THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Department of Information Systems, Business Statistics and Operations Management

IS SEMINAR ANNOUNCEMENT

Impact of Flexible Delivery Time Representation on Consumer Ordering Behavior: Evidence from a Natural Experiment

by

Dr. Gen LI

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DATE	16 January 2024 (Tuesday)
TIME	10:30 am - 12:00 noon
VENUE	4/F ISOM Meeting Room (Room 4047), LSK Business Building

ABSTRACT

As lifestyles become increasingly fast-paced, more and more consumers are turning to food delivery platforms for convenient meal options. With a premium placed on time efficiency, the speed of delivery has become a critical determinant of consumers' willingness to place orders. We examine how the presentation of delivery time affects consumer ordering behavior. Leveraging a unique dataset from a large online food delivery platform in China and employing a difference-in-differences (DiD) approach, we find that customers presented with flexible delivery time windows increased their order frequency by 14.4% and their spending by 12.2%, compared to those provided with exact delivery time points. The observed effect is more pronounced among younger customers and those with higher spending power. We reveal that providing flexible delivery time windows sets an expectation for prolonged wait time among customers, which in turn reduces anxiety over potential delays and ultimately improves the perceived reliability of the delivery service. These insights afford practical guidance for food delivery platform operators aiming to enhance customer satisfaction and experience.

BIOGRAPHY

Gen Li is an assistant professor in School of Management, Fudan University. He received his Ph.D. in Information Systems from School of Business and Management, HKUST in 2020. His primary research interests include knowledge-sharing communities, FinTech, and economics of artificial intelligence. In his research, he adopts a variety of quantitative methods including econometric modeling, field experiment, and machine learning. His work has been published in premier journals such as Management Science, Information Systems Research, and Journal of Management Information Systems. He has been named the best track AE of ICIS 2022.