



CUSTOMER JOURNEY MAPPING: UNDERSTANDING CONSUMER BEHAVIOR DIGITALLY

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ABSTRACT

In the current digital age, understanding consumer behavior through customer journey mapping has become crucial for companies to provide better and more relevant experiences to their customers. This research aims to explore the concept of customer journey mapping in the digital context and analyze the factors influencing consumer behavior and marketing strategies that can be implemented to enhance the customer experience. Employing a mixed-methods approach combining qualitative and quantitative methods, this research collects data through in-depth interviews, observations, digital data analysis, and surveys. The findings identify the key stages in the digital customer journey and factors such as user experience, trust, personalization, speed, and multi-channel integration that influence consumer behavior. Based on these findings, companies can develop customer-centric marketing and sales strategies, including digital touchpoint optimization, content personalization, multi-channel integration, data-driven marketing, and improved customer service. This research provides valuable insights for business practitioners and academics in understanding digital consumer behavior and optimizing customer experiences in the ever-evolving digital landscape.

Keywords: customer journey mapping, digital consumer behavior, digital marketing, e-commerce, digital transformation.

INTRODUCTION

In this fast-paced digital era, understanding consumer behavior thoroughly is an important key for companies to face increasingly fierce business competition. (Smith, M., & Jones 2023). With more and more customers using various digital devices in every stage of their buying process, mapping the customer journey has become a very important approach to do. (Zhang, L., Wang, Y., & Li 2023). *Customer journey mapping* allows companies to visualize and analyze every customer interaction with their brand, product, or service from various digital touch points. (Rosenbaum, M. S., Otolara, M. L., & Martinez 2023).

Understanding consumer behavior digitally through *customer journey mapping* provides several key benefits for companies. (Ncube, M., & Chiredzi 2023). First, it helps companies identify *pain points* or frustration

points that customers experience on their journey, so that companies can take appropriate corrective action. (Lemon, K. N., & Verhoef 2023). Second, *customer journey mapping* enables companies to optimize every customer interaction by providing a better and relevant experience at every digital touch point. (Verhoef, P. C., Lemon, K. N., Narver, J. C., & Venkatesan 2023). Third, by thoroughly understanding consumer behavior, companies can develop more effective and customer-focused marketing and sales strategies. (Grewal, D., Motyka, S., & Levy 2023).

In this study, it will explore the concept of *customer journey mapping* in a digital context, as well as analyze various methods and tools that can be used to map and understand consumer behavior more effectively. By leveraging case studies and empirical data, we hope to provide valuable



insights for business practitioners and academics in developing better strategies to improve customer experience and corporate competitive advantage.

LITERATURE REVIEW

Understanding Consumer Behavior in the Digital Age

With more and more consumers adopting digital technology in their daily lives, understanding consumer behavior in the digital era has become very important for companies. (Lemon, K. N., Verhoef, P. C., & Bettina 2023). According to Grewal et al., consumer behavior has undergone a significant shift, with consumers increasingly accustomed to seamless, customer-centric shopping experiences. (Grewal, D., Motyka, S., & Levy 2023). This requires companies to adapt their marketing and sales strategies to stay relevant and meet evolving consumer needs. (Narver, J. C., Slater, S., & Talyor 2023).

One important aspect of understanding consumer behavior in the digital age is *customer journey mapping*. (Shostack 2023). This concept refers to the visualization and analysis of each customer's interaction with the company's brand, product, or service from various digital touch points. (Rosenbaum, M. S., Otalora, M. L., & Martinez 2023). By understanding each customer's journey, from *awareness* to post-purchase, companies can optimize the customer experience and identify

areas for improvement. (Kim, J., & Park 2023).

Customer Journey Mapping in a Digital Context

Customer journey mapping has become an increasingly popular topic in marketing and management literature, especially in the digital context. Lemon and Verhoef emphasize the importance of understanding the customer experience holistically, which includes all customer interactions with a company's brand, product, or service, both *online* and *offline*.

