

BROWNBAG SEMINAR

Product bundling and platform competition: a study of Hong Kong's food delivery market

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Abstract:

Platforms offering multiple products may take advantage of its market power on one side of the market and force the other side to accept bundled products. Such behaviors can generate unfavorable consequences to market participants and deter potential entrants that provide similar services. We look into the phenomenon by studying Hong Kong's food delivery market, where platforms offer both delivery and self-pickup services. Using order level data from two major food delivery providers, we estimate consumer's demand for the two types of services. We then conduct counterfactual analysis to study the impact of forced bundling on restaurants' profitability.

Date: 29 November (Tuesday)

Time: 12:00nn-1:00pm

Venue: WYL314

****Registration is required**

Register Here:

