: 201903542

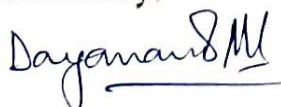Under the Mentorship of

PROF. M.S. DAYANAND

Goa Business School
Management Studies

GOA UNIVERSITY
DATE: MAY 2024

Examined by:

Seal of the School/Dept

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, **"An Internship Report on Social Media And Digital Marketing Initiatives At B:live"** is based on the results of investigations carried out by me in the Discipline of Management Studies at the Goa Business School, Goa University, under the mentorship of Prof. M.S. Dayanand and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

I hereby authorize the University/college authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Vaishnavi Ashok Kumar Sinha

Seat no: 22P028007

Date: 04|05|2024

Place: Goa University

ACKNOWLEDGEMENT

OFFER LETTER FROM THE COMPANY

03 May, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Vaishnavi Sinha** from **Goa Business School, Goa University** has successfully completed her internship project with B:Live.

The duration of the internship was from **15ᵗʰ January 2024 to 04ᵗʰ May 2024.**

Her internship was in the domain of **Marketing.**

We found Vaishnavi to be very hard-working and inquisitive. She was actively and diligently involved in the project and tasks assigned to her. Her feedback and ideas were greatly appreciated.

It was a pleasure having Vaishnavi with us and we wish her good luck for all future endeavors.

With best wishes,
For Arcis Clean Energy Pvt. Ltd.,

Sandeep Mukherjee
COO & Co-Founder

Samarth Kholkar
CEO & Co-Founder

COMPLETION CERTIFICATE FROM THE COMPANY

03 May, 2024

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Sandeep Mukherjee
COO & Co-Founder

Samarth Kholkar
CEO & Co-Founder

COMPLETION CERTIFICATE

This is to certify that the internship report **"An Internship Report on Social Media And Digital Marketing Initiatives At B:live"** is a bonafide work carried out by **Ms. Vaishnavi Ashok Kumar Sinha** under my mentorship in partial fulfilment of the requirements for the award of the degree of **Masters of Business Administration** in the Discipline Management Studies at the Goa Business School, Goa University.

Date: 04|05|2024

Prof. M.S. Dayanand

Signature and Name of Mentor

Signature of Dean of School/HoD

School/ Department Stamp

Date: 04|05|2024

Place: Goa Business School, Goa University

CONTENTS

EXECUTIVE SUMMARY

This research addresses a critical gap in understanding customer satisfaction within the context of e-bike tours, with a specific focus on B:live E-Bike Tours in Goa, India. While existing research in tourism extensively covers customer satisfaction, there is a lack of understanding of the nuanced dynamics of e-bike tours, which offer a unique blend of adventure, sustainability, and cultural immersion.

The primary objective of this study is to assess the alignment between customers' pre-tour expectations and their actual experiences during the tour, and to measure post-tour satisfaction levels. By addressing these fundamental questions, the research aims to provide actionable insights for B:live E-Bike Tours to refine their offerings and maximize customer satisfaction.

A target sample size of 100 respondents will be selected through random sampling to ensure representativeness and reliability of findings. Data will be collected using online questionnaires distributed among customers of B:live E-Bike Tours. Statistical analysis techniques such as regression analysis, correlation, ANOVA, descriptive analysis, T-test, chi-square test, independent sample test, and pad test will be employed to derive actionable insights.

In parallel, during a four-month internship at B:live E-Bike Tours, valuable experience was gained in digital marketing, focusing on social media management, content creation, and brand collaboration. Tasks included familiarizing with OTA platforms, crafting engaging social media content, and implementing marketing strategies to enhance brand visibility and customer engagement.

Skills were developed in creating monthly social media plans, optimizing Instagram marketing tactics, and analysing Instagram analytics to drive follower growth and engagement. Utilizing

tools like Canva and Adobe Creative Cloud, proficiency was gained in content creation, including designing visually appealing posts and editing videos.

Challenges encountered during the internship, such as inconsistent social media posting and content delivery delays, were addressed through innovative solutions and effective time management. Recommendations for improvement include implementing a structured content calendar, providing training on content creation tools, and streamlining customer review collection processes.

Overall, the internship provided invaluable learning experiences and opportunities for professional growth in digital marketing and social media management, complementing the research's aim to enhance customer satisfaction at B:live E-Bike Tours

CHAPTER 1: PROFILE OF THE COMPANY

1.1   BIRDS EYE VIEW

B:live, established in 2018 in Goa, is a pioneering force in India's sustainable industry, marking six years as the nation's first company to introduce e-bike tours. Founded by Samarth Kholkar (CEO) and Sandeep Mukherjee (COO), the brand has become comparable with eco-friendly mobility solutions and immersive tourism experiences. Beyond its iconic e-bike tours, B:live operates diverse verticals, including the multi-brand B:live store, offering franchise opportunities akin to Croma. The company strategically collaborates with renowned entities like RunR, OLA Electric, Revolt, and more, providing a comprehensive product portfolio encompassing e-motorcycles, e-scooters, e-cycles, delivery scooters, electric three-wheelers, buses, golf carts, and accessories.

PURPOSE: With growing concerns of climate change and the certainty of fossil fuel being replaced in totality, B:live is driving sustainability through the adoption of electric vehicles. Our purpose is to Facilitate ease of adoption to EV mobility by creating brand awareness, expertise and multi-brand accessibility and affordability of EV for end users, business owners.

VISION: Be a driving force in the sustainable switch to electric by users of 2& 3 wheelers by being a multi-channel discovery and retail platform for Electric Vehicle mobility

MISSION: With an aim to 'Accelerate Adoption of EVs in India' as part of a global need for freedom from fuel dependency and for a greener future, 100% Adoption of EVs and an EV in every home. To this end our large network of Franchise Partners are instrumental.

DIFFERENT VERTICALS:

B:live EV Store: With a strategic expansion to 20 stores across seven states, the B:live EV store operates as a multi-channel discovery and retail platform for electric vehicles (EVs). The brand

collaborates with major entities like Club Mahindra, Zepto, Wellness Forever, Sativa, Swiggy, and Zomato, reflecting its commitment to creating a robust EV ecosystem.

B:live Tours: At the heart of B:live offerings lie its signature e-bike tours, conducted 365 days a year. In partnership with Goa Tourism and renowned hospitality chains, these tours offer 13 unique sustainability-centred experiences. B:live has achieved the remarkable #1 ranking on TripAdvisor, catering to diverse customers, including corporate offices in India and international visitors from the USA, UK, and UAE.

Ezy Rental & B2B: B:live operates on a multifaceted business model, addressing B2C, tours, EV rentals, franchise opportunities, and B2B through the B:live EV store. This vertical contributes to the brand's widespread impact and accessibility.

