

ABSTRACT

A technique is provided for determining brand equity of brand. The technique includes accumulating corpus of data, related to a category of the products whose brand equity is to be determined, from varied sources. The corpus is pre-processed for conversion to a structured
5 dataset. One or more design attributes, indicative of subject and objects of sentences constituting the structured dataset, are determined based on part-of-speech (POS) tagging. For each product, a set of design drivers are identified, based on at least a relevance of a design driver to each product, the design drivers being scaled on pre-defined scales of equity association. Each of the equity
10 associations are classified into buckets, based on a frequency of occurrence, which are correlated with concepts defined in a knowledge graph for determining a tone associated with each design driver of each product. A brand equity of the brand is determined based on the tone.

Fig. 1