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Author: Mr. MUHAMMAD ROVAID UDDIN
Institute of Space Technology (IST), Pakistan, rovaiduddin90@gmail.com

GIS TO ANALYSIS DIRECT MARKETING & SUITABLE SITE USING HUFF MODEL

Abstract

Reaching to the customers and identifying how to increase their number is the main focus of direct marketers. To reach out potential customer, a number of customer marketing techniques are in practices, such as print media, social platforms and short messaging services(SMS) etc. In order to increase number of customers, direct marketers need to understand the sale and demand ratio among their customers, demographically as well as spatially. A significant analysis has been applied in this research through GIS methods for customer-location relationship. By using diverse techniques including HUFF model and market segmentation with GIS, we get an ideal location for product sale and purchase that will result as increase in number of customers. This study will help for locating old customers as well as new customers and will effectively gave an idea where the targeted population of a selected product are so that the right product should be products advertised at right location (according to requirements of customer). This study will also help in decision making with respect to the spatial location for marketing decision support system. This research involved GIS technology to locate suitable areas for a new product location in the study area demonstrating the role of GIS and the Huff model detailing along with an analysis on suitable locations. This research will ultimately help stakeholders to analyze, segment, and locate customers, and may also help facilitate the acquisition and retention of new customers.