Market Evolution Mapping

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Abstract

The study of marketing variables over time provides valuable insights into their timing, trajectories and temporal persistence. What is relatively straightforward for individual variables becomes a daunting task in competitive market structure analysis where changes among hundreds of objects (e.g., firms, brands or products) with thousands of relationships must be tracked over time. Although data visualization facilitates such analysis, extant models are unable to visualize structural changes over time. Herein we propose the first model capable of visualizing competitive market structure over time. We apply our model to customer reviews on Amazon.com to study the emergence of new sub-markets.

Keywords: Market Structure Analysis; Data Visualization; Marketing Dynamics

Track: Methods, Modelling & Marketing Analytics