

Market Evolution Mapping

Maximilian Matthe

Goethe-University Frankfurt

Daniel Ringel

University of North Carolina at Chapel Hill

Bernd Skiera

Goethe-University Frankfurt, Germany

Cite as:

Matthe Maximilian, Ringel Daniel, Skiera Bernd (2019), Market Evolution Mapping. *Proceedings of the European Marketing Academy*, 48th, (9230)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



Market Evolution Mapping

Abstract

The study of marketing variables over time provides valuable insights into their timing, trajectories and temporal persistence. What is relatively straight forward 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