

Chapter 6

Using OpenStreetMap Data for Geomarketing Insights and Business Growth

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ABSTRACT

Geo-marketing integrates traditional marketing with GIS to support companies in identifying target markets and strategically positioning themselves. This chapter explores OSM data utilization for competitor analysis, demographic insights, amenity evaluation, market segmentation, site selection, and store optimization. Extracting POI data from OSM, such as retail stores and supermarkets using different can

DOI: 10.4018/979-8-3693-5563-3.ch006

inform strategic decisions. Spatial analysis techniques like distance calculations and buffer analysis can assess competitor proximity and identify potential store sites. Demographic analysis can infer population characteristics, complemented by external datasets. Amenities can be evaluated using density and hotspot analyses to pinpoint prime locations. Market segmentation can cluster areas with similar POI distributions for targeted strategies. Site selection overlays POI layers to optimize accessibility and meet market demand. Store optimization enhances performance through foot traffic analysis and POI data, enhancing customer satisfaction and profitability.

INTRODUCTION

Market identification with census and postal geography is vitally important for companies to be able to position themselves and compete effectively for targeted marketing segments (Beaumont, 1989). Geo-marketing is realized as a strategic approach based on combining the traditional elements of marketing with GIS and the latest technologies. Consequently, it helps to quantify the consumer behaviour, proper selection of the site, the improvement of the advertising and selling methods through the use of sociodemographic and spatial information. Location analysis is most relevant in locations where we have such complexities as the vertical space, for instance, the building which in most cases can affect the consumer's behavior and other market factors. As these factors can be integrated by geo-marketing, this improves decision-making, where the strategies that are used by businesses will fit with the local market environment and consumer habits.

Major strategic marketing goals may include the best locations of the businesses, improving the clients' experiences, analysis of the geographical information for the improvement of the business decisions, and increasing the efficiency of marketing avenues. Geo-marketing also assumes major significance because it helps in understanding the behaviour of the markets thereby helping the companies improve their strategies and make informed decisions regarding the same (Augusto, 2020). Sociodemographic variables and patterns of location are useful in geo-marketing models to assist supermarkets in positioning their locations for optimal market coverage (Baviera-Puig et al., 2016). Thus, geo-marketing helps to enhance selling point location, market reaction, and developing greater tendencies to sales volume, and customer attraction with the enhanced overall market performance (Chaskalovic, 2009).

Geo-marketing is essential for companies that plan further development or choose sites for opening their branches and is particularly relevant for real estate leasing (B. A. Tkhorikov et al., 2020). Geo-marketing systems at an advanced level employ

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