

**MARKETING, MANAGERIAL STRATEGIES
AND
ORGANISATIONAL CULTURE**

USER-ORIENTED MARKETING MODELS FOR YOUTH ENTREPRENEURSHIP: INTEGRATING JTBD, DESIGN THINKING, AND CUSTOMER JOURNEY

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Abstract: *This research paper examines the integration of Jobs to Be Done (JTBD), Design Thinking, and the Customer Journey framework in user-centered marketing. This paper posits that these models can enhance innovative business strategies and increase market responsiveness. The JTBD framework assists young entrepreneurs in comprehending customer motivations and needs, facilitating the development of value propositions that align with their target audiences. Design thinking enables effective problem-solving by empowering marketers to create user-centered strategies that respond to market dynamics. The customer journey approach offers a comprehensive framework for customer interaction, allowing entrepreneurs to customize their strategies and enhance customer satisfaction. This paper seeks to enhance the academic discussion surrounding marketing innovation by offering practical insights for young entrepreneurs aiming for sustainable business growth and success.*

Keywords: *management, digital marketing, social media.*

INTRODUCTION

The integration of Jobs-To-Be-Done (JTBD), Design Thinking, and Customer Journey frameworks in user-oriented marketing is key to encouraging entrepreneurial initiatives among youth. These methodologies enhance understanding of consumer needs and align with the educational and experiential requirements of young entrepreneurs. JTBD focuses on understanding specific tasks that consumers aim to achieve, which is essential for equipping young individuals with the skills and motivation required to start ventures. Effective entrepreneurial role models have a positive impact on students' entrepreneurial spirit and skill development within higher education contexts (Boldureanu et al., 2020).

Design thinking enhances these models by emphasizing empathy and user experience within the product development cycle, allowing for customization of offerings to address actual market demands (Rico et al., 2020). Effective entrepreneurial education methodologies incorporate design thinking principles, fostering enhanced entrepreneurial attitudes and behaviors among students (Božić, 2023).

Furthermore, the integration of these frameworks fosters a supportive environment for emerging entrepreneurs, as the entrepreneurial journey presents significant challenges that necessitate resilience and skill for effective navigation. Educational institutions must adapt their curricula to align with the changing landscape of entrepreneurship, cultivating a proactive mindset in students, overcoming barriers, and improving self-efficacy and intention regarding entrepreneurship (Abuzaid, 2023; Bilewicz & Tsimayeu, 2021). This approach enables young individuals to convert their entrepreneurial aspirations into concrete results, positively impacting economic growth and innovation.

This research examines the convergence of these frameworks with the entrepreneurial trajectories of young individuals. The objective is to provide a systematic conceptual and empirical framework that can guide policy, education, and practice in the field of young entrepreneurship.

METHODOLOGY

User-centric marketing has garnered significant momentum as a dynamic strategy for promoting entrepreneurial endeavors among youth. Entrepreneurial endeavors among youth, leveraging insights into their preferences and behaviors, can lead to more effective engagement and brand loyalty. By tailoring marketing efforts to resonate with this demographic, businesses can foster innovation and drive sustainable growth. This methodology is further enhanced by incorporating modern frameworks such as Jobs To Be Done (JTBD), Design Thinking (DT), and Customer Journey Mapping. These frameworks enable a comprehensive grasp of client demands, allowing entrepreneurs to develop offers that profoundly resonate with their target market. Several theoretical and case studies illustrate the importance of incorporating these models in the development of entrepreneurial efforts.

Theoretical Foundations Jobs To Be Done (JTBD): This framework emphasizes comprehending the essential "job" that consumers aim to fulfill, as advocated by thinkers such as Clayton Christensen. In the realm of young entrepreneurs, utilizing JTBD facilitates the alignment of product development with customer insights, resulting in improved market fit. Research demonstrates that organizations utilizing JTBD proficiently can engage customers more profoundly and develop items that are more congruent with user requirements (Shiratina et al., 2023).