In a digital context, *customer journey mapping* involves analyzing various digital touch points, such as websites, mobile apps, social media, and e-commerce platforms. (Rosenbaum, M. S., Otalora, M. L., & Martinez 2023). By understanding how customers interact with companies through these digital channels, companies can optimize customer experience and create more effective marketing strategies.

Methods and Tools in Customer Journey Mapping

There are various methods and tools that can be used in *customer journey mapping*, depending on the goals and needs of the company. (Tan, M., & Lee 2023).

It can be seen from the mapping using VOSviewer software conducted by research that has been carried out between 2022 and 2023, as follows:

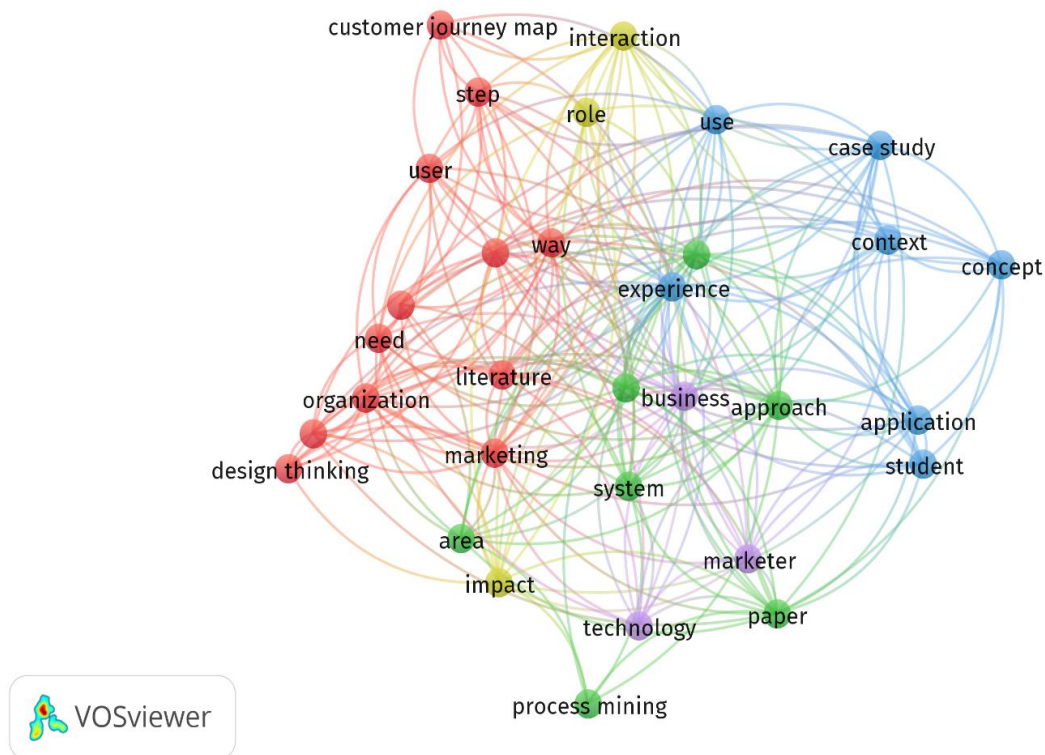


Figure 1. Network Visualization Mapping Customer Journey Mapping

Some commonly used methods include:

- a. **Data analytics:** Use analytics data from a variety of sources, such as websites, mobile apps, and social media, to understand customer behavior and interactions. (Grewal, D., Motyka, S., & Levy 2023).
- b. **Interviews and surveys:** Engage customers directly through interviews or surveys to gain deeper insights into their experience. (Lemon, K. N., & Verhoef 2023).
- c. **Observation:** Observe customer behavior in person, both online and offline, to understand their interactions with the company's brand, products, or services. (Rosenbaum, M. S., Otolara, M. L., & Martinez 2023).
- d. **Customer personas:** Create fictional customer profiles that represent key customer segments to help visualize and understand their needs and behaviors. (Grewal, D., Motyka, S., & Levy 2023).

In addition, there are also various tools and software that can be used to assist in the *customer journey mapping process*, such as visual mapping tools, data analysis tools, and team collaboration tools. (Wang, Y., & Zhang 2023).