1.2 __INDUSTRY OVERVIEW__

B:live E-Bike Tours as Sustainable Tourism Industry Sector:

1. Market Growth: The e-bike tours industry has witnessed significant growth in recent years, fuelled by the increasing demand for sustainable tourism experiences. Consumers are becoming more environmentally conscious and are seeking eco-friendly alternatives.

2. Key Trends: One of the prominent trends in this industry is the integration of technology to enhance the touring experience. The electric bikes equipped with advanced features such as pedal-assist and long-lasting batteries.

3. Environmental Impact: E-bike tours offer a sustainable alternative to conventional tourism practices by reducing carbon emissions and minimizing the ecological footprint associated with traditional transportation methods like cars or buses. This aligns with the growing global focus on sustainable travel and ecotourism.

4. Market Segmentation: The market for e-bike tours caters to a diverse range of consumers, including eco-conscious travellers, adventure enthusiasts, and cultural explorers. Segments

may include city tours, countryside excursions, wine tasting tours, and specialized thematic experiences.

5. Regulatory Landscape: The e-bike industry is subject to regulations governing electric vehicles, cycling, and tourism activities in various jurisdictions. Compliance with safety standards, insurance requirements, and environmental regulations is essential for operators to ensure a seamless and legally compliant experience for customers.

EV Store in Electric Vehicle (EV) Industry:

1. Industry Growth: The electric vehicle (EV) industry is experiencing rapid expansion driven by technological advancements, government incentives, and growing environmental awareness. EVs offer a sustainable solution to transportation needs, reducing reliance on fossil fuels and mitigating air pollution.

2. Product Portfolio: EV stores offer a diverse range of electric vehicles, including electric scooters, bicycles, and related accessories such as charging station and batteries etc.

3. Market Dynamics: Key factors driving the EV market include advancements in battery technology, expanding charging infrastructure, decreasing manufacturing costs, and increasing consumer acceptance of electric vehicles. Government policies promoting clean energy and emission reduction further stimulate market growth.

4. Consumer Adoption: While consumer interest in electric vehicles is growing, challenges such as range anxiety, charging infrastructure limitations, and higher upfront costs compared to conventional vehicles still exist. EV stores play a crucial role in educating consumers, addressing their concerns, and facilitating the transition to electric mobility.

5. Ecosystem Integration: EV stores often collaborate with energy companies, technology providers, and government agencies to create a comprehensive ecosystem for electric mobility. This may involve partnerships for renewable energy generation, smart grid integration, and incentives for EV adoption, such as tax credits and rebates.

1.3   COMPANY ANALYSIS OF B:LIVE

1.3.1   PORTER'S FIVE FORCES ANALYSIS:

1. Threat of New Entrants: It is Moderate. While the electric vehicle industry is growing, barriers to entry include the need for substantial capital investment, strong partnerships with manufacturers, and regulatory compliance. However, the increasing demand for sustainable transportation may attract new entrants. It similar in the tourism industry even though B:live only brand which provide experience on E-bike there are other competitors such Make it happen and Soul travelling in Goa.

2. Bargaining Power of Suppliers: Moderate to High. B:live relies on partnerships with manufacturers and suppliers for its electric vehicles and accessories. The bargaining power of suppliers may vary depending on the availability of alternative suppliers and the uniqueness of the products. In the tourism industry the increase in cost of raw material or increase in customer or brand recognition may increase their share or price costing with the collaborators for the tours.

3. Bargaining Power of Buyers: It is Moderate. Buyers have some bargaining power due to the availability of alternative electric vehicle brands and products. However, B:live's strong brand reputation, diverse product portfolio, and emphasis on sustainability may mitigate the bargaining power of buyers to some extent. While in B:live e-bike tourism the buyers are own consumer who wants to experience the different side of Goa can be charged depending on the tour, persons and customization.

4. Threat of Substitutes: Low to Moderate. While there are substitutes for electric vehicles, such as conventional gasoline-powered vehicles or public transportation, the growing environmental concerns and government incentives for electric mobility reduce the attractiveness of substitutes. It in the tourism industry even though B:live e-tour only brand which provide experience on E- bikes there are other competitors such make it happen and

Soul travelling in Goa which might provide same experience at the location but in different mode of transport.

5. Intensity of Competitive Rivalry: It is High. The electric vehicle market is becoming increasingly competitive with the entry of new players and the expansion of existing ones. B:live faces competition from both established automotive companies and startups focusing on electric mobility. Similarly in tourism industry there is also a competitive rivalry in the growth can be in term of recognition, customers, location and price etc.

1.3.2 SWOT ANALYSIS:

➢ B:live EV Store:

• Strengths:

1. Comprehensive Product Portfolio: B:live offers a diverse range of electric vehicles, accessories, and related products, catering to various customer preferences and needs.

2. Strategic Partnerships: Collaborations with major entities like Club Mahindra, Zepto, and others strengthen the brand's position and enhance its credibility within the EV industry.

3. Multi-Channel Retail Platform: Operating as a multi-channel discovery and retail platform, B:live EV Store provides customers with accessibility and convenience through physical stores and online channels.

4. Brand Awareness: B:live strategic expansion to 20 stores across seven states has contributed to increased brand visibility and market penetration.

5. Focus on Sustainability: As a pioneer in India's sustainable industry, B:live EV Store aligns with growing environmental concerns and promotes eco-friendly mobility solutions.

• Weaknesses:

1. Limited Market Reach: Despite strategic expansion efforts, B:live may still have limited market reach compared to well-established competitors in the EV industry.

2. Dependency on Partnerships: The success of B:live's EV Store relies heavily on its partnerships with other entities. Any disruptions or conflicts in these partnerships could impact the brand's operations and growth.

- Opportunities:

1. Government Incentives: Continued government incentives and policies promoting electric mobility present opportunities for B:live to capitalize on the growing EV market.

2. Expansion Potential: There is potential for further expansion into new geographic regions and markets, both within India and internationally.

3. Diversification of Product Offerings: B:live can explore opportunities to diversify its product offerings by introducing innovative electric vehicles and accessories, catering to evolving consumer preferences.

- Threats:

1. Competition: Intense competition from established players in the EV industry could pose a threat to B:live's market share and profitability.

2. Regulatory Changes: Changes in government regulations and policies related to electric vehicles may impact the EV market landscape and pose challenges for B:live's operations.

3. Technological Disruptions: Rapid advancements in electric vehicle technology could necessitate continuous innovation and investment to remain competitive in the market.

