




Submission

-  My Files
-  My Files
-  University

Document Details

Submission ID**trn:oid:::28592:82730179****Submission Date****Feb 20, 2025, 1:56 AM GMT+5:30****Download Date****Feb 20, 2025, 1:57 AM GMT+5:30****File Name****Evaluating_Customer_Journey_Mapping_in_Sports_Administration.docx****File Size****20.7 KB****5 Pages****605 Words****4,182 Characters**



0% detected as AI

The percentage indicates the combined amount of likely AI-generated text as well as likely AI-generated text that was also likely AI-paraphrased.

Caution: Review required.

It is essential to understand the limitations of AI detection before making decisions about a student's work. We encourage you to learn more about Turnitin's AI detection capabilities before using the tool.

Detection Groups

- 
1 AI-generated only 0%
 Likely AI-generated text from a large-language model.
- 
2 AI-generated text that was AI-paraphrased 0%
 Likely AI-generated text that was likely revised using an AI-paraphrase tool or word spinner.

Disclaimer

Our AI writing assessment is designed to help educators identify text that might be prepared by a generative AI tool. Our AI writing assessment may not always be accurate (it may misidentify writing that is likely AI generated as AI generated and AI paraphrased or likely AI generated and AI paraphrased writing as only AI generated) so it should not be used as the sole basis for adverse actions against a student. It takes further scrutiny and human judgment in conjunction with an organization's application of its specific academic policies to determine whether any academic misconduct has occurred.

Frequently Asked Questions

How should I interpret Turnitin's AI writing percentage and false positives?

The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determines was either likely AI-generated text from a large-language model or likely AI-generated text that was likely revised using an AI-paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in new reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, no score or highlights are attributed and are indicated with an asterisk in the report (*%).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student and/or use it to examine the submitted assignment in accordance with their school's policies.

What does 'qualifying text' mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



Customer Journey Mapping

Student's Name

Institutional Affiliation

Course

Professor's Name

Date

Customer Journey Mapping

Introduction

Sports industry public relations professionals need customer journey mapping as an essential tool to grasp how consumers experience their interaction with sports content, from awareness through purchase to post-usage. Organizations benefit from visual touchpoint mapping because it leads to enhanced customer satisfaction, improved marketing, and better brand loyalty (Nugraha et al., 2024).

Selected Scenario: Purchasing Limited Edition Sports Memorabilia or Sneakers

The chosen scenario for this assignment includes the purchase of exclusive sports collectibles and athletic footwear. The target buyers within this scenario consist of individuals who love sports, obsessive sneaker fans, and those who value unique collection items. The chosen consumers belong to the 18–35 age bracket because they possess disposable income and are strongly interested in sports culture. Most of these customers subscribe to social media influencers, participate in online communities, and attend sneaker release events. Potential buyers acquire these items because they show individual interest and want investment possibilities or desire to boost their social standing.

Mapping the Customer Journey

Pre-Purchase Activities

The customer learns about the limited-edition product through social media, official brand declarations, and influencer recommendations. Digital word-of-mouth, promotional activities, and public discussion are increasing excitement about the product's release date (Gusliana et al., 2024). Combining public relations activities with athlete partnerships and press release distribution excites potential customers.

Consideration

During this phase, the customer engages in price evaluation, authentic verification, and exclusive features assessment—the combination of scarce stock and short availability period forces potential customers to make decisions in a hurry. Customer purchase decisions heavily rely on reviews, unboxing videos, and authentic testimonials, which lead to their buying decision.

Action

Customers perform the purchase either through official websites, specialized retail stores, or dedicated app-based initial releases. When product demand reaches high levels, customers must join lottery drawings and endure queue waiting or operate through automated self-checkout channels (Gray, 2017). The buying process generates stress because of market competition, website failures, and end-user auction systems.

Experience

Social media users express their positive adoration of new purchases, followed by product review sharing and discussion among consumers about the product's worth. Brand advocacy develops through positive interactions, yet negative experiences encountered during use, like bad service or delayed deliveries, have an impact on customers' future buying choices.

Customer Satisfaction and Brand Loyalty

Sports organizations should focus on building transparent practices for communication along with efficient customer service and fair purchasing policies to stop resellers from taking control of the market. Sports organizations offering loyal customers early admission to events and special membership benefits develop stronger brand loyalty (Gajić, 2020). Sports organizations build better consumer satisfaction through social media contact, time-limited offers, and streamlined return processes.

Conclusion

Sports organizations gain opportunities to optimize their marketing efforts, customer relations, and product experience by comprehending their users' limited edition buying process. Improving pain points, personalized experiences, and authenticity assurance enables organizations to develop robust relationships that result in sustained audience participation.

References

- Gajić, I. (2020). Storytelling as a communication tool for establishing an organizational culture focused on changes in sport organization. *International Review*, (1-2), 75-81.
- Gray, G. (2017, September 25). *Council Post: Four Ways Sports Build Strong Communities through PR*. Forbes.
<https://www.forbes.com/sites/forbescommunicationscouncil/2017/09/25/four-ways-sports-build-strong-communities-through-pr/>
- Gusliana, H. B., Ardiyanto, S. Y., Widiyanto, W. E., Setyawan, H., Putro, B. N., Darmawan, A., & Radulovic, N. (2024). Ensuring fairness and transparency in sports through compliance to legal principles and ethical standards. *Retos: nuevas tendencias en educación física, deporte y recreación*, (60), 204-216.
<https://dialnet.unirioja.es/servlet/articulo?codigo=9709334>
- Nugraha, A. P., Mulyadi, M., & Suriani, S. (2024). Customer Journey Mapping: Understanding Consumer Behavior Digitally. *Berajah Journal*, 4(2), 327-336.