

Reconciling B2B and B2C demands: Access-based triadic systems for reusable food containers

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Abstract

In triadic systems, platform providers need to satisfy potentially divergent demands of two market sides. Yet, there is little empirical research on the challenges and opportunities platforms face in bridging this gap. With the example of access-based triadic systems for reusable food containers, this paper takes a mixed methods approach to investigate how packaging-as-a-service (PaaS) providers can attract businesses and consumers. Influence factors are qualitatively derived and quantitatively tested in factorial survey experiments with 176 restaurants and 245 consumers. Our findings highlight the need to develop two distinct value propositions tailored to restaurants and consumers, respectively. As a result, the role of PaaS providers as both the owner of shared assets and platform provider poses challenges and opportunities for marketing differentiation. We discuss implications for providers of access-based services in triadic systems in general and PaaS systems in particular.

Subject Areas: *Business-to-Business Marketing, Consumer Services, Service Marketing*

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