☐ B:live E-Bike Tours:

- Strengths:

1. First-Mover Advantage: As the nation's first company to introduce E-bike tours, B:live enjoys a significant first-mover advantage, establishing itself as a pioneer in the industry.

2. High Customer Satisfaction: Achieving the #1 ranking on TripAdvisor reflects B:live's commitment to delivering exceptional customer experiences and maintaining high levels of customer satisfaction.

3. Strategic Partnerships: Partnerships with Goa Tourism and renowned hospitality chains enhance the credibility and visibility of B:live's e-bike tours, attracting diverse customer segments.

4. Sustainability Focus: B:live's e-bike tours align with the growing global focus on sustainable tourism, offering eco-friendly alternatives to conventional transportation methods.

5. Diverse Tour Offerings: With 13 unique sustainability-centred experiences, B:live caters to a diverse range of customers, including corporate offices and international visitors.

- Weaknesses:

1. Dependency on Tourism: B:live E-bike tours business may be susceptible to fluctuations in tourist arrivals and seasonal variations, impacting revenue and profitability.

2. Infrastructure Limitations: Challenges related to infrastructure, such as limited charging stations and proper placement storage for E-bike may affect the scalability of e-bike tours.

- Opportunities:

1. Market Expansion: There is potential for B:live to expand its e-bike tour offerings to new locations and tourist destinations, both within India and internationally.

2. Product Innovation: Continuous innovation in tour offerings and the integration of technology could enhance the overall touring experience and attract new customer segments.

3. Collaborations and Alliances: Collaborating with local tourism boards, hotels, and travel agencies can help B:live tap into new markets and attract a broader customer base.

- Threats:

1. Competitive Pressure: Increasing competition from other eco-tourism operators and traditional tour providers could pose a threat to B:live market position and profitability.

2. Regulatory Challenges: Regulatory changes or restrictions related to tourism activities and environmental conservation may impact the operations of B:live e-bike tours.

3. Economic Uncertainty: Economic downturns or crises, such as the COVID-19 pandemic, could lead to a decline in tourism demand, affecting B:live's tour business

1.3.3 PESTEL ANALYSIS

1. Political Factors:

   - Government Policies: B:live operates in an industry heavily influenced by government policies regarding environmental sustainability, transportation, and tourism. Favourable policies promoting electric mobility, such as subsidies, tax incentives, and regulations supporting eco-friendly initiatives, can positively impact the company's growth.

   - Regulatory Environment: Compliance with regulations related to electric vehicles, tourism operations, and business licensing is crucial for B:live's operations. Changes in government policies or regulatory frameworks could affect the company's ability to expand its business or introduce new services.

2. Economic Factors:

   - Economic Conditions: Economic conditions, including GDP growth, inflation rates, and consumer spending, can influence the demand for B:live's services. A strong economy with rising disposable incomes may lead to increased tourism and higher adoption of electric vehicles, benefiting the company.

   - Cost of Energy: Fluctuations in energy prices, particularly electricity, can impact the operating costs of electric vehicles and charging infrastructure. B:live's profitability may be affected by changes in energy prices and the availability of renewable energy sources.

3. Social Factors:

- Environmental Awareness: Growing concerns about climate change and environmental sustainability drive demand for eco-friendly transportation options like e-bike tours and electric vehicles. B:live's focus on sustainability aligns with shifting consumer preferences towards responsible tourism and green mobility solutions.

- Changing Lifestyles: Shifts in consumer lifestyles and preferences, such as a preference for experiential travel and eco-conscious behaviours, can create opportunities for B:live to expand its customer base and offer innovative tour experiences tailored to these trends.

4. Technological Factors:

- Advancements in EV Technology: Technological advancements in electric vehicle batteries, charging infrastructure, and connectivity enhance the performance, range, and convenience of electric vehicles. B:live can leverage these advancements to improve the quality of its e-bike tours and expand its EV product offerings in the B:live EV Store.

- Digital Innovation: Integration of digital technologies, such as mobile apps for tour bookings, GPS navigation systems, and online marketing platforms, can enhance the customer experience and streamline B:live's operations across its various verticals.

5. Environmental Factors:

- Climate Change Concerns: Increasing awareness of climate change and its impacts on the environment drive the demand for sustainable tourism and transportation solutions. B:live's emphasis on eco-friendly e-bike tours and electric vehicles resonates with consumers seeking environmentally responsible options.

- Resource Conservation: Electric vehicles contribute to resource conservation by reducing reliance on fossil fuels and minimizing air pollution. B:live's efforts to

promote electric mobility align with broader goals of environmental conservation and sustainable development.

6. Legal Factors:

- Regulatory Compliance: B:live must adhere to various laws and regulations governing tourism operations, electric vehicle sales, and business practices. Compliance with safety standards, environmental regulations, and consumer protection laws is essential to maintain the company's reputation and avoid legal liabilities.
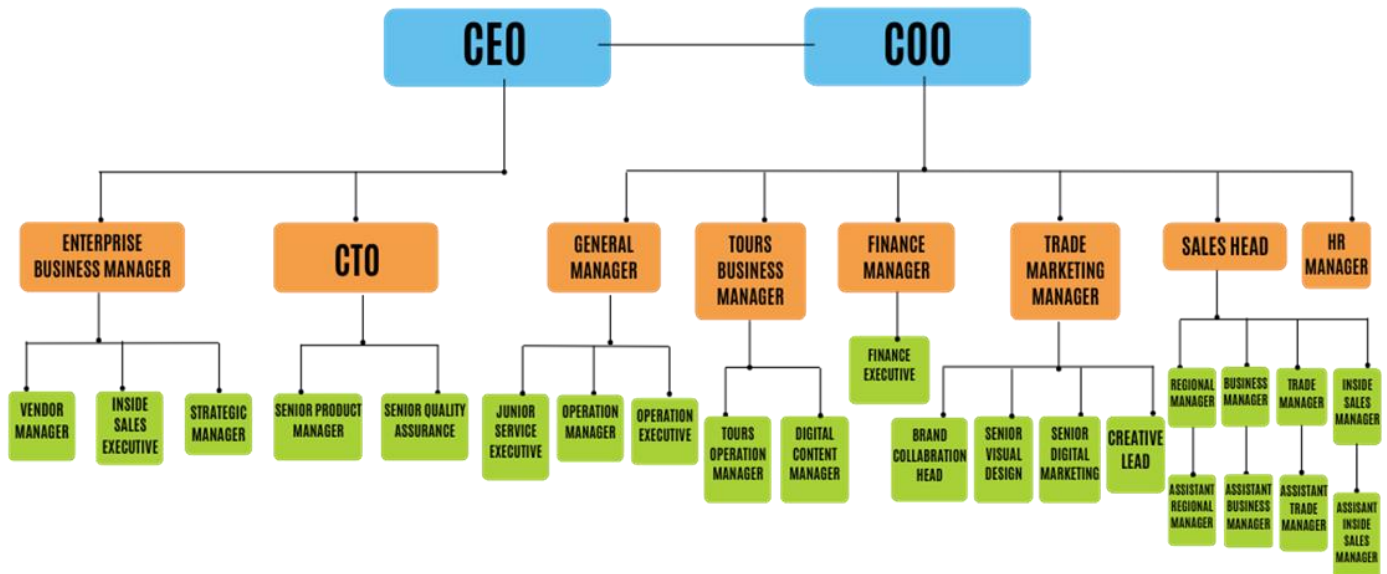
1.4 **PRODUCTS AND SERVICES OFFERED:**