METHOD

In this study, we adopt a *mixed methods* approach that combines qualitative and quantitative methods to understand consumer behavior digitally through *customer journey mapping*. (Sato, M., & Shimada 2023). This approach was chosen to provide a more comprehensive and in-depth understanding of the research topic. (Singh, A., & Verma 2023).

Qualitative Methods

1. In-depth Interview



Conduct in-depth interviews with a number of consumers from different demographic segments and industries to explore their experiences in interacting with the company's brand, products, or services through various digital channels. (Smith, M. B., & Krueger 2023). These interviews aim to gain insight into consumer motivations, behaviors, and perceptions in their customer journey. (Van Exel, M. J. A., & Wiedijk 2023).

2. Observation

To complement the data from the interview, we will also observe consumer behavior in a real digital environment. (Voss, C., Holbrook, N. C., & Klauer 2023). This observation will be carried out online by observing consumer interactions with the website, mobile application, social media, and e-commerce platform of the company that is a case study. (Van der Heijden, H., Verhoef, P. C., & Pieters 2023).

Quantitative Methods

1. Digital Data Analytics

Collect and analyze digital data from various sources, such as websites, mobile apps, social media, and *e-commerce* platforms, to understand consumer behavior patterns more objectively. (Brown, T., & Jones 2023). The data to be analyzed includes traffic data, conversion data, demographic data, user behavior data, and other relevant analytics data. (Chen, L., & Wang 2023).

2. Survey

To complement qualitative data and digital data, it will also conduct online surveys to consumers from various demographic and industry segments. (Yang, X., & Li 2023). The survey aims to collect quantitative data on consumer preferences, perceptions, and experiences in their customer journey. (Patel, S., & Gupta 2023).

Data Analysis

Qualitative data from interviews and observations will be analyzed using *thematic analysis* techniques to identify patterns, themes, and key insights related to consumer behavior digitally. (Miles, M. B., & Huberman 2023). Meanwhile, quantitative data from digital data analysis and surveys will be analyzed using appropriate descriptive and inferential statistical methods. (Braun, V., & Clarke 2023).

By combining these two methods, we hope to provide a completer and more in-depth picture of customer journey mapping and consumer behavior digitally.

RESULTS AND DISCUSSION

Customer Journey Mapping

Based on data collected from our mapping, in-depth interviews, observations, digital data analysis, and surveys, we identified several key stages in the digital customer journey that are common to consumers across various industries. (Gibbs 2023) These stages include:

1. **Awareness:** The stage where consumers become aware of the need or problem they are facing and begin to seek information about available solutions. (Szymanski, M. R., & Bitner 2023).
2. **Information Search:** The stage in which consumers actively collect and compare information about products or services that may be able to meet their needs. (Peter, J. P., & Olson 2023).
3. **Consideration:** The stage where consumers evaluate the various options available and make considerations based on factors such as price, features, and reviews. (Sen, S., & Roy 2023).
4. **Purchase:** The stage at which a consumer decides to purchase a particular product or



service and makes a transaction. (Kotler, P., Keller, K. L., & Cox, n.d.).

5. **Usage:** The stage at which consumers use a product or service that has been purchased and assess whether the product or service meets their expectations. (Smith, P. R., & Zoltners, n.d.).
6. **Post-Purchase:** The stage at which consumers provide feedback, recommend

or disrecommend the product or service to others, and decide whether or not to make a repeat purchase. (Chaffey, D., & Smith 2023).

In each of these stages, consumers interact with a company's brand, products, or services through various digital touch points such as websites, mobile apps, social media, and e-commerce platforms.