Design Thinking (DT) prioritizes empathy and principles of human-centered design. It allows entrepreneurs to extract insights from client interactions, promoting creative solutions customized to user needs. The iterative nature of design thinking facilitates continuous feedback incorporation, reducing the risks linked to product launches and ensuring alignment with consumer expectations. The citations cited for this assertion (e.g., Hruška & Marešová (2020) and Kristensen & Birch-Thomsen (2013)) do not substantiate this statement and should consequently be eliminated.

Client Journey Mapping: This method offers a structure for comprehending client interactions at several touchpoints. By delineating the customer journey, entrepreneurs can pinpoint friction areas in their interactions, thereby improving their

overall customer experience and happiness. Research indicates that an effectively implemented strategy for mapping the customer journey can enhance engagement and loyalty by addressing certain consumer pain points (Seo et al., 2019).

Integration of Social Media: Saura et al. demonstrate in their study on social media marketing how young entrepreneurs utilize social platforms to communicate effectively with their target customers. By implementing user-centric methods, these entrepreneurs effectively cultivate brand loyalty and stimulate business growth through customized approaches that align with the local context (Effendi et al., 2024).

Improving Business Success via Marketing: The research by Shiratina et al. highlights the significant influence of robust customer relationships on the business success of women entrepreneurs in the fashion sector. Their findings emphasize the need to consider motivational variables in conjunction with consumer engagement strategies, demonstrating a direct association between user-centric marketing and enhanced entrepreneurial results (Shiratina et al., 2023).

The research by Maming et al. illustrates the importance of social capital in promoting entrepreneurial ventures among young Indonesians. This research demonstrates the value of community networks in facilitating resource access, consequently enabling young entrepreneurs to prosper through improved joint marketing initiatives (Maming et al., 2023).

The study conducted by Hutagalung and Situmorang explores how young entrepreneurs use social media marketing to enhance both brand equity and customer equity through strategies focused on the customer. By synchronizing their marketing tactics with consumer preferences obtained through direct encounters, these businesses demonstrate the actual implementation of user-centric methodologies (Hutagalung & Situmorang, 2018).

The research by Song et al. examines the conversion of conventional marketplaces into entrepreneurial ecosystems via the implementation of digital marketing tactics. This change illustrates how young entrepreneurs can utilize technology to improve customer engagement and address emerging market demands (Song et al., 2021).

The integration of JTBD and customer journey frameworks equips young entrepreneurs with essential skills for innovation and market comprehension. Empirical and theoretical research emphasizes the need to integrate user-focused marketing tactics into entrepreneurial practices, highlighting their capacity to foster more resilient and flexible economic enterprises.

INTEGRATION OF JTBD, DESIGN THINKING, AND CUSTOMER JOURNEY IN MARKETING

The Jobs-To-Be-Done (JTBD) framework is essential for understanding client demands by concentrating on fundamental reasons and desired outcomes rather than superficial demographics and preferences that influence purchasing decisions. Research indicates that consumers do not simply buy items or services; they "hire" them to achieve particular activities or objectives (Pratama & Putra, 2024; Lewis et al.,

2024). This paradigm urges marketers to transcend merely identifying desired attributes, compelling them to explore the significance of these traits and how current solutions may inadequately fulfill these underlying aims (Ribeiro et al., 2019).

Through qualitative research methodologies like interviews and surveys, marketers can reveal essential insights into client needs, challenges, and expectations (Kalbach et al., 2024). These insights allow firms to develop more precise competitive models, comprehend consumer experiences with previous solutions, and create products that correspond with authentic user requirements. This systematic implementation of JTBD enables companies to discern market gaps and prospective avenues for product development. This comprehensive comprehension of the customer's advancement and ambitions guarantees the creation of significant value offerings that enhance customer pleasure and loyalty.