B:live's comprehensive product portfolio includes e-motorcycles, low-speed and high-speed e-scooters, e-cycles, delivery scooters, electric three-wheelers for passengers and cargo, electric buses, golf carts, e-buggies, kick scooters, charging stations, EV 4-wheelers, and accessories. The pricing, ranging from INR 50,000 to above 1 lakh, caters to a broad consumer base. Services encompass financing, rentals, insurance, fleet management, and swapping stations, contributing to the growth of the EV ecosystem.

Tour Experience: Immersive e-bike tours powered by smart bikes, offering an intimate local experience in Goa. Founded on the belief of discovering hidden gems and creating lasting memories.

1.5   SECTIONS WITHIN THE ORGANIZATIONS

B-LIVE ORGANIZATIONAL CHART

CEO — COO

ENTERPRISE BUSINESS MANAGER — CTO — GENERAL MANAGER — TOURS BUSINESS MANAGER — FINANCE MANAGER — TRADE MARKETING MANAGER — SALES HEAD — HR MANAGER

- VENDOR MANAGER
- INSIDE SALES EXECUTIVE
- STRATEGIC MANAGER
- SENIOR PRODUCT MANAGER
- SENIOR QUALITY ASSURANCE
- JUNIOR SERVICE EXECUTIVE
- OPERATION MANAGER
- OPERATION EXECUTIVE
- TOURS OPERATION MANAGER
- DIGITAL CONTENT MANAGER
- FINANCE EXECUTIVE
- BRAND COLLABRATION HEAD
- SENIOR VISUAL DESIGN
- SENIOR DIGITAL MARKETING
- CREATIVE LEAD
- REGIONAL MANAGER
- BUSINESS MANAGER
- TRADE MANAGER
- INSIDE SALES MANAGER
- ASSISTANT REGIONAL MANAGER
- ASSISTANT BUSINESS MANAGER
- ASSISTANT TRADE MANAGER
- ASSISANT INSIDE SALES MANAGER

CHAPHTER 2: SUMMARY OF INTERNSHIP REPORT-1

Before any tasked handled to me, this is what I have researched in the company and had found gaps on it. Below mentioned is the summary of the researched topic.

The topic on which I had researched was: Enhancing Customer Satisfaction Through an Analysis of Pre-Tour Expectations Versus Actual Experiences at B:live E-Bike Tours.

- **INTRODUCTION OF THE TOPIC:**

The tourism industry thrives on customer satisfaction, a cornerstone of business success and longevity. B:live E-Bike Tours, positioned as a leader in this sector, has swiftly adapted to changing industry preferences, particularly focusing on Goa, India, a global hotspot for travellers. Offering a diverse range of tours, from coastal routes to cultural village explorations, B:live is committed to providing tailored experiences that resonate with its clientele. Understanding customer satisfaction necessitates grasping the concepts of expectation,

perception, and satisfaction—where expectation represents pre-tour anticipations, perception reflects how customers interpret experiences, and satisfaction gauges whether the service meets these expectations. With 13 distinct tour options, B:live aims to cater to various customer interests, underlining its dedication to diverse demographics.

However, despite extensive research on customer satisfaction in tourism, there's a notable gap in understanding the alignment between pre-tour expectations and actual experiences, particularly in e-bike tours. This void underscores the need for this study, which seeks to investigate this alignment and its impact on customer satisfaction levels. Satisfied customers, as research shows, are more likely to become repeat customers and brand advocates, contributing positively to a company's reputation. Thus, understanding and enhancing customer satisfaction are crucial for B:live E-Bike Tours to maintain competitiveness and foster long-term relationships in the dynamic tourism industry.

- **LITERATURE REVIEW ON THE RESEARCH TOPIC**

Bowen's study emphasizes the importance of measuring company performance through consumer satisfaction, particularly in long-haul inclusive tours to South East Asia from Britain. Utilizing participant observation as the primary research method, the study examines real-time measurement of tourist satisfaction during tours, offering insights relevant to human resource management and services marketing in tour operations. **(Bowen, 2001)**

This research introduces a tour service performance framework aimed at evaluating the influence of tour services on tourists' satisfaction and behavioural intentions. Conducted with Chinese tourists in Hong Kong, the study identifies key tour services and their differential impacts on satisfaction, offering valuable insights for tour operators and destination managers. **(Chan et al., 2015)**

Saqib's study assesses consumer perceptions and satisfaction regarding tourism offerings in the Kashmir region, aiming to identify potential niche markets to inform destination positioning strategies. By understanding tourist perceptions and satisfaction, the research contributes to destination development and marketing strategies, addressing gaps in understanding specific niche markets within the region. **(Saqib, 2019)**

This study highlights the gap between consumers' expectations and perceptions of green products, proposing a model to measure discrepancies using the SERVQUAL instrument. By identifying significant gaps in environmental attributes of green information products, the research offers insights for managerial strategies and future research in sustainability marketing. **(Tseng & Hung, 2013)**

Helkkula and Kelleher explore the cyclical relationship between customer service experience and perceived value within the context of iPhone service experiences in the UK market. By adopting a phenomenological approach, the study reveals the complex dynamics of experiencing and conditioning value perceptions, offering implications for service marketing research. **(Helkkula & Kelleher, 2010)**

This comprehensive analysis examines consumer behaviour within the tourism sector, highlighting key concepts and external influences. It identifies research opportunities, including group decision-making and cross-cultural issues, while acknowledging limitations such as the subjective selection of concepts and the need for more qualitative and longitudinal research. **(Cohen et al., 2014)**

This study investigates the efficacy of environmental education within marine tours, focusing on interpretation for recreationists visiting Molokini, Hawaii. Findings suggest a potential link between interpretation and pro-environmental behaviour, emphasizing the importance of

interpretation in fostering environmental consciousness among visitors to natural sites.**(Littlejohn et al., 2016)**