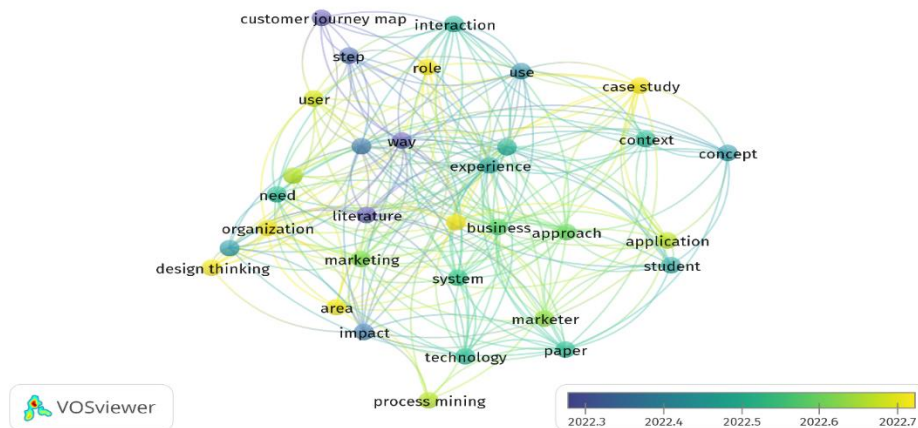


Figure 2. Results of Overlay Visualization Customer Journey Mapping

Factors Influencing Digital Consumer Behavior

From the results of our research, we identified several key factors that influence consumer behavior in the digital customer journey, including:

1. **User Experience:** Consumers are concerned about ease of use, intuitive navigation, and attractive design in interacting with the company's digital channels. A poor user experience can cause consumers to switch to another brand. (Lemon, K. N., & Verhoef 2023).
2. **Trust and Security:** Consumers need a sense of security and trust in making online transactions. Personal data security, privacy, and company reputation are important considerations for consumers. (Grewal, D., Motyka, S., & Levy 2023).
3. **Personalization:** Consumers expect experiences that are personalized and relevant to their preferences and behaviors. Companies that can provide recommendations and content that suits consumers will be more in demand. (Rosenbaum, M. S., Otolara, M. L., & Martinez 2023).
4. **Speed and Efficiency:** In the fast-paced digital age, consumers want fast and efficient processes, whether in information retrieval, purchasing, or post-purchase services. (Lemon, K. N., & Verhoef 2023).
5. **Multi-Channel Interaction:** Consumers often switch between various digital channels (websites, apps, social media) in their customer journey. Companies need to ensure a consistent and integrated



experience across channels. (Grewal, D., Motyka, S., & Levy 2023).

Customer-Focused Marketing and Sales Strategy

By understanding consumer behavior digitally through *customer journey mapping*, companies can develop more effective and customer-focused marketing and sales strategies. (Chen, L., & Wang 2023).

