

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

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