Johns and Howard examine the crucial aspect of measuring service quality in foodservice operations. They emphasize aligning measurement with customer perspectives, proposing the addition of "emotional comfort" as a new category. The study underscores the feasibility of assessing service quality based on customer perceptions, offering insights applicable beyond the foodservice sector.**(Johns & Howard, n.d.)**

This research highlights the pivotal role of service quality in tourism destination management, particularly focusing on customer expectations and perceptions of service provided by travel agents in Trichy. The study identifies critical factors influencing overall customer satisfaction, emphasizing the importance of operational excellence and customer service strategies**.(Thirumal Azhagan & Vigneswari, n.d.)**

Kangis compares customer perceptions of service quality in the banking sector, specifically public and private banks. The study reveals discrepancies between customer expectations and perceptions, suggesting a need for fundamental restructuring of services, particularly in public banks. Further exploration into service variability and its impact on customer satisfaction is recommended. **(Kangis, 1997)**

This study explores the influence of multiculturalism on food preferences in the United States, particularly in the context of ethnic cuisine. It emphasizes the importance of authenticity in flavour over the overall atmosphere, highlighting the significance of meeting customer needs in terms of cuisine taste for attracting and retaining customers in ethnic restaurants.**(Sukalakamala & Boyce, 2007)**

Addressing the challenges faced by service providers in India's tourism sector, Kaur and Rosha aim to evaluate consumer perceptions and expectations regarding services offered by travel

agents in Punjab. Their research focuses on assessing service value through empirical investigation, aiming to enhance service quality and meet consumer needs effectively.**(Kaur & Rosha, n.d.)**

- RESEARCH GAP:

The research gap identified in the study pertains to the dearth of literature focusing specifically on the analysis of pre-tour expectations versus actual experiences in the context of e-bike tours. While there exists extensive research on customer satisfaction within the broader tourism industry, there is a noticeable void in understanding the nuanced dynamics of alignment between expectations and experiences, especially within the niche of e-bike tours. This gap is significant as it underscores a specific area where insights are lacking, hindering a comprehensive understanding of customer satisfaction dynamics in this specific tourism subsector.

The absence of studies examining how pre-tour expectations align with actual experiences and their subsequent impact on customer satisfaction in e-bike tours points to a notable gap in the existing body of research. Given the increasing popularity of e-bike tours and their unique characteristics compared to traditional tourism offerings, such as walking tours or bus excursions, it becomes imperative to address this gap. E-bike tours offer a blend of adventure, sustainability, and cultural immersion, which may lead to distinct patterns in customer expectations and experiences that merit exploration.

Moreover, the scarcity of comprehensive studies specifically focusing on the alignment between pre-tour expectations and actual experiences in e-bike tours suggests an unmet need for research in this area. While general research on customer satisfaction provides valuable insights, the nuances of e-bike tours, including the integration of technology, environmental

factors, and physical exertion, may introduce unique variables that influence customer perceptions and satisfaction levels differently from other forms of tourism. Understanding these nuances is crucial for optimizing tour offerings and enhancing customer satisfaction in this rapidly growing segment of the tourism industry.

Overall, the research gap highlights an opportunity to delve deeper into the intricacies of customer satisfaction within the context of e-bike tours, shedding light on specific factors that contribute to or detract from the alignment between pre-tour expectations and actual experiences. Addressing this gap not only adds to the body of knowledge in tourism research but also provides actionable insights for companies like B:live E-Bike Tours to refine their offerings and maximize customer satisfaction in this evolving landscape.

- **RESEARCH OBJECTIVE AND QUESTIONS:**

The research objectives are structured to address the identified gap in the literature comprehensively. The primary objective is to assess the alignment between pre-tour expectations and actual experiences among customers of B:live E-Bike Tours. By elucidating how customers' pre-tour perceptions and expectations align with their real-time encounters, the study aims to provide insights into the factors shaping customer satisfaction within this context. Additionally, the study seeks to measure post-tour customer satisfaction levels to evaluate the efficacy of B:live E-Bike Tours' offerings in meeting customer expectations.

To achieve these objectives, the research poses two fundamental questions:

1. How do customers' pre-tour expectations of B:live E-Bike Tours align with their actual experiences during the tour?
2. What are the levels of customer satisfaction post-tour with B:live E-Bike Tours, and how do they compare with customers' initial expectations?

These questions serve as guiding principles for the research endeavour, facilitating a nuanced exploration of the interplay between customer expectations, actual experiences, and satisfaction levels within the context of e-bike tours offered by B:live E-Bike Tours.

- **RESEARCH METHODOLOGY:**

The research methodology outlines the approach adopted to gather and analyse data for the study. The primary data source for the survey will be collected through online questionnaires distributed among customers of B:live E-Bike Tours in Goa, India. The target sample size of 100 respondents will be selected via random sampling to ensure representativeness and reliability of the findings. The survey will focus on capturing insights into customers' pre-tour expectations and their experiences during and post-tour, thereby assessing overall satisfaction levels.

Statistical analysis techniques, including regression analysis, correlation, ANOVA, descriptive analysis, T-test, chi-square test, independent sample test, and pad test, will be employed using SPSS or JAMOVI software. These analyses aim to provide actionable insights into the alignment between pre-tour expectations and actual experiences, offering valuable recommendations for enhancing customer satisfaction and optimizing tour offerings provided by B:live E-Bike Tours.

CHAPTER 3: TASKS HANDLED

1. Section(s) Worked in:

Marketing Department at B:live E-Bike Tours, focusing on Digital Marketing.

2. Working Schedule:

Monday to Friday: 10:00 am - 6:00 pm

Saturday: Work from home

Sunday: Weekly off

3.   Type of Task(s) Exposed to:

In my role at B:live E-bike tours , I undertook a comprehensive overview of the company's mission, values, policies, procedures, and tools, focusing particularly on B:live E-Bike Tours as a company have 2 verticals, they are B:live e-bike Tours and EV stores. From which I mainly was in B:live E-bike Tours. Wherein I was involved engaging in meet and greet sessions with team members across various departments to gain insights into the company's operation from

One of my primary responsibilities was to familiarize myself with different OTA platforms which included TripAdvisor, viator, booking.com, Airbnb experience, agonda, thrillophilia etc booking processes, and methods for managing online reviews and performance measurement. This included researching new OTA platforms to assess their suitability for potential integration into B:live operations such get to know more about OTA and researching on new such get tour know guide.

