
Contents

Preface	ix
Introduction	xi
Chapter 1. Spatial Marketing and Geomarketing.	1
1.1. Defining space	3
1.2. From geomarketing to spatial marketing.	4
1.2.1. Spatial marketing: between economics and geography.	5
1.2.2. Definition of spatial marketing and geomarketing	7
1.2.3. Content of spatial marketing and geomarketing	9
1.3. Spatial marketing and geomarketing applications	14
1.3.1. Applications in retail and mass distribution	15
1.3.2. Applications in services	15
1.3.3. Applications in marketing and utility management	16
1.3.4. Other applications	16
1.4. Geomarketing, techniques and software	17
1.4.1. Uses of geomarketing software.	17
1.4.2. Geomarketing techniques	17
1.4.3. Software and websites	23
1.5. Conclusion	26
Chapter 2. The Consumer's Spatial Behavior.	29
2.1. The main concepts of out-of-store spatial behavior	29
2.1.1. Attraction, gravitation and spatial interaction	30
2.1.2. Distance	33
2.1.3. The notion of shopping trips	37
2.1.4. The notion of mobility	41
2.1.5. Ubiquity	43
2.1.6. Other concepts related to the consumer's spatial behavior.	44

2.2. Models and theories of spatial consumer behavior outside the store . .	48
2.2.1. Gravity modeling or customer stock management	49
2.3. The consumer's in-store spatial behavior	59
2.3.1. Research on the spatial behavior of consumers in stores	61
2.3.2. The importance of an indoor spatial information system.	64
2.3.3. The CNIL's vision	67
2.4. Conclusion	67
 Chapter 3. The Spatial Marketing Mix	 69
3.1. Spatial marketing and the marketing mix	69
3.1.1. Strategic marketing and space	69
3.1.2. Marketing mix and space	71
3.2. Spatial approach to product management	73
3.2.1. Spatial diffusion of products	74
3.2.2. Geomerchandising	75
3.3. Spatial approach to the price.	84
3.3.1. Space and prices	84
3.3.2. The influence of geography on pricing	85
3.3.3. Spatialized pricing policy or geopricing	90
3.4. Spatial approach to sales force promotion and management	94
3.4.1. Geo-advertising	95
3.4.2. "Geopromotion of sales"	101
3.4.3. Spatial management of salesforces.	102
3.5. Conclusion	105
 Chapter 4. Store Location and Georetailing	 107
4.1. Store location.	108
4.1.1. The location decision process.	108
4.1.2. Store location studies.	112
4.2. Location models and the use of geographic information systems	130
4.2.1. The law of retail gravitation or Reilly's law	131
4.2.2. Huff's model.	135
4.2.3. Competitive interaction models (MCI and subjective MCI model)	137
4.2.4. Multiple location and allocation-location models	145
4.2.5. The contribution of geomarketing to the location of points of sale.	147
4.2.6. The influence of the Internet on the location of points of sale. . . .	147
4.3. Spatial strategies for locating points of sale	148
4.3.1. The fundamental concepts of spatial strategies	149
4.3.2. Between territorial coverage and the location speed of a point of sale network	150
4.3.3. Expansion strategies for point of sale chains.	154
4.3.4. Merger and acquisition (M&A) strategies	156

4.3.5. Expansion strategies and the role of the Internet	158
4.3.6. Space, commercial urban planning and public policy	159
4.4. Conclusion	161
Chapter 5. Spatial Marketing, Geolocation and Mobile Marketing . .	163
5.1. From e-commerce to mobile marketing	163
5.1.1. E-commerce and distance	164
5.1.2. The first approaches to mobile marketing	167
5.1.3. Mobile marketing	170
5.2. Mobile spatial marketing	171
5.2.1. Proximity	172
5.2.2. Mobility and geolocation	173
5.2.3. Omnichannel	176
5.2.4. Spatialized Big Data databases and their risks	177
5.3. Mobile space marketing and space management by organizations . . .	178
5.3.1. Space marketing and logistics: the “last mile” issue	178
5.3.2. Click and collect or drive	179
5.3.3. Cannibalization and overlapping of sales areas	181
5.4. Conclusion	184
Conclusion	185
References	187
Index	231