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Customer Journey Mapping

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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.

3

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.

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