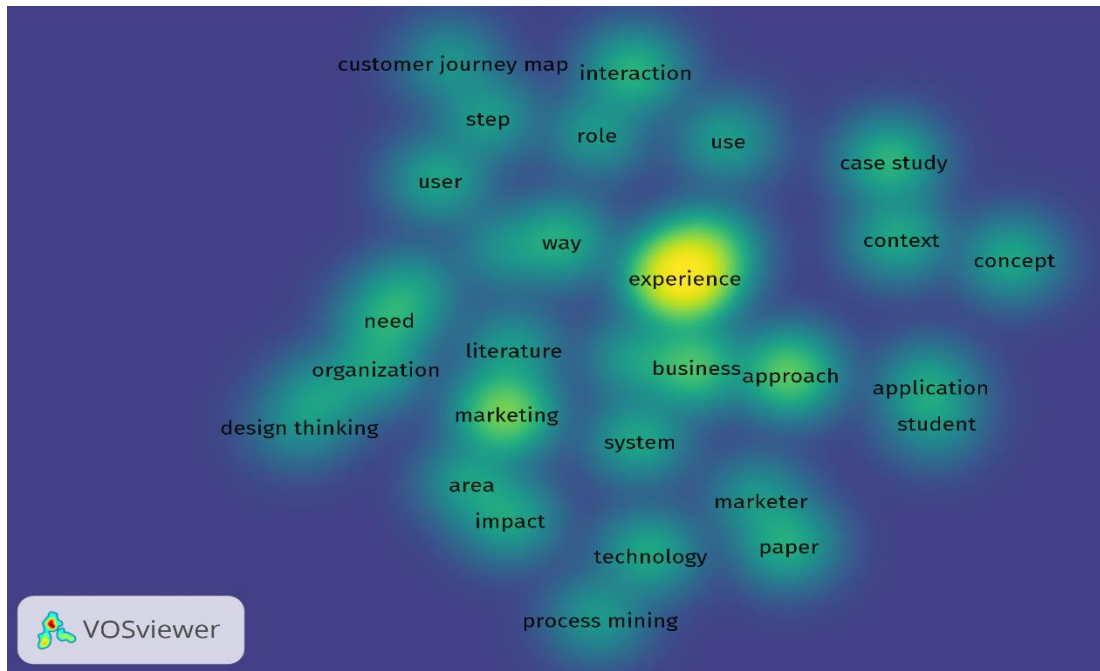


Figure 3. Results of Density Visualization Customer Journey Mapping

Some strategies that can be implemented include:

1. Digital Touch Point Optimization:

Companies can optimize each digital touch point such as websites, mobile apps, and social media to provide a better and relevant experience for consumers. (Pettegrew, A., Phelps, R., & Basu 2023).

2. Personalization of Content and Recommendations:

By leveraging consumer behavior data, companies can provide personalized content and recommendations to increase relevance and engagement. (Thoben, T., & Jagodzinski 2023).

3. Multi-Channel Integration:

Companies need to ensure that the consumer experience is well integrated across digital channels, so that consumers can easily

switch from one channel to another without losing context. (Tussyadiah, I., & Verhoef 2023).

4. Data-Driven Marketing:

By deeply analyzing consumer behavior data, companies can develop more targeted and effective marketing strategies, such as more personalized and relevant advertising campaigns. (Giesbrecht, G. F., & Carlson 2023).

5. Customer Service Improvement:

Companies can leverage insights from *customer journey mapping* to improve customer service, both in the pre-purchase process, during the purchase, and after the purchase. (Tussyadiah, I., & Verhoef 2023).

By implementing these strategies, companies can provide a better experience to consumers,



increase customer loyalty, and maintain a competitive advantage in an increasingly competitive market.

CLOSING

Conclusion

In this research, we have explored the concept of *customer journey mapping* as an approach to understanding consumer behavior digitally. Through a combination of qualitative and quantitative methods, we have identified the key stages in the digital customer journey, as well as the factors that influence consumer behavior in interacting with a company's brand, products, or services through various digital channels.

The results show that today's consumers have high expectations in terms of seamless user experience, a sense of security and trust, content personalization, speed and efficiency, and consistency across multiple digital channels. Companies that can meet these expectations will have a competitive advantage and can maintain customer loyalty.

By understanding consumer behavior digitally through *customer journey mapping*, companies can develop more effective and customer-focused marketing and sales strategies. Strategies such as digital touchpoint optimization, content personalization and recommendations, multi-channel integration, data-driven marketing, and improved customer service can help companies provide a better experience to consumers and maintain competitiveness in an increasingly competitive market.

Suggestions

Based on the findings and conclusions in this study, we propose some suggestions for business practitioners and further research:

1. Investment in Data Technology and Analytics: Companies need to invest in adequate data analytics technologies and tools to be able to understand consumer behavior digitally better. This includes customer data management systems (customer data platforms), data analysis tools, and well-integrated system integration.
2. Cross-Department Collaboration: Effective implementation of *customer journey mapping* requires cross-departmental collaboration within the company, such as marketing, sales, customer service, and information technology. Companies need to build a strong culture of collaboration to ensure a consistent customer experience across touch points.
3. Human Resource Training and Development: To optimize customer-focused marketing and sales strategies, companies need to provide training and development to employees on customer journey mapping, data analytics, and understanding consumer behavior digitally.
4. Continuous Research: Consumer behavior and digital technologies continue to evolve at a rapid pace. Therefore, further research needs to be conducted on an ongoing basis to understand the latest trends and changes in digital consumer behavior, as well as explore new approaches and tools in *customer journey mapping*.
5. Data Ethics and Privacy: With more and more consumer data being collected and analyzed, companies need to ensure compliance with regulations and best practices when it comes to data ethics and privacy. Transparency and consent from



consumers are important aspects that must be considered.

By following these suggestions, companies can better understand and respond to consumer behavior digitally, as well as provide better and relevant customer experiences in the evolving digital age.

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