Furthermore, I was tasked with creating templates for engaging with influencers and customers on social media platforms. This involved crafting comments and invitations to promote interaction and build brand awareness. This was made to engage and increase reach to customers who would experience our tour though getting different templates from different influencers from different category fashion, travelling, food, general etc. Additionally, I created monthly plans for social media content, outlining feed posts, stories, and associated tasks and shoots. This calendar helps in getting to know up-to date of tasks to be done and complete before the deadline and each and every day was the duty to post story to keep audience engaged on social media along with posting on feed though reel and carousel.

To enhance customer engagement, a suggestion was made on implementing the QR code cards in bag which they provide to every customer to increase engagement and follow our social media page, gifts for high-end clients for above 30 pax, and other creative tactics. Leveraging Instagram marketing tactics such as hashtag optimization, optimal posting times, reels, story features such as live story posting, website links and location played a huge role in getting more audience, along with the usage of broadcasts. Researched on Hashtags to get to know trend on social media.   I analysed on Instagram analytics to gauge follower growth, engagement levels, and views on daily basis. Working closely with the marketing team, I contributed to the development of a comprehensive social media strategy aligned with business goals.

I worked on tools like Canva for designing stories for social media on daily basis on different content such as general knowledge about Goa, tour promotion and few celebrations on specific day. Later moved on doing carousel and reel making on Canva to learn and understand more on how much Canva is useful for all social media marketer to be creative designing visually appealing content for stories, static posts, and carousels. I also learned about Adobe Creative Cloud where I got to know about different application in depth understanding and its usage such as AI generated animation, voice-overs, stock pictures etc. Additionally, I explored leveraging AI for generating post captions which helped in getting the correct information as per requirement. Though adobe creative cloud I gained a basic understanding of reel creation using Premiere Pro which at start was hard but as I went ahead, I learned the basic understanding about the complete application.

I worked on planning and scheduling for long weekend getaways, such as the Divar Island tour, and collaborated on campaign development, created captions, hashtags, and descriptions for the promotional content to be posted across YouTube and Instagram. I also researched and implemented strategies for improving Instagram engagement, including hashtag selection, posting times, reel optimization, and location tagging.

Collaborating with different brands for content creation and mutual promotion efforts (such as Goat, Kool Krush, Tap House, Wakao Food, Cabo, Etc). Helped in understanding how brand collaboration work and how it helps in promoting the business. It required in depth research of the brand, facts how it would help our brand etc. Similarly, while going on promotional shoot or new plans for social media I used to research on locations, collecting facts for upcoming plans, and how i could make the social media be in a better looking way.

I Even planned and executed campaigns, such as the February campaign utilizing a leap year then documentary idea and conducted quizzes to increase engagement of social media page to increase brand recognition. I also a developed collaboration plans with local influencers to enhance brand visibility by providing free tour and getting direct collaboration on the posting on social media to reach to new audience. I also did content creation tasks such as capturing photos, videos and video testimonials from customers to post on social media platform for the promotion. I Also learned about photo and video segregation which helps in understanding for reference and making reels.

I Participated in strategy meetings with the marketing team from both Bangalore and Goa, and hub managers, I contributed insights and suggestions based on data analysis which included an overall insight about social media growth, OTA platforms and other websites. I also researched and implemented strategies on how the performance have been on weekly basis of the hub managers and reviews and how it can be improved in better way in reaching to more audience. After implementing these strategies, I and the marketing team observed that there was improvement now as compared to the past. With this I and B:live team gave target to hub managers like they should get as much as reviews on OTA platform on monthly basis from the guests that we give experience to. I also made sure that there is proper promotion of tour, updating photo. I worked on searching and searching of keywords to increase in search on online search platform to reach customer using the trendy keywords.

Additionally, with managing and posting content on Instagram, the other task was to do the engaging virtual meetings with the Bangalore marketing team to discuss an understand the various marketing concepts, including search engine optimization, marketing analytics, website management, search engine marketing, affiliate marketing, and Google Ads, and applied them to enhance B:live's digital presence and reach.

B:live prioritized search engine optimization (SEO) to improve the visibility of its website and attract organic traffic from search engines like Google. This involved optimizing website content, meta tags, and structure to rank higher in search engine results pages (SERPs) for relevant keywords. By conducting keyword research, creating high-quality content, and implementing on-page and off-page SEO techniques, which able to increase its website's visibility and drive more qualified traffic. Additionally, B:live focused on local SEO strategies to target customers in specific geographic locations, such as optimizing Google by Business listings and generating local citations towards location in India majorly.

B:live leveraged marketing analytics to evaluate the performance of its marketing activities and make data-driven decisions. This involved tracking key metrics such as website traffic, conversion rates, and customer acquisition costs using tools like Google Analytics. By analysing data trends and identifying patterns, B:live gained insights into the effectiveness of its marketing campaigns, allowing for continuous optimization and improvement. Marketing analytics also enabled B:live to measure the ROI of its marketing efforts, allocate budget more effectively, and identify areas for growth and expansion.

While suggestion some necessary changes on official website it led to Website management encompassed various processes, including regular maintenance, security updates, and content optimization. B:live focused on creating a user-friendly website with intuitive navigation, compelling visuals, and informative content to provide visitors with a seamless browsing

experience. By regularly updating website content, optimizing site speed and performance, and implementing security measures, B:live ensured that its website remained a valuable asset for attracting and engaging customers.

B:live utilized search engine marketing (SEM) strategies to complement its organic search efforts and drive targeted traffic to its website through paid advertising. This involved running pay-per-click (PPC) campaigns on platforms like Google Ads to bid on keywords relevant to its business and target audience. By crafting compelling ad copy, optimizing ad targeting parameters, and monitoring campaign performance, B:live was able to reach potential customers at the right moment in their purchase journey and drive conversions. SEM allowed B:live to maximize its visibility in search engine results pages and achieve its marketing objectives more efficiently.

As part of its marketing strategy, B:live engaged in affiliate marketing to expand its reach and acquire new customers through third-party publishers. B:live partnered with affiliate marketers who promoted its products and services to their audience in exchange for a commission on sales or leads generated. By leveraging the reach and influence of affiliate partners, B:live was able to tap into new markets and target audiences that it may not have reached through traditional marketing channels alone. Affiliate marketing provided a cost-effective way for B:live to drive traffic and conversions while only paying for actual results.

SEO, affiliated marketing, SEM, website management, marketing analytics, I got to know about all these things in brief when I was attending meetings with the Bangalore team with my goa team virtually. They used to discuss about these things from which I got some of the insights by hearing their discussions.

CHAPTER 4: LEARNINGS

During the four-month internship at B:live, I immersed myself in learning and gathering knowledge such as of online travel agency (OTA) platforms, delving into the booking processes and sharpened my skills in performance measurement and online review management. Also, researching new OTA platforms, identifying potential avenues for B:live E-Bike Tours expansion. Moreover, I actively engaged with influencers and customers across various social media platforms, interactions through comments and invites to those were in Goa aiming to increase brand visibility and engagement.

