

PROPOSING A NEW APPROACH TO THE STUDY OF MICRO SPATIAL BEHAVIORS IN THE RETAILING CONTEXT

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ABSTRACT

As past research in spatial modeling relies on aggregate-level data and ad hoc forms of analysis, this study presents a new approach to analyzing micro spatial behaviors in the retailing context. Incorporating a survey and a simple GIS (Geographic Information System) application, this study calibrates detailed individual-level data through Heckman's two-stage selection model. From the spatial perspective, the results provide rich insights into the attractiveness of a place (among various alternative places). The analytical framework introduced here can help retailers in location/marketing decision making.