A Methodology for Studying How Individuals Choose Locations in Public Consumption Environments

Abstract

Consumers often face public consumption environments (e.g., concerts, movie theaters, airplanes) in which they must tradeoff their locational preferences with their desire to maintain sufficient personal space. After we define attributes for locational choices and the need for personal spaces, we introduce a Bayesian methodology that allows for the identification of the heterogeneous drivers of locational choices faced by consumers in such environments. We demonstrate the usefulness of the methodology with analyses of two scenarios illustrating how consumers choose seats at movie theaters and concert halls.

Short Bio

Simon Blanchard is an Associate Professor of Marketing and the Keith Barket Faculty Fellow at the McDonough School of Business, Georgetown University. Simon’s interests are in the development and use of quantitative methods to understand how individuals make complex decisions. Simon has been published in academic outlets such as the Journal of Marketing Research, the Journal of Consumer Research, Psychometrika, and Psychological Science, and was recently recognized as a Marketing Science Institute Young Scholar. In addition to his work in academia, he has been involved in various analytical marketing projects including market segmentation, machine learning, experimental platform developments, and customer analytics more generally. He (and his research) are frequently featured in the media, in outlets such as C|Net, CBS News, Forbes, Harvard Business Review, Huffington Post, and Psychology Today.