A significant aspect of my internship involved crafting monthly social media plans, outlining content strategies for Instagram, including feed posts, stories, and associated tasks and shoots. To maximize engagement and reach, I examined into Instagram marketing tactics, employing hashtag optimization, determining optimal posting times, and exploring features like live story and broadcasts. Regularly analysing Instagram analytics was crucial in gauging our followers' growth, engagement levels, and views, allowing for informed decision-making in content strategy.

In terms of content creation, I utilized a various range of tools and software, such as Canva for designing visually appealing Instagram stories, static or carousel posts, and Adobe Creative Cloud applications for more intricate creative content. Additionally, I familiarized myself with leveraging AI for generating captivating post captions, enhancing the overall quality and appeal of our social media content.

Collaboration was a cornerstone of my internship experience, as I worked in collaborating with various brands for content creation and mutual promotion example (Cabo, Goat and Rotary Club of Panjim). While planning and executing innovative campaigns, like the February

campaign utilizing a leap year concept and quizzes, provided valuable insights into effective marketing strategies.

Beyond content creation, I actively participated in various tasks, including capturing photos, videos, and testimonials from customers for social media purposes. Additionally, I provided feedback for improvement on tour experiences, which included suggestions for additional locations, improvements in hub management, and enhancements to e-bike offerings.

Engaging in virtual meetings with the Bangalore marketing team further enriched my experience, allowing me to gain a basic understanding of various marketing concepts such as search engine optimization (SEO), marketing analytics, website management, search engine marketing (SEM), affiliate marketing, and Google Ads. By applying these concepts, I was able to enhance B:live's digital presence and reach, driving increased visibility and engagement across various online channels.

B:live prioritized search engine optimization (SEO) to improve the visibility of its website and attract organic traffic. Local SEO strategies were also implemented to target customers in specific geographic locations, such as optimizing Google by Business listings and generating local citations.

Marketing analytics played a crucial role in evaluating the performance of marketing activities, while website management ensured the seamless operation and user experience of the company's website. Additionally, search engine marketing (SEM) strategies were employed to complement organic search efforts and drive targeted traffic through paid advertising. Affiliate marketing was also utilized to expand reach and acquire new customers through third-party publishers.

CHAPTER 5: CHALLENGES

During the internship period, challenges that I faced were particularly regarding inconsistent posting on the B:live E-bike Tours social media page. This inconsistency not only led to a stagnant follower count but also resulted in limited creative and live stories, affecting engagement and visibility. Furthermore, content delivery delays and a lack of channel visibility hindered direct inquiries from potential customers via social media platforms Learning software tools like Adobe Premiere Pro on regular laptops proved to be a daunting task, further slowing down content creation processes.

Collecting reviews from customers on a daily basis proved challenging, despite efforts to instruct guides to meet the given target. Meeting deadlines, especially when posts and stories had to be uploaded simultaneously on Instagram the same day, was another hurdle. There was a constant need to innovate and create fresh content while adhering to tight schedules.

Similarly, managing collaborations with different brands for content creation and mutual promotion also was challenging. From negotiating terms to ensuring that the content remained authentic and aligned with B:live brand values, navigating various relationships and expectations. This challenge demanded strong communication skills, brand research, negotiation skill, and the ability to maintain brand integrity.

Developing monthly plans for social media content also posed its challenges. From conceptualizing ideas to executing them through feed posts, stories, and associated tasks, ensuring that B:live content remained fresh, engaging, and aligned with its branding strategy was crucial. This challenge demanded meticulous planning, time management, and the ability to adapt to changing trends and preferences on social media platforms.

Virtual meetings presented their own set of challenges, as understanding about (SEO, SEM, Advertisement Campaigns etc) and discussed virtually often took time and required effective

communication and coordination. While optimizing the company's website for better visibility and organic traffic through SEO. While conducting keyword research and implementing on-page and off-page SEO techniques, I encountered difficulties in identifying the most relevant keywords and effectively incorporating them into the website content. Additionally, ensuring that the website ranked higher in search engine results pages (SERPs) for relevant keywords required continuous monitoring and adjustment, which posed a challenge in terms of resource allocation and time management.

Although tools like Google Analytics provided valuable insights into website traffic, conversion rates, and customer acquisition costs, interpreting and analysing the data to identify actionable insights was challenging. Understanding the correlation between different metrics and determining the most effective marketing strategies required a deep understanding of analytics tools and methodologies, which I had to learn and adapt to during the internship period.

Finally, engaging in affiliate marketing to expand reach and acquire new customers through third-party publishers presented its own set of challenges. Identifying suitable affiliate partners, negotiating partnership agreements, and ensuring compliance with regulatory requirements posed challenges in terms of relationship management and legal compliance. Additionally, measuring the ROI of affiliate marketing efforts and optimizing performance required continuous monitoring and adjustment based on performance metrics and market trends.

These challenges provided invaluable learning experiences, pushing me to overcome obstacles and strive for improvement in social media management and marketing strategies. Despite facing hurdles along the way, and moved forward, continuously refining my approach and delving deeper into effective strategies.

CHAPTER 6: SUGGESTIONS

1. Consistency in Social Media Posting:

- Implement a structured content calendar to ensure consistent posting on social media platforms.

- Utilize scheduling tools like Buffer or Hootsuite to streamline the posting process and maintain a regular posting schedule.

- Assign specific team members responsible for content creation and posting to ensure accountability.

2. Streamlining Content Creation Processes:

   - Provide training sessions or workshops on software tools like Adobe Premiere Pro to improve efficiency in content creation.

   - Invest in better hardware or software resources to facilitate smoother content creation processes, minimizing delays.

3. Customer Review Collection:

   - Implement a systematic approach to collect reviews from customers, such as automated follow-up emails post-tour.

   - Provide incentives or rewards for customers who leave reviews, encouraging participation and increasing response rates.

4. Meeting Deadlines and Scheduling:

   - Prioritize tasks and allocate sufficient time for content creation and posting to meet deadlines effectively.

   - Utilize project management tools like Asana or Trello to track progress and manage schedules efficiently.

5. Brand Collaborations Management:

- Establish clear guidelines and criteria for brand collaborations to ensure alignment with B:live's brand values.

- Develop standardized partnership agreements to streamline negotiation processes and maintain authenticity in content creation.

6. Social Media Content Planning:

- Conduct regular brainstorming sessions to generate fresh ideas for social media content aligned with branding strategy.

