

Developing Parity Difference Maps from Consumer Experiences

Kshitij Bhoumik

University of Leeds

Mayukh Dass

Texas Tech University

Piyush Kumar

University of Georgia

Cite as:

Bhoumik Kshitij, Dass Mayukh, Kumar Piyush (2021), Developing Parity Difference Maps from Consumer Experiences. *Proceedings of the European Marketing Academy*, 50th, (94045)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Developing Parity Difference Maps from Consumer Experiences

Abstract

Abstract Purpose- This research illustrates a method of segregating points of parity and difference between the two brands competing in the same consumer segment and arranging these associations into a set of concept maps using consumer reviews. While past research has mostly focused on using brand associations to develop holistic maps, we present a method to create maps based on points of parity and points of difference. **Design/Methodology/Approach-** This paper uses the topic modeling process to identify a list of key topics from user-generated data and further use network analysis to develop parity and difference maps from these topics. **Findings-**We selected Burger King as our focal brand and compared it with the category prototype, McDonald's, and a key identified competitor, Wendy's. Based on our comparison of high appearance keywords that appeared in consumer review we developed two sets of comparative maps for Burger King and outline specific managerial implications for managers. **Originality/Value-**We propose a new method of developing concept maps to assist marketing managers position their brand efficiently within the consumer segment they are competing in. This paper also contributes to the operational definition of consumer-based brand equity by separating unique and common associations between the two brands.

Keywords: *Brand Association; Concept Maps; Points of Parity and Difference*

Track: Methods, Modelling & Marketing Analytics