

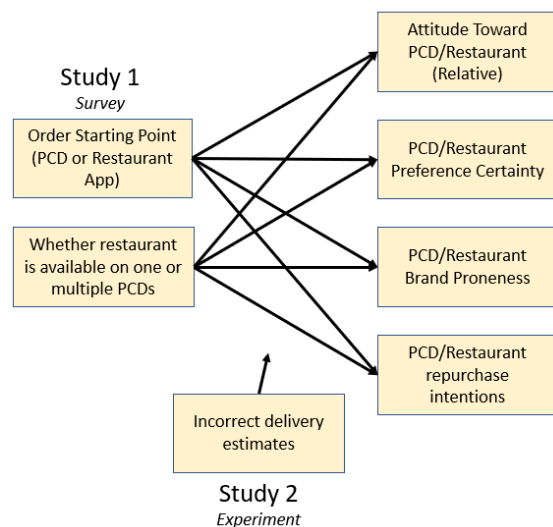
## Food Delivery Apps or Restaurants

Where do loyalties lie?

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Platform-to-Consumer Delivery (PCD) has emerged within the sharing economy in recent years and includes companies such as UberEats, GrubHub, and DoorDash, amongst others. These companies provide third party food delivery services for restaurants (e.g., fast food, full service) and provide the customer with the benefits of food delivery from many restaurants who have not historically offered delivery (and some restaurants who have). PCD accounted for 48% of total revenue, or \$44.28 billion, of the Online Food Delivery industry in 2018, and is projected to exceed \$80 billion in revenue by 2023 (Statista, 2019). With companies heavily investing in PCD partnerships and services, decisions are being made as to whether restaurants should engage in exclusive partnerships with PCD providers, or if businesses should offer food on multiple platforms. For instance, McDonald's was offered exclusively on UberEATS, but has now started offering delivery through other platforms as well. Wendy's, on the other hand, has remained engaged in an exclusive partnership with DoorDash since December of 2017 (The Wendy's Company, 2017). With restaurants investing mass amounts of money and effort into PCD services and partnerships, it is surprising little research has explored this novel phenomenon.

When consumers make the decision to have their meals delivered using PCD services, they must make three key decisions: (1) deciding which PCD mobile app platform to use (2) deciding which restaurant to order from, and (3) deciding where to initiate the ordering process (i.e., on the restaurant's app/website or on the PCD app/website). Little is known about how consumers make these decisions and how ordering of this process plays a role in consumer outcomes. The results of this study could provide support for these critical decisions.



This research will contribute to the body of knowledge of PCD in several ways. First, in Study 1, we intend to use survey design to explore the influence of order starting point and the number of platforms on which a restaurant is available and the impact these constructs have on the consumers' attitudinal and behavioral outcomes. Second, in Study 2, we intend to use experimental design to validate the findings in Study 1 and explore the moderating effect of delivery estimates on the main effect relationships. We anticipate that our findings will provide strong managerial implications for companies as they continue to invest in PCD partnerships and services.

## References

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- The Wendy's Company. (2017, December 1). *Wendy's and DoorDash Announce New Delivery Partnership*. [Press release]. Retrieved from <https://www.irwendys.com/news/news-details/2017/Wendys-and-DoorDash-Announce-New-Delivery-Partnership/default.aspx>