- Incorporate user-generated content to add authenticity and diversity to content mix.

7. Virtual Meeting Efficiency:

- Provide training or resources on marketing concepts discussed in virtual meetings to facilitate better understanding and collaboration.

- Utilize visual aids or presentations to illustrate complex concepts and enhance communication effectiveness.

8. SEO Optimization:

- Invest in SEO training or workshops to enhance team members' skills in keyword research and on-page/off-page optimization.

- Regularly monitor website performance and SERP rankings to identify areas for improvement and adjustment.

9. Analytics Interpretation:

- Provide training on data analysis tools and methodologies to enable team members to derive actionable insights from analytics data.

- Foster a data-driven decision-making culture within the organization by emphasizing the importance of interpreting metrics for strategy refinement.

10. Affiliate Marketing Optimization:

- Conduct thorough research to identify high-potential affiliate partners aligned with B:live's target audience and values.

- Establish clear performance metrics and KPIs to measure the effectiveness of affiliate marketing efforts and optimize performance accordingly.

APPENDIX- I
Sample of the work done

APPENDIX- II
Photos at work
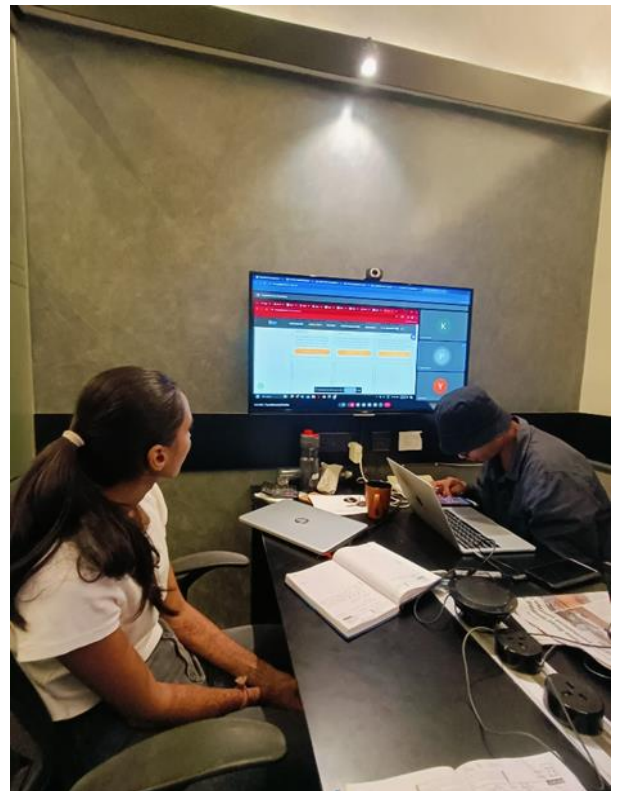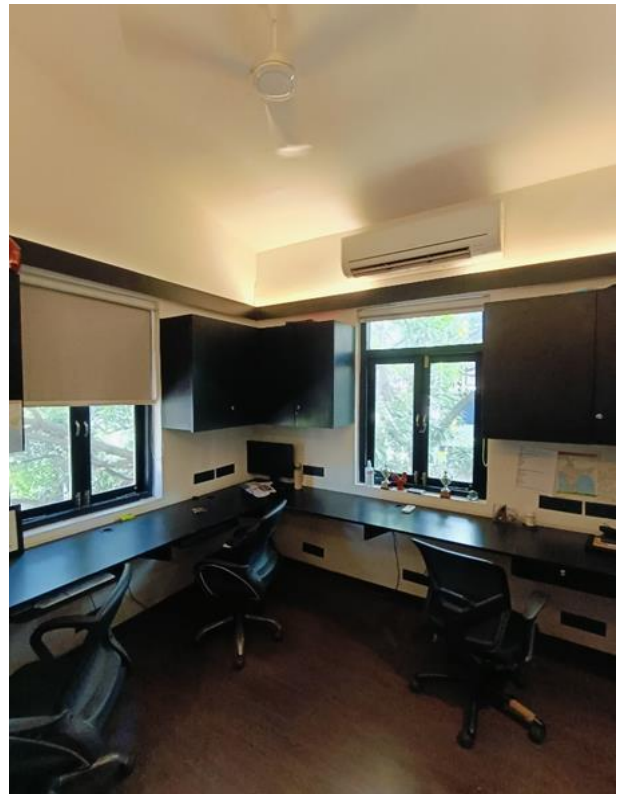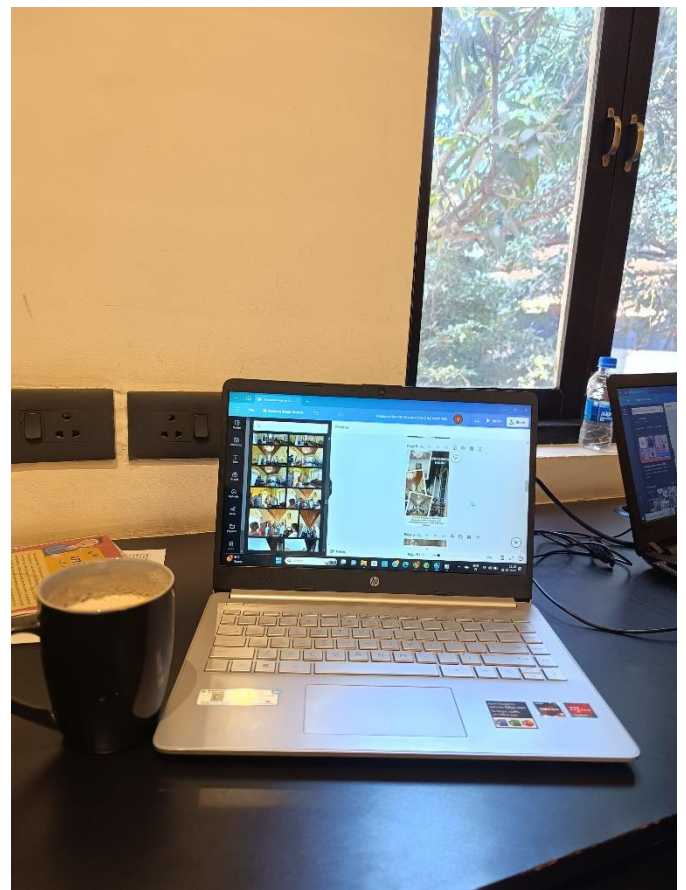
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https://tours.blive.co.in/

- Official Instagram Page Of B:live E-Bike Tours

https://www.instagram.com/letsblive/

- Official Instagram Page of B:live E-bike Tours

https://www.facebook.com/letsblive/