

Market-maximizing store location with multi-stop consumer trips

viernes, 15 de marzo de 2019 16:25 (20)

Usual models for store location in a region (modeled as a network) assume that each consumer travels from an origin to a store, makes a purchase and goes back to his origin. Truth is, this is seldom the case. The usual trips are multi-stop, in which consumers either purchase more than a product, or compare similar products before making a purchase, or both.

For the first time, we include these behaviors in location models for a follower firm in a duopoly.

Presenter(s) : MARIANOV, Vladimir (Pontificia Universidad Catolica de Chile)