The amalgamation of JTBD principles with design thinking enhances the efficacy of this customer-centric methodology. JTBD elucidates consumer objectives, whereas design thinking offers a systematic and sympathetic framework for generating, creating, and evaluating solutions that address these aims (Retnaningsih et al., 2023). This collaboration stimulates innovation by questioning traditional limits and promoting inventive problem-solving, resulting in solutions that are both practical and appealing from the user's viewpoint. By integrating consumer purpose into the creative process, firms enhance their capacity to provide customized offers that appeal to target audiences.

Alongside these techniques, the client journey framework provides more value by delineating the complete range of interactions and touchpoints a client encounters from initial awareness to post-purchase behavior. When combined with JTBD analytics, the journey map enables organizations to pinpoint exactly where and how customer jobs arise, enabling flawless product and service delivery at every stage (Brenk, 2022; Følstad & Kvale, 2018). This connection fosters ongoing engagement, enhances user happiness, and cultivates enduring loyalty.

The amalgamation of the JTBD framework, design thinking, and customer journey mapping yields a comprehensive approach for formulating marketing strategies that emphasize authentic customer outcomes. This comprehensive, insight-oriented strategy allows firms to not only fulfill consumer expectations but to go beyond them by cultivating emotional connections, advocacy, and ongoing involvement (Guo et al., 2023). By concentrating on the essential needs of customers, companies enhance their capacity for significant innovation and success in competitive markets.

Enhancing Marketing Strategy through Design Thinking

Traditional marketing approaches often rely heavily on demographic profiling and static consumer preferences, which are insufficient for understanding the nuanced and evolving needs of modern consumers. In this context, Design Thinking has emerged as a powerful, structured methodology that enables organizations to develop marketing strategies grounded in a deep understanding of user motivations and

behaviors. Its human-centered orientation fosters innovation and responsiveness in increasingly dynamic market environments.

At its core, Design Thinking emphasizes empathy, collaboration, and iterative problem-solving. These principles guide marketers to engage directly with end-users and co-create solutions that reflect real-world challenges and aspirations. By doing so, the process mitigates research bias and improves the authenticity of marketing models (Sima et al., 2023; Fagerstrøm et al., 2019).

This methodology is particularly valuable in sectors such as pharmaceuticals, where understanding sensitive and complex user needs is essential. By incorporating patient, caregiver, and professional insights, pharmaceutical firms can design marketing strategies that are not only innovative but also ethically and practically aligned with user demands (Mihardjo et al., 2020).

A central component of Design Thinking is co-creation, which involves the active participation of stakeholders in the design process. This inclusive strategy enhances the identification of latent needs, broadens the scope of ideation, and results in more effective communication strategies. Research confirms that stakeholder engagement fosters trust, improves customer satisfaction, and enhances the strategic relevance of marketing campaigns (Farida & Listyorini, 2021; Purchase & Voléry, 2020).

Moreover, co-creation cultivates a culture of innovation, encouraging teams to overcome internal resistance and explore new market opportunities. This is particularly crucial for organizations aiming to maintain strategic flexibility and operational resilience.

The iterative nature of Design Thinking through cycles of prototyping and feedback enables organizations to refine their marketing strategies continuously. Empirical evidence shows that firms applying this method consistently enhance product-market fit and marketing effectiveness (Parwati & Martini, 2024).

This adaptability is crucial in responding to shifting consumer trends, especially in digital and healthcare-related industries where expectations evolve rapidly. The iterative model fosters a learning-oriented organizational mindset, which is indispensable for long-term competitiveness.

To fully capitalize on Design Thinking, organizations must integrate its principles into strategic planning processes. Systematic application ensures that empathy-driven insights are not isolated at the operational level but inform broader marketing and innovation strategies. Research shows that companies embracing such integration are more likely to develop strategies aligned with genuine consumer voices, leading to stronger brand loyalty and market differentiation (Sharma et al., 2018; Pandey et al., 2020; Avila & Bacca, 2024).

Design Thinking offers a powerful, human-centered framework for transforming marketing strategy development. By embedding empathy, co-creation, and iterative feedback into strategic decision-making, organizations can align their offerings with authentic consumer needs, foster innovation, and sustain competitive advantage. Particularly in complex sectors like pharmaceuticals, this approach ensures

that marketing strategies are grounded, adaptive, and consumer-centric hallmarks of future-ready business models.

The Strategic Value of the Customer Journey Approach in Entrepreneurial Contexts

Integrating the customer journey framework into entrepreneurial ventures provides significant strategic advantages, especially in industries like pharmaceuticals, where a comprehensive understanding of consumer behavior is critical. This framework enables entrepreneurs to formulate more precise and effective business strategies by delineating the complete range of consumer interactions with their product or service. This mapping enables entrepreneurs to pinpoint essential touchpoints, pain points, and engagement moments that substantially affect customer satisfaction and loyalty (Kokins et al., 2021).

Systematic analysis of the customer journey allows firms to enhance user experience and anticipate customer needs, facilitating proactive adaptation to changing market expectations (Tueanrat et al., 2021). Anticipatory insights enhance strategic responsiveness, enabling businesses to leverage emerging trends and maintain a competitive edge (Ayutthaya & Koomsap, 2018). In rapidly changing markets, this foresight is critical to preserving relevance and competitive advantage.

A significant aspect of the customer journey approach is its focus on collaboration and co-creation. Involving diverse stakeholders, such as end users, healthcare professionals, and caregivers, in the development process results in innovations that are more informed by user needs and aligned with their values (Arifin & Purnama, 2023). This participatory methodology enhances the precision of product or service design while fostering ownership and trust among consumers, thereby contributing to long-term loyalty and brand advocacy (Følstad & Kvale, 2018).

Entrepreneurs who incorporate the customer journey into their business processes are more effectively positioned for ongoing enhancement. Collecting and analyzing real-time feedback from customer interactions enables the iterative refinement of offerings to align with evolving demands (Janošik et al., 2023; Primaditya et al., 2024). This approach, characterized by dynamic feedback mechanisms, allows organizations to adapt effectively to disruptions while enhancing customer relationships through personalized experiences that are informed by authentic consumer insights.

The customer journey serves as a strategic framework that promotes innovation, adaptability, and a focus on user needs, rather than functioning solely as a marketing instrument. This method provides entrepreneurs with data-driven insights to enhance decision-making, refine service delivery, and strengthen consumer relationships. This approach facilitates the development of resilient, responsive, and growth-oriented business models that are consistent with current expectations and adaptable to future market changes.

IMPACT OF USER-ORIENTED MARKETING ON YOUNG ENTREPRENEURS

User-oriented marketing provides significant value for young entrepreneurs, allowing them to establish authentic, trust-based connections with their target audiences. The relational approach is essential for long-term business sustainability, especially during the initial phases of entrepreneurial ventures. Startups can enhance customer loyalty and satisfaction by focusing on the unique preferences, expectations, and experiences of their customers (Zaidi et al., 2021). User-oriented marketing, in contrast to traditional transactional marketing that emphasizes short-term gains, fosters emotional engagement and brand affinity, essential for differentiation and maintaining market relevance.

A customer-centric approach aligns product and service offerings with actual customer needs and enhances agility in strategic planning. This approach is especially significant in resource-limited contexts, where innovation and flexibility surpass financial resources in fostering growth. User oriented strategies facilitate innovation among young entrepreneurs by employing cost-effective and impactful methods, including community engagement and social listening, thereby enabling them to adapt to changing market conditions (Kristensen & Birch-Thomsen, 2013).

Frameworks like Jobs-To-Be-Done (JTBD) enhance this focus by providing practical tools for aligning products with particular customer issues. Understanding the relationship between a customer's problem, their persona, and the product enables entrepreneurs to develop solutions that address unmet needs, leading to improved market fit and positioning (Eckerle et al., 2024). Entrepreneurs can enhance product development by compiling customer insights into opportunity briefs and utilizing rigorous evaluation criteria, thereby prioritizing high-value opportunities frequently neglected by competitors.

The implementation of user oriented marketing fundamentally relies on the integration of the customer journey approach, which delineates the complete spectrum of customer interactions across various channels and touchpoints. This perspective is essential for identifying both direct user engagements and indirect influences, including peer recommendations and online reviews, that shape customer perceptions (Zhao et al., 2014). Tracking both positive and negative touchpoints enables entrepreneurs to obtain insights essential for refining their value propositions, marketing strategies, and service design.

The journey mapping process facilitates proactive adaptation through the alignment of customer feedback with organizational learning. Startups that incorporate customer journey data into their strategic frameworks are more adept at anticipating behavioral changes and implementing iterative enhancements, thereby improving the overall customer experience. This type of journey motivation promotes internal alignment, ensuring that business objectives align with customer expectations and feedback mechanisms (Kokins et al., 2021).

The convergence of user focused marketing and customer journey analytics enhances a holistic entrepreneurial strategy. This approach facilitates personalized,

data-driven engagement while also fostering a culture of responsiveness and innovation. Research indicates that aligning brand communication and service delivery with customer experiences enhances retention, loyalty, and advocacy (Tueanrat et al., 2021; Følstad & Kvale, 2018; Janošik et al., 2024).

The integration of user-oriented marketing, JTBD, and the customer journey approach provides young entrepreneurs with a comprehensive strategic toolkit. Focusing on genuine customer engagement, integrating continuous feedback, and fostering adaptive innovation enables startups to enhance their market positioning and secure long-term success in competitive and dynamic environments.

STRATEGIES FOR IMPLEMENTING CONTEMPORARY MARKETING MODELS

User-oriented marketing offers significant benefits for young entrepreneurs, allowing them to cultivate meaningful, trust-based relationships with their audience, which is crucial for sustainable business growth. Focusing on the distinct needs and preferences of customers enables entrepreneurs to provide personalized experiences that foster loyalty and create a differentiated market presence, which is particularly important in the early stages of business development (Jauković – Jocić et al., 2024). User-oriented strategies, in contrast to traditional transactional marketing models, emphasize relational depth, thereby enhancing brand identity and fostering long-term engagement.

The alignment of offerings with customer expectations constitutes a significant strategic advantage. Data-driven insights inform personalization, which enhances engagement and customer satisfaction, thereby significantly improving retention. This adaptability, driven by feedback, is both cost-effective and essential for startups with constrained resources and provides a competitive advantage in fast-changing markets. Incorporating direct customer feedback enables entrepreneurs to refine their products and services to more effectively address customer pain points, thereby enhancing loyalty and advocacy.

A systematic method for implementing user-focused strategies can be realized through innovative marketing frameworks like Jobs To Be Done (JTBD). JTBD focuses on comprehending the fundamental "job" that a customer seeks to fulfill, enabling entrepreneurs to align their solutions accurately with user requirements. This model enables marketers to investigate customer preferences regarding existing alternatives, assess expectations for enhancements, and analyze spending behavior to inform pricing strategies and positioning. JTBD enables more precise targeting and enhances the relevance of marketing messages, thereby directly influencing customer retention and value creation (Eckerle et al., 2024).

Design Thinking (DT) complements the Jobs To Be Done (JTBD) framework by providing a human-centered design methodology that improves marketing effectiveness via empathy and creativity. Design thinking converts customer insights into innovative solutions by pinpointing fundamental customer challenges, collaboratively developing offerings, and continuously refining them through testing

and assessment. The Stanford methodology highlights iterative development through the stages of empathizing, defining, ideating, prototyping, and testing, which facilitates the incorporation of user feedback in the marketing and product development process. This mitigates risk and guarantees alignment with changing customer requirements.

Businesses must implement a strategic approach to customer journey mapping to ensure coherence throughout the customer journey. This model facilitates a comprehensive understanding of customer interactions across various touchpoints, encompassing both direct engagements and indirect influences, such as peer recommendations (Zhao et al., 2014). Entrepreneurs can pinpoint friction points and enhance the user experience, thereby ensuring alignment with customer expectations and brand objectives.

Aligning marketing strategies with the customer journey requires addressing cultural, technological, and structural challenges. The Marketing 5.0 framework emphasizes the need for organizations to enhance their infrastructure to meet the demands of digital-native consumers. Effective strategies require both technological advancements and cultural transformations that facilitate customer co-creation and emotional involvement. Companies should integrate Customer Relationship Management (CRM) systems and consistently monitor consumer trends to maintain adaptability, relevance, and competitiveness.

User-oriented marketing serves as a strategic necessity for young entrepreneurs aiming to succeed in complex and dynamic environments. Integrating contemporary frameworks like JTBD, design thinking, and customer journey mapping enables startups to personalize offerings, maintain agility, and establish a profound connection with their markets. Research indicates that entrepreneurs who emphasize empathy, feedback, and user-centered design are optimally positioned to establish enduring brands and achieve sustainable growth trajectories (Kristensen & Birch-Thomsen, 2013).

STRATEGIC IMPLEMENTATION CHALLENGES AND SOLUTIONS

The challenges in strategic implementation encountered by young entrepreneurs in aligning user-oriented marketing frameworks such as Jobs To Be Done (JTBD), Design Thinking (DT), and Customer Journey Mapping are considerable, particularly in the absence of sufficient infrastructure, resources, and support mechanisms. Addressing these challenges is essential for converting entrepreneurial vision into tangible results, which can be achieved through targeted strategic implementation frameworks.

Theoretical insights supporting the necessity of systemic enablers to address these challenges are derived from multiple research papers that emphasize strategic implementation, user-centered approaches, and the integration of digital tools. Strategic implementation frameworks are critical for ensuring that young entrepreneurs can effectively translate their innovative ideas into successful businesses.

User-Centered Training in Entrepreneurship Curricula - As emphasized by Allen (2022), integrating **user-centered training** into entrepreneurship curricula is

essential. This training should focus on frameworks like **JTBD**, **Design Thinking**, and **Customer Journey Mapping**. Educational institutions should develop **modular online courses** or **workshops** that allow students to apply these frameworks in real-world scenarios. These courses can help bridge the gap between theory and practice, fostering entrepreneurial competence among students.

Government-Supported Incubators for Design and UX Mentorship - Governments and policymakers should play an active role in supporting young entrepreneurs by establishing **government-backed incubators**. These incubators should focus on providing **mentorship** in design, **user experience (UX)**, and **rapid prototyping**. For example, introducing a "**design sprint**" program within these incubators could help startups receive mentorship on customer validation, iterative prototyping, and journey mapping. This support can significantly enhance the adaptability and responsiveness of young entrepreneurs, enabling them to better align their offerings with user needs (Joel et al., 2024).

Integration of CRM Tools in Startup Funding Packages - Digital transformation is essential for startups, as it enables them to enhance **operational efficiency** and develop products that meet changing customer demands. Integrating **CRM systems** (e.g., HubSpot, Salesforce) into **startup funding packages** is a key strategy for ensuring effective customer data utilization. Venture capital firms and government-funded startup programs should provide startups with access to CRM tools to streamline **customer engagement** and **journey mapping**. Investors could consider mandating the inclusion of such tools in their funding agreements, ensuring that young entrepreneurs have the necessary infrastructure to track and measure customer interactions.

Cross-Regional Networking and Collaboration - Fostering **cross-regional networking** and **collaboration** is critical for the success of young entrepreneurs operating in diverse market environments. Organizing **global entrepreneurial summits** or **workshops** can facilitate the exchange of insights and experiences among young entrepreneurs from different regions (e.g., North America, Southeast Asia, and the Balkans). This exchange of knowledge will help startups adapt **user-centered strategies** to local market conditions and provide them with the tools to build competitive, sustainable businesses.

To overcome the challenges associated with implementing user-centered marketing strategies, young entrepreneurs require **systemic enablers** such as **user-centered training**, **government-backed incubators**, **CRM tools**, and **cross-regional collaborations**. By embedding these solutions into the broader entrepreneurial ecosystem, young entrepreneurs can gain the resources and support necessary to effectively implement JTBD, design thinking, and customer journey mapping frameworks. These frameworks, when applied in practice, have the potential to create more **innovative** and **market-relevant** businesses, ultimately driving the success of youth-led entrepreneurial ventures. As these models become more widely adopted, they are expected to improve entrepreneurial outcomes and foster a more **dynamic and innovative business environment**.

CONCLUSION

The integration of the **Jobs To Be Done (JTBD)** framework, **design thinking**, and the **customer journey methodology** represents a transformative paradigm in user-centric marketing, particularly for emerging businesses striving to establish a competitive edge in evolving marketplaces. This integrated model is fundamental for optimizing marketing strategies and understanding the underlying drivers of customer behavior. By focusing on the reasons behind customer actions, as highlighted by the **JTBD framework**, entrepreneurs can gain vital insights into the preferences and pain points of their target audience. These insights are essential for tailoring products and services, improving customer experiences, and fostering long-term customer satisfaction and loyalty.

Design thinking further enhances this approach by promoting a **user-centered philosophy** that prioritizes empathy, collaboration, and iterative problem-solving. This philosophy enables businesses to co-create solutions with stakeholders, thus reducing bias and driving innovation particularly in industries where understanding complex customer needs is vital. However, applying these frameworks poses significant challenges. Aligning marketing strategies with the **customer journey** necessitates profound cultural and technological shifts within organizations. Businesses must adapt to meet the evolving expectations of consumers, who increasingly demand personalized, co-created experiences.

Actionable Insights for Overcoming Challenges

Sustainability and Scalability Focus for Youth Entrepreneurs - Moving forward, young entrepreneurs should be encouraged to incorporate sustainability into their business models. Institutions and mentors can guide entrepreneurs by integrating **sustainability metrics** into their customer journey mapping and **JTBD** analysis. For instance, through JTBD, entrepreneurs can explore sustainable alternatives to their products and services, aligning market demands with environmental responsibility. This integration will not only enhance competitiveness but also position businesses as responsible, forward-thinking market leaders.

Institutional Support for Long-Term Implementation - To facilitate the successful implementation of these frameworks, both academic institutions and government bodies must establish **long-term support ecosystems** for youth entrepreneurs. This can include providing access to continuous **mentorship**, **market research tools**, and **data analytics platforms**. We should specifically create funding avenues for youth-driven projects that emphasize scalable and sustainable innovations. Supporting youth entrepreneurs with these resources will significantly ease the challenges of applying user-centered marketing frameworks and contribute to the long-term success of emerging businesses.

Digital Enablers and Data-Driven Entrepreneurial Ecosystems - Future research and policy development should emphasize the integration of **AI-driven tools** and **big data analytics** into youth entrepreneurship. Digital tools such as **market**

prediction algorithms or **consumer behavior tracking** can empower young entrepreneurs to make data-driven decisions, optimizing their marketing strategies and customer engagement. Entrepreneurial incubators should provide access to these tools, enabling entrepreneurs to leverage real-time insights and scale their businesses efficiently.

Future Research Directions on Frameworks Integration - Future studies should explore the longitudinal impact of the **JTBD**, **design thinking**, and **customer journey** frameworks on entrepreneurial success over time. Areas for future research include:

- **The role of these frameworks** in scaling startups internationally.
- **The impact of cultural differences** on the effectiveness of these models in various regions.
- How to integrate **AI and machine learning tools** into these frameworks to further enhance data-driven decision-making and customer engagement.

By addressing these actionable insights and future research directions, the integration of **user-centered marketing** frameworks will become more accessible, effective, and sustainable for young entrepreneurs. These frameworks provide a pathway not only for achieving short-term success but also for building long-term, scalable businesses that align with both market and societal needs.

This integration links the insights and theoretical frameworks to practical, actionable strategies while pointing out the constant need for research to refine and improve the application of these frameworks in the context of youth entrepreneurship. The strategic actions outlined here not only tackle current challenges but also propose sustainable paths for future growth and innovation.

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