

Spatial Models of Consumer Choice for Retail Outlets: Theory and Practice in Physics of Marketing

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Abstract

A theoretical review and an assessment of applications of the spatial models of consumer choice for retail outlets are presented here. As they are also called gravitational models in marketing, they remain relevant in today's retail world despite the explosion of e-commerce. The major objective here is to emphasize the theoretical significance of these models, analyze their practicality in the market, and refer to their validity today. The focus would be on the original Reilly's model of the early thirties of the last century, and the two most significant improvements over it, Converse's model of the late forties, and Huff's model of the early sixties. After a detailed exposition of these models and their applications, a critical analysis is introduced to address the retail site selection, radius of the trading area, limitations of the models, and some criticism.

Keywords: spatial models, gravitational models, Reilly's law, Huff's model, Converse's model

1. Introduction

In the last decade or so, e-commerce and consumer's online retail purchases have been astronomically increasing. In 2017, e-commerce has exploded to about half of the whole retail growth, although it constituted only 13% of total retail transactions. While consumer spending in 2017 reached \$453.5 billion on the web for retail purchases, which was an increase of 16% over the previous year, total retail sales reached to over five trillion dollars in the same year, representing a 4.4% increase over the 2016 figure (digitalcommerce36.com).

This significant growth in e-commerce has not yet indicated an all-out march towards replacing the traditional way of commerce and trade. Traditional retail outlets, large and small, continue to grow, and the so-called brick-and-mortar stores continue to be built and expand their commercial activities. On the other hand, consumers too, do not seem to be ready to give up what they have long gotten used to of old-fashioned methods of shopping. According to a 2017 Consumer View Report by the National Retail Federation (NRF), four out of five American consumers still prefer to shop at brick-and-mortar stores (Inc.com, October 2nd, 2017). Moreover, most retail companies tend to establish an on-line sale site only to enhance their store retail activities, rather than to replace them. This evidence supports the notion that consumer choice of where to shop is still in the heart of their top considerations as they seek the retail outlet that would yield the highest utility for them, economically and otherwise.

There have been a few major approaches to analyze consumer choice of retail outlet. Frisk and Choi (2013) list some of these theoretical frameworks: Analog models would depend on projecting sales using existing data and growth patterns of trade; Regression models utilize econometrical techniques and forecasting methods to estimate sales subject to major variables such as population size, consumer income, number of households and alike. Central Place theory attributes consumer travel for shopping to the extent of availability of a wide variety of consumer goods and services at certain retail outlets. Unlike these models, spatial models utilize the physical gravitational theory and rely on variables such as size of population, size of market, location of retail outlets, and distance between the competing outlets in order to delineate certain retail trading area, and explain consumer rationale to choose an area of shopping over other alternatives. In that sense too, these models can explain the rationale of trading company to choose their outlet locations.

The pioneering work in the area of spatial modeling in marketing has been credited to Professor William J. Reilly of Texas University, who in his studies of 1929, 1931, and 1953, came up with what we now know as the law of retail gravitation. It was inspired by Newton's law of gravity in physics. It was a study of retail activities

Consumer Spatial Theory

Geoffrey K. Turnbull



Consumer Spatial Theory:

Consumer Spatial Behaviour Robert William Bacon, 1984 A theoretical book on the locational aspects of consumer behaviour

Social Psychology and Theories of Consumer Culture Matthew McDonald, Stephen Wearing, 2013-04-02 Social Psychology and Theories of Consumer Culture A Political Economy Perspective presents a critical analysis of the leading positions in social psychology from the perspective of classical and contemporary theories of consumer culture The analysis seeks to expand social psychological theory by focusing on the interface between modern western culture consumer culture and social behaviour McDonald and Wearing argue that if social psychology is to play a meaningful role in solving some of society's most pressing problems e.g global warming obesity addiction alienation and exclusion then it needs to incorporate a more comprehensive understanding and analysis of consumer culture Wide ranging and challenging the book offers a fresh insight into critical social psychology appropriate for upper undergraduate and postgraduate courses in personality social psychology critical and applied psychology It will also appeal to those working in clinical counselling abnormal and environmental psychology and anyone with an interest in the integration of social psychology and theories of consumer culture

Towards a Theory of Consumer Spatial Behaviour Raymond Hudson, 1971

Gender and Food in Transnational East Asia Eric Ping Hung Li, Chikako Nagayama, Jooyeon Rhee, 2021-10-12 Gender and Food in Transnational East Asia illustrates how the production and consumption of food impacts the changing social positions of individuals and their relationships with their families the state and their work as well as shapes their gender sexual ethnic and national identities The transnational movement of food and people between East Asia and the rest of the world is increasingly visible forming various forces behind the cultural and political constructions of gender politics among and beyond Asian diasporas It argues that a critical engagement with practices and representations of food from gender perspectives can enhance our understanding of the society and culture of transnational East Asia

Urban Consumer Theory Geoffrey K. Turnbull, 1995 Urban consumer theory focuses on the spatial dimension of household work residence decisions and provides the intellectual foundation for much of what constitutes urban and real estate economics This book provides the first complete exposition of consumer location theory bringing together various models scattered throughout the literature into a single comprehensive framework Because urban households can move in response to changes in their income prices of housing and other goods transportation costs etc urban consumer theory adds a spatial dimension to the analysis of behavior This text begins with an exposition of these responses using a simple unified model that is then extended to cover a variety of rather advanced issues For example the effects of household labor leisure choices government tax and housing subsidy programs and recent developments in effects of uncertainty are all analyzed using simple extensions of the basic model In all cases the exposition includes graphical demonstration of the household's responses which makes the results accessible to those with less mathematical preparation The second in the series of monographs sponsored by the

American Real Estate and Urban Economics Association AREUEA Series editor Anthony M J Yezer It should be invaluable as a core text for students of urban and real estate economics and a valuable reference for those involved in applications of consumer location theory

Consumers' Spatial Choice Behavior Angelika Eymann,1995-03-10 The formation of spatial alternatives and the representation of agent specific heterogeneity are prime issues in empirical studies of location choice This study surveys microeconomic and microeconometric models of individual location choice that permit to analyze the determinants of individual choice among various combinations of location specific goods At the example of tourist s destination choice it is shown how the market segmentation process can be endogenized and implemented in nested multinomial and universal logit models

Spaces of Consumption Jon Stobart,Andrew Hann,Victoria Morgan,2013-01-11 A key theme is eighteenth century studies Authors come from fresh urban studies geography perspective Fits with older titles e g by John Brewer that Routledge have historically been well known for

Spatial Search Gunther Maier,2012-05-05 Two areas have fascinated me for a long time One is the micro economic theory of consumer behavior the other one the role of space in economic processes Usually the two don t go together very well In more advanced versions of microeconomic consumer theory its economic actor may face uncertainty have to allocate resources over time or have to take into account the characteristics of products but rarely deals with space He she inhabits a spaceless point economy Regional Science on the other hand describes and analyzes the spatial structure and development of the economy but either ignores individual decision making altogether or treats it in a rather simplistic way In this book I try to bring together these two areas of interest of mine I do this by use of the microeconomic concept of search and placing it in an explicit spatial context The result in my opinion is a theoretical concept with fascinating implications a broad set of potential implications and numerous interesting research questions After reading this book where I layout the basic idea of spatial search describe its elements and discuss some of its implications I hope the reader will share this opinion There are still plenty of unanswered research questions in this part of economic theory Hopefully this book will stimulate more work along these lines

The Simple Consumer Spatial Behaviour System D. J. Walmsley,1974

Proceedings, Southern Marketing Association Southern Marketing Association,Southern Marketing Association. Conference,1977

The Role of Search and Learning in Consumer Space Behaviour David Stuart Rogers,1970

Spatial Analysis in Marketing Avijit Ghosh,Charles A. Ingene,1991

Formal Spatial Economic Analysis Jean H. P. Paelinck,J. H. Kuiper,1983

A Topological Model of Consumer Space Preferences David Lynch Huff,1959

Cities of Canada: Theoretical, historical, and planning perspectives George A. Nader,1975 This volume examines urban Canada in three parts the modern urban structure Canadian urban development Canadian urban prospects

Handbook of Qualitative Research Methods in Marketing Russell W. Belk,2006 This work offers both basic and advanced treatments intended to serve academics students and marketing research professionals It begins with a history of qualitative methods in marketing by Sidney Levy and continues with discussions of current thought

and practice *Management Decision Support Systems Using Fuzzy Sets and Possibility Theory* Janusz Kacprzyk, Ronald R. Yager, 1985 Osaka City University Economic Review ,1992 *The Measurement of Intrapersonal Space by Grid Technique: Explorations of intrapersonal space* Patrick Slater, 1976 Non-utility-maximizing Models of Spatial Choice Within Time-geographic Constraints ,1978

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