

FIRST IN FIRST EXPIRED OUT: AN AGENCY THEORY EXAMINATION OF LAST MILE GROCERY DELIVERY

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ABSTRACT

Retailers are increasingly implementing online orders of groceries with the utilization of either third party delivery, or with grocery pickups. The implementation of this order fulfillment process of groceries benefits the vendor rather than the customer, as online order fulfillment incentivizes the order fulfillment process to consist of products that have the shortest shelf life, while the customer prefers products that have the longest shelf life. This research utilizes an agency theory framework to examine what variables affect the reconciliation of the aforementioned differing objectives. Implications for last mile grocery delivery and opportunities for further research will be discussed.

Keywords: Last Mile Logistics; Grocery Delivery;