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Effects of multipurpose shopping trips on retail store location in a duopoly

Vladimir Marianov , H.A. Eiselt , Armin Lürer-Villagra

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Highlights

- We include multipurpose trips in location models for firms seeking sales maximizing.
- Markets are significantly different to those using single purpose trips models.
- We locate two firms' stores selling different, possibly complementary products.
- Customers purchase one, two or no product, depending on each action's utility.
- A very efficient heuristic is proposed and tested, and extensive analysis is made of